

## Greenyard kicks off its 40 Year anniversary at Fruit Attraction 2023, celebrating the pure power of plants

Sint-Katelijne-Waver, Belgium, 3 October 2023

**Greenyard will be at Fruit Attraction from October 3 to 5, 2023, with a stand design bringing its 40 years anniversary and pure-plant vision to life. Fruit Attraction, the international trade show for the fruit and vegetable industry in Madrid, is the leading platform for connecting food value chain experts worldwide. Greenyard will showcase its position as a global connector between customers and growers, bringing the pure power of plants to consumers' diets across the world. Discover the unique Greenyard journey at Fruit Attraction on stand 10D17 in Hall 10.**

### **Celebrating Greenyard's history and vision on the future of food**

Different stand elements, pay homage to the company's 40 years anniversary, and its ambition to lead the transition towards a pure-plant global diet, by unleashing the pure power of plants. This ranges from an immersive Greenyard arch to a banner depicting the company's long history, and a textbook definition of the pure power of plants. These components illuminate Greenyard's unique business model and its path toward a sustainable food value chain. Two large LED-screens also provide a glimpse behind the scenes of the company's Fresh, Frozen and Prepared divisions.

### **A connecting partner**

The power of Greenyard lies in its exceptional ability to foster close collaboration with both ends of the food value chain. Its global scale also ensures a wide range of high-quality products available all year round. Guided by today's consumers demands, Greenyard is dedicated to making fruits and vegetables more convenient, accessible, and affordable for more consumers. With a strongly rooted history, the company is in an excellent position to directly contribute to this. Because fruit and vegetables – the plants themselves – are Greenyard's core products, in all their pure and natural power.



If you want to find out more, come visit our stand in Hall 10 (stand 10D17).

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### **About Greenyard**

**Greenyard (Euronext Brussels: GREEN)** is a global market leader in fresh, frozen and prepared fruit and vegetables, flowers and plants. Counting Europe's leading retailers amongst its customer base, Greenyard offers efficient and sustainable solutions to customers and suppliers through best-in-class products, market leading innovation, operational excellence and outstanding service.

Its vision is to make lives healthier by helping people enjoy fruit and vegetables at any moment, easy, fast and pleasurable, while fostering nature. With around 8 5000 employees operating in 19 countries worldwide, Greenyard identifies its people, and customer and supplier relationships, as the key assets which enable it to deliver goods and services worth around € 4,6 billion per annum.

[www.greenyard.group](http://www.greenyard.group)

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