



Changes disrupting the Food Industry

Hein Deprez, Executive Chairman Greenyard

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for a healthier future

Greenyard, a global player in fruits and vegetables



FRESH

Fresh fruits & vegetables,
Flowers & plants and
Supply chain services

1 in Europe / # 3 globally



FROZEN

Frozen fruit & vegetables
and Ready-to-eat meals

2 in Europe



PREPARED

Prepared fruit & vegetables,
Sauces & soups and
Ready-to-eat meals

4 in Europe
1 globally in mushrooms



HORTICULTURE

Growing media &
soil improvers

3 in Europe

Greenyard - Key Facts



Global player in fruits & vegetables and the only player active in all segments: **fresh, frozen, prepared and growing media**



34 Distribution centres mainly for fresh fruits & vegetables
23 Production sites for processed fruits & vegetables and growing media



More than **8.000 employees**



Supplier of the **largest retailers and their customers** in Europe
Sales in **more than 80 countries**



Turnover **4,25 billion euro**

Consumer trends



Retail response - Promoting healthy choices



Retail response - Making it easy and convenient



Facilitating to go & creating new consumption moments

Retail response - Preventing waste



Retail response – Seeking authenticity & pleasure



**Shopping experience taken to the next level
Indoor farm / Urban farm**



Taste & flavour as key point of differentiation

Implications for **the grower**

- Sustainable & resilient production
- Local & year-round production
- Focus on taste => exclusive varieties
- Consumer & market intelligence



Implications for **Greenyard**

- Preferred added-value retail partner from fork to field
- Consumer-centric approach
- Total category thinking:
ideally positioned to respond
to consumer & retail trends



- Supply chain services: solutions for e-commerce (e.g. piece picking)
- Long-lasting partnerships with growers

Thank you for your attention

