

# Plantes & Fruits group

*Founded from the union of **two companies**, linked to the **vegetal world**, which wants to share a **sustainable development approach**.*

# Our organizations,

« Producer and specialist in  
Medicinal and Aromatic  
Plants. »



**PMA28** was founded in 1989; by cultivation of 6 new plants for the pharmaceutical industry on a farm in the central region of France.

After developing knowledge of these plants and their activities, this company is now recognized for its **expertise: Product, Transformation of and Trading with Aromatic and Medicinal Plants.**

« The dehydrated fruit specialist »



Company founded in 2002 in the Natural Park of the Perche Region, **Fruitofood is the specialist in dehydrated fruit.**

Using a particular manufacturing process, it has developed its range. It now offers pieces, granules, powder and fruit waters to its customers.

«**Plants & Fruits embodies the union of 2 dynamic compangies**, situated in our region. They share and defend common values such as attachment to the **agricultural world**, the **naturalness** of products, as well as the **proximity** notion (local partners and actors, land...)

**Producer, processor and trader, our real strenght is based on our professional expertise in plants. »**

Mr. Vanier Jean-Raymond,  
*Chairman of Plantes et Fruits, Director of PMA28.*

« Sharing know-how and values acquired from the land, reinforced by our experience, we are together actively **involved in a CSR project**: Building and enhancing our commitment to our stakeholders.

Sharing our vision will promote **positive synergies for environmental, social and societal fields** in accordance with our business and our objectives.»

Mr. Copy Pierre-Yves,  
*Directof of Fruitofood.*



# Towards a **common improvement approach**

« Convinced that sustainability and social respect are concepts based on the responsibility of all of us, our development strategy is reflected in a CRS (Corporate Social Responsibility) approach, Together we want to improve all our structures regarding environmental, social and societal criteria. The **ISO26030 standard** is our reference for building this process of improvement. Based on this framework, we have formalized the elements presented in this document..»

**76%** is  
employee  
response  
rate to our  
CRS survey

*Goal is to achieve 90%*

## **Develop our activities on a sustainable model**

**97% of our  
employees are  
sensitive to the  
environment &  
favorable for CRS  
policy**

We are convinced that by having a shared coherent and pragmatic vision, that by sharing our ideas and best practices we will gradually grow and mature towards more sustainability. »

Charlotte Foucalt, *CRS manager*

# Some elements about our **group evolution**,

**2011 – 2018**

**Gradual improvement in performance :**  
new equipment, carbon footprint,  
decontamination rooms, recovery by  
methanization...



**1991 – 2005**

**Development of the offer :** establishment of  
partnerships, trading activity and  
subsidiary...

**1989**

**Création of PMA28,**  
producer of aromatic  
and medicinal plants



**2020**

Implementation of CRS approach  
Supervised by consulting firm AREA



**PLANTES  
& FRUITS** GROUPE

**2019**

**PMA28 and FRUITOFOOD  
Union**

Position of Sustainable  
development project  
manager



**2007-2010**

**Ingredients improvements :** launch of fruit water,  
organic farming certification...



**From 2013**

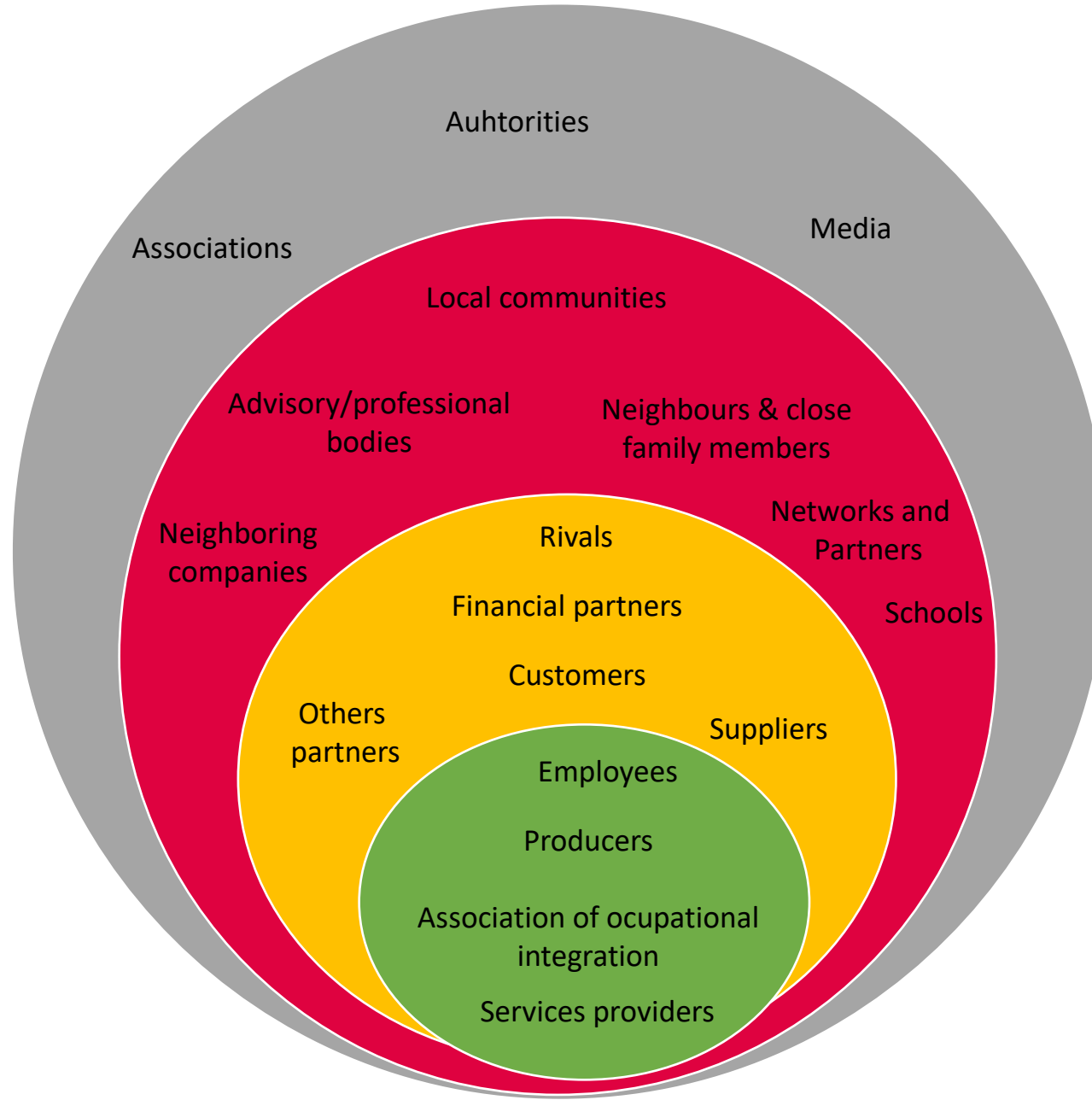
**Food quality and  
safety guarantees :**  
Kosher certification,  
BRC grade AA, NOP...

**2002**

**Creation of  
FRUITOFOOD,** a dairy  
factory that moved for  
offers dehydrated fruits

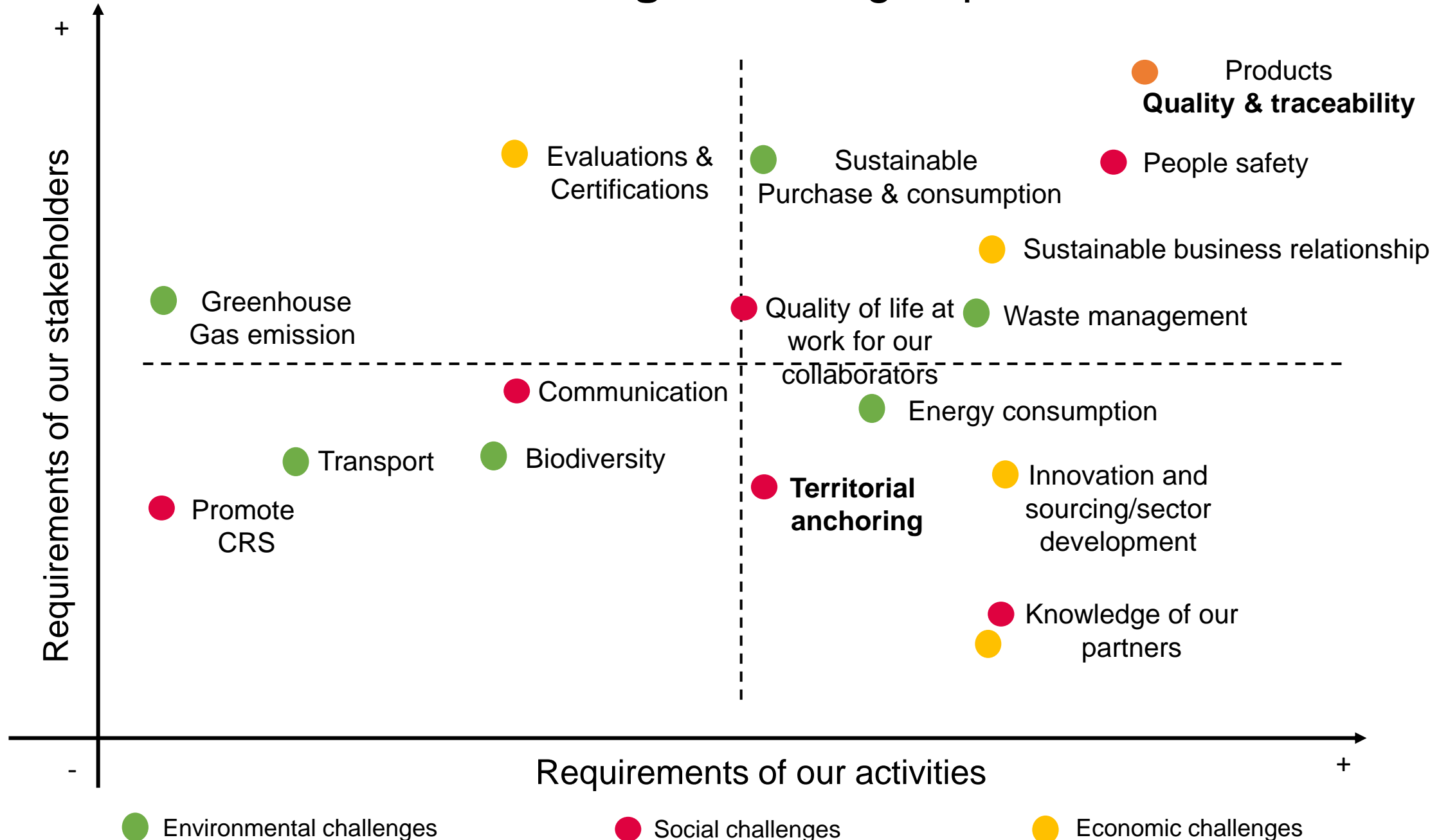
# Our partners,

- Internal ecosystem
- Economic ecosystem
- Social ecosystem
- Sociétal ecosystem



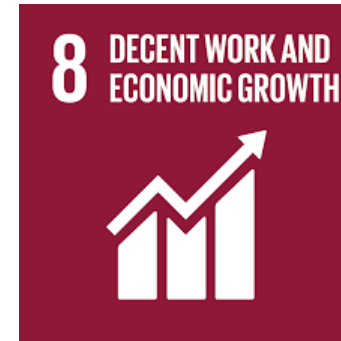
**We have identified  
our partners and  
defined their  
expectations to place  
them at the heart of  
our development.**

# Challenges of our group,



Plants & Fruits is involved on a larger or smaller scale, in the achievement of the **17 UN Sustainable Development Goals**, and more directly in the following commitments :

Earth a partner that  
we have to  
preserve,



Improve and grow  
together,



# Our values,



## **Naturalness**

*Plant expertise*



## **Mastery**

*Heart of our  
development*



## **Proximity**

*Contribute to dynamics  
of territories*



**Naturalness**  
*Plant expertise*



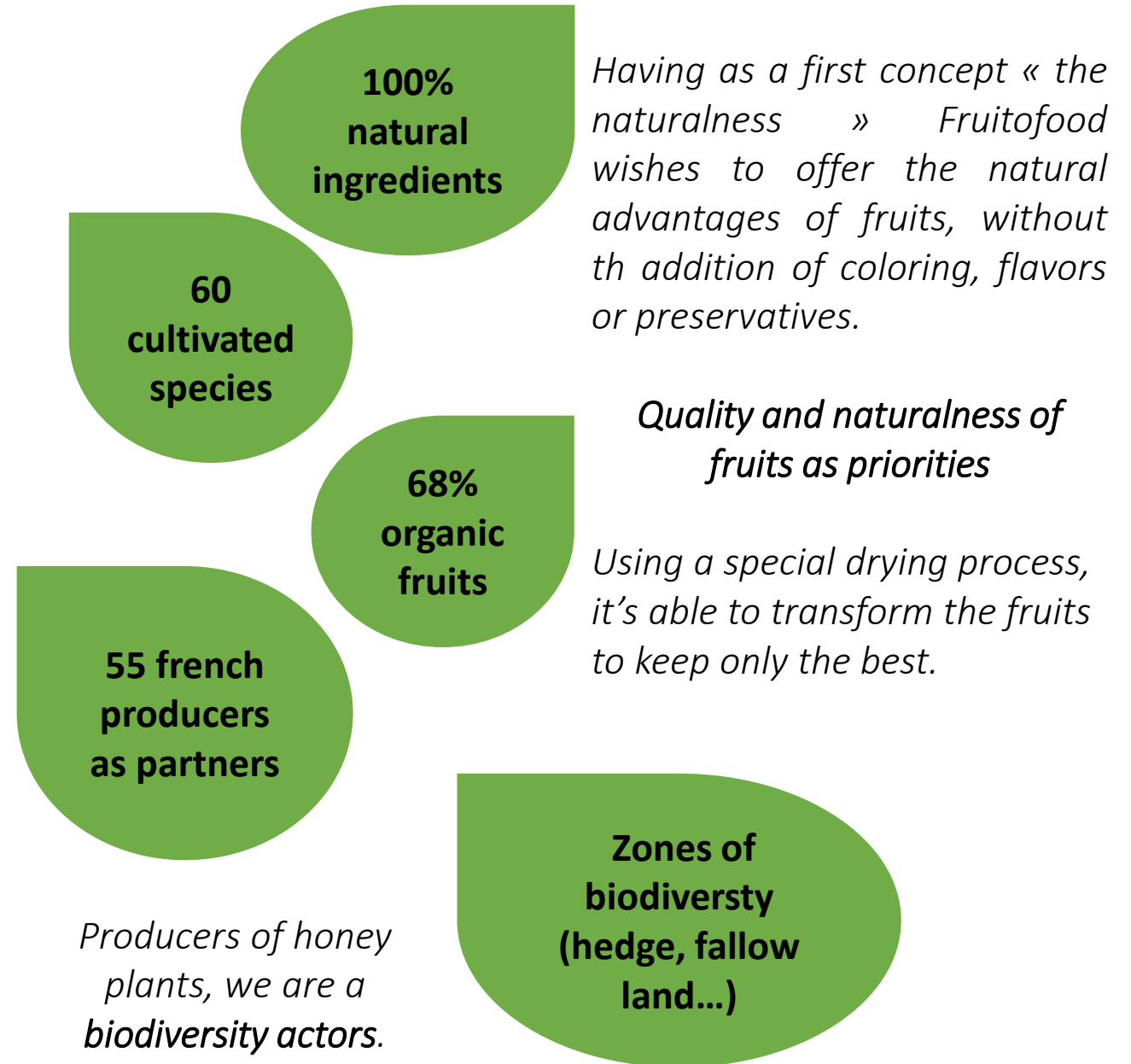
## ***From the field to the ingredient,***

*Producer and trader: by its activity PMA28 shapes the landscape of the Region, though also through farmers, true **committed partners**, who work the land.*

PMA28 supports its farming partners and put in place practices that are more respectful for the environment : mechanical weeding as an alternative to chemical weeding, the maintenance of natural areas or also by the establishment of certified channels...

*Rémi Damas, PMA28 Agronomic Manager*

*To meet the demande PMA has developed a subsidiary in Eastern Europe. Thus it is able to know the quality and origin of the provided plants.*







**Mastery**

*Heart of our  
development*



« The entire Fruitofood team is involved in achieving **our goals : economically, socially and environmentally**. We share the goal of developing our structure in a sustainable way. This collective wish and our strong company culture allow us to provide healthy and **safe products while guaranteeing the safety of our staff and respect of the environment.** »

Nesrine Brahmi, *FRUITOFOOD QHSE Manager*

**100%  
plants  
waste are  
recovered**

**Quality  
certifications**  
BRC, ISO22000,  
KOSHER

**Waste  
Reduction  
activities**

«Physically rooted in the territory, our company gets involved in and supports initiatives that come from our environment. This desire can be illustrated by our participation in a national steering committee conducted at departmental level on catchment supply areas. The aim is to offer solutions to improve water quality. We are also involved in the optimization and recovery of our plant waste by methanation near our site. Thus we contribute to biogas production. Other actions help **to improve our environmental impact, as well as the health and safety of our employees**. For example we manage our pesticides by using EcO2 process, which does not require toxic substances and is harmless to products employees and consumers.»

Carla Verron, *PMA28 HSE Manager*



## **Proximity**

*Contribute to dynamics  
of territories*

«Inside PMA28 quality department a team of 5 people work **daily to complete all of our customers**. We make our best to guarantee plants that meet their requirements thanks to working closely with our suppliers and our production teams. »

Elodie Chateauneuf, *PMA28 Quality manager*

**82 direct jobs** in rural areas including **86% permanent contracts**

+4 in 2019

*We want to create and promote a network on our territory. This is why we support some associations (local recycling center, fields of the possible...) for example by involving an association of occupational integration for the maintenance of our green spaces or by organizing visits introducing our activities and professions.*

**+ 5 associations** as partners

3 Open doors

Students welcoming

« Our **human-sized company** and the **flexibility** of our production tool are our real strength ; therefore we are responsive and **at your disposal**: to think together about your projects and innovations. »

Mme Isabelle Moulin, *Fruitofood French Sales department*

# Our commitments for 2023,

**ENVIRONMENT**

*Take care of the environment*

Environment

Bearable

Viable

Sustainable

Social

Fair

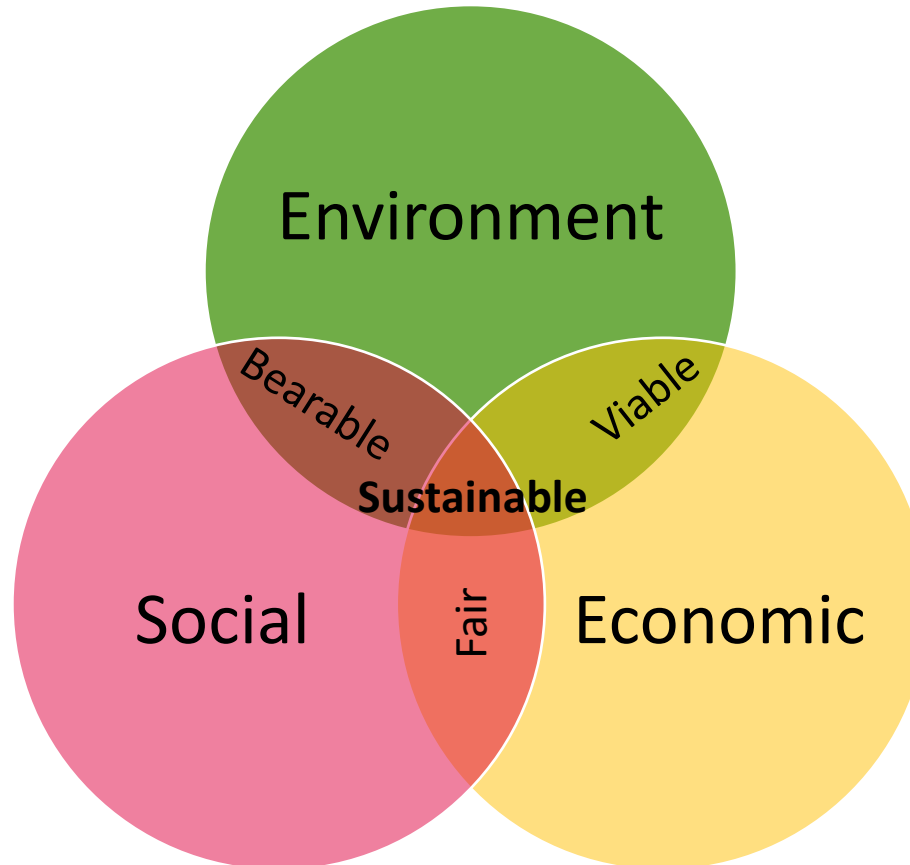
Economic

**HUMAN**

*Take care of collaborators*

**SUSTAINABLE  
GROWTH**

*Combine performance and sustainability*





**ZOOM** on our commitments,

**HUMAN**

*Take care of collaborators*



From **Health, Security** to well being at work



Experiment new communicating ways

**Proximity**

**ZOOM** on our commitments,

## ENVIRONMENT

*Take care of the environnement*



Promote and develop **sustainable chains**



Limit and reduce our **consumption**



Improve the quality of our **environment**

**Naturalness**

**ZOOM** on our commitments,

## SUSTAINABLE GROWTH

*Combine performance and sustainability*



Maintain and develop our **economic activities**



Share projects and **build networks** with our **stakeholders**



**Innovate** our professions

**Mastery**

# Some examples of what we do,

## Environment,

- ✓ We improve our structures;
- ✓ We maintain and create (hedges, fallow land...) natural areas for biodiversity;
- ✓ We promote carsharing and public transportation for our business trips;
- ✓ We monitor our consumption (water, electricity,...)
- ✓ We sort and recycle our waste;
- ✓ Total recovery of our dust and plant waste through methanization;
- ✓ We make our staff aware of common sense gestures : heating, lighting, water...

## Economy and Societal,

- ✓ We ensure the satisfaction of our customers by increasing the quality of our products : renewal of quality certifications, investment projects for the improvement of our tools under study...
- ✓ We contribute to local economic development by maintaining our small local service providers and suppliers;
- ✓ We develop long-term relationships with our partners by getting involved in long-term project opportunities;
- ✓ We get involved in our own way (exchanges, donations ,...) with associations;
- ✓ We organize visits or open houses for the public and schools;







# Some examples of what we do,

## **Social,**

- ✓ We are improving our workstations : dust extraction...
- ✓ We hire young people and carry out local mission agreements;
- ✓ We offer some benefits : mutual insurance, gift vouchers, ...
- ✓ We allow a certain flexibility in work organization : voluntary part-time work, daily package...
- ✓ We carry out internal training for our staff;
- ✓ We want to represent women and men;
- ✓ We ensure the diversity of profiles of our employees (ages, origin,...)

## **Soon,**

- ✓ Development of our purchasing and production commitments;
- ✓ Integration of CRS criteria in suppliers evaluation,...
- ✓ New recruitments;
- ✓ Optimization and evaluation of co-products;
- ✓ Implementation of actions to reduce our consumables...

## This document

This document is the first to present our choices, our commitments and our group's development strategy.  
**It is our CSR policy.**

## Period

This document relates to the data available in September 2020. Updated versions will be available in the future and will present the approach evolution.

## Validity

The presented elements come from our databases, our knowledges and our decisions.

Find our news and actions on social network : [Lkin](#)  
[PMA28](#) / [Lkin FOF](#)

**A steering  
committee  
monitors the  
CRS project**

**Mr Jean-Raymond Vanier,**  
*Plants & Fruits Chairman, Director of  
PMA28,*



**Mr Pierre Yves Copy,**  
*Director of Fruitofood,*



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