



Press Release

Bonduelle organises a Hackathon focusing on responsible agricultural practices to strengthen the link between farmers and consumers.

On the 5th and 6th of December 2016, the Bonduelle Group gathered its stakeholders for an agricultural Hackathon. The winning team will present its project to the public on the 3rd of March, at the Bonduelle stand at the International Agricultural Show in Paris.

Much is at stake and the agro-food industry must rise to the challenge of: healthily and sustainably feeding the planet while preserving the resources and the quality of the soils. The agricultural world is constantly evolving and the best practices are increasing: mechanical and thermal weeding, insect traps, observation drones to better manage the crops, etc...Farmers have know-how and they would like to share it! This is why, last December, the Bonduelle Group organised a Hackathon whose objective was to promote responsible agricultural practices among consumers.

As part of its overall reflection on the Group CSR strategy, Bonduelle gathered for nearly 2 days, farmers, and co-workers from various departments, consumers and business people to jointly brainstorm on how to promote responsible agricultural practices.

Use co-creation to promote sustainable agriculture..

7 teams made up of farmer partners, co-workers of the Group (marketing, agronomists, and communication) and various external stakeholders (consumers, business people, etc.) hence worked for 2 days and presented their project to the jury.

The wealth of ideas presented and the motivation of the teams made it very difficult for the jury to decide, jury chaired by Christophe Bonduelle.

4 selection criteria:..

- Promotion of responsible agricultural practices
- Ease of implementation
- Innovative aspect
- Embodiment of the project by the team

However, one idea did stand out and the jury unanimously decided to award the prize to: The "Agri-Party" or how to shed some light on the best agricultural practices.

What does that entail? : To find out, come and see us on the 3rd of March 2017 at the Bonduelle stand, at the International Agricultural Show! The team project will be there.

Please click here to view the #Hackathon Bonduelle video: <https://www.youtube.com/watch?v=eRkWm-X02Tk&feature=youtu.be>



CSR lies at the heart of the Bonduelle Group's strategy

In 2016, the Bonduelle Group refined its CSR objectives to go even further in its approach.

The 5 objectives redesigned this year place people at the core of the project:

- All major players
- Create the desire and give everybody access to a healthy and sustainable diet
- Reduce the environmental impacts from the field to the plate
- Take care, with our partner farmers, of the cultivated soils
- Ensure the “well-living” of our co-workers and local communities

Climate change, population growth and reduced resources, the Bonduelle Group has long been committed to a responsible agricultural approach. Wherever the Bonduelle Group operates, it cares for human rights concerns and people's diets.

Its ambition: to be the world reference in "well living" through vegetable products



“Our desire is clearly to take our Corporate Social Responsibility, a driving force for many years, a step further by encouraging the employees of the Group to be the major players in this approach” Christophe Bonduelle - Chairman



SAVE THE DATE

Bonduelle will participate to the
International Agricultural Show
From 25 February to 5 March 2017
Paris Porte de Versailles - Hall 2.2 – Booth 040
1#BonduelleSIA2017

www.bonduelle.com
Twitter: @Bonduelle_Group

Press contact – Agence RP carrées

Vanessa Vazzaz – vanessa.vazzaz@rp-carrees.com – + 33 3 28 52 07 42 – + 33 6 34 32 24 23
Mathilde Sophys – mathilde.sophys@rp-carrees.com – + 33 3 28 52 00 56