



Press information
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New signature - "la nature, notre futur"

Plant-based food to feed the World Bonduelle's commitments for the future

"Climate change, soil depletion, declining biodiversity. All threats weighing heavily on the balance of nature, and of humankind." The Bonduelle Group, in a **Manifesto** published today, notes a new urgency for the protection of the environment, nature and biodiversity, and for the first time is reporting to the group's entire audience on the company's goals in these areas.

The plant-based revolution, a major challenge for the planet

At the halfway mark on its transformation road map (VegeGO!), which will continue until 2025, Bonduelle is set on becoming the world reference in "well-living" through plant-based food, extending its field of operations to all plant-based foods and not just vegetables. Faced with environmental challenges, Bonduelle believes that plant-based food is THE solution to more effectively and sustainably feed both present and future generations, if only through the saving of natural resources that it affords.

A new signature to share its convictions

Bonduelle has accordingly chosen a new signature that expresses its convictions: *la nature, notre futur*. Nature, because it forms the root and heart of Bonduelle's activity, and the future, because this is the promise Bonduelle is making, to participate in the building of a better world through plant-based food with all the stakeholders in its ecosystem: **Let's make a better future through plant-based food!**

A signature rolled out in French

As leader, Bonduelle wants to show the way forward and defend agro-ecology that is efficient, intelligent, based on solidarity and clearly oriented towards the future and "well-living" for the planet. This signature, *la nature, notre futur*, which will be rolled out in French worldwide, highlights the French family origins and testifies to the sustainable vision of a forward-looking business. Bonduelle has successfully grown by deploying its French model and know-how wherever the company operates. France is the "vegetable garden of Europe" and world-renowned flagship of gastronomy.

Commitments for the future

Backed by 165 years of experience in the areas of CSR and soil protection, Bonduelle has long produced compelling initiatives in this field: the Agronomy Charter, the Louis Bonduelle Foundation, the Aponh project, and the limitation of inputs, etc.

On the occasion of this new corporate communication, it is time to move faster and farther. Bonduelle affirms its commitments toward the future.

About Bonduelle

Bonduelle, a family business, was established in 1853. Its mission is to be the world reference in "well-living" through plant-based food. Prioritising innovation and long-term vision, the group is diversifying its operations and geographical presence. Its vegetable, grown over more than 125,000 hectares all over the world, are sold in 100 countries under various brand names and through various distribution channels and technologies. Expert in agro-industry with 54 industrial sites or own agricultural production, Bonduelle produces quality products by selecting the best crop areas close to its customers.

Bonduelle is part of the Gaia non-financial performance index and employee shareholder index (I.A.S.)

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