



INFORMATION - PRESS

**March 27, 2019**

## **Bonduelle is engaging and committing to a citizen initiative alongside Make.org to promote "Mieux manger" (Eat better)**

*In line with its ambition to stand as the "global reference in well-living through plant-based food", the Bonduelle Group is engaging around the citizen consultation launched March 26 by the platform make.org: #AgirPourMieuxManger*

### **Finding solutions to provide access to good-quality food in sufficient quantities**

The Bonduelle Group's commitment to create a better future through plant-based food perfectly embraces the objectives of this great citizen consultation, with the ambition to sound French public opinion on the question "How can everyone eat better?"

The company, one of whose CSR objectives for 2025 is to facilitate access to healthy and sustainable food, has decided to take action by joining up with make.org for this campaign. So from March 26 through May 31, 2019, any citizen wishing to get involved can give his or her view and engage with the cause #AgirPourMieuxManger (Act for better eat). For its part, Bonduelle will encourage all its employees to take part and put forward their ideas on the platform [mieuxmanger.make.org](https://mieuxmanger.make.org). The best ideas receiving the most votes from participants will then be actively implemented on a national scale. The aim is to set up between 6 and 10 major operations over the following 3 years.

### **Exceptional engagement around a key issue**

As an ethically engaged company, in October 2018 the Bonduelle Group launched a new signature - "La nature, notre futur" - and its manifesto for sustainable agriculture and quality food everywhere for everyone. Campaigning for the food cause, creating and merging the energy of all those involved, and highlighting citizen projects to ultimately put

in place real projects on the ground perfectly embrace Bonduelle's strategy and reflect its ambition to be the world reference in "well-living" through plant-based food.

#### **About Bonduelle**

*Bonduelle is a family company created in 1853 with a mission "to be the world reference in "well-living" through plant-based food" Prioritizing innovation and long-term vision, the Group is diversifying its operations and global locations. Its vegetables are grown on 128,000 hectares and marketed in 100 countries under a variety of brands, through different distribution channels and using all technologies. Backed by unique agro-industrial expertise and 55 industrial or agricultural own-production facilities, Bonduelle operates in the finest growing areas in close proximity to its customers.*

#### **About Make.org**

*Great Causes are three-year programs structured in three stages. They start on the platform Make.Org with a massive two-month public consultation with citizens, who are invited to comment on an open question by proposing their own solutions and voting on those submitted by others. Based on the results, its partner associations, companies, institutions and media collaborate in transformation workshops beginning with the best citizen proposals and leading to concrete actions on the ground. This civil society action plan puts together the best of the selected actions with specialists based on their scale and decisive impact. Make.org acts as guarantor for the actions and invites everyone who took part in the consultation, to reengage and take part to change France for the issue covered by the Great Cause.*

[www.make.org](http://www.make.org) / [@Make\\_org](https://twitter.com/Make_org)



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