

50 YEARS
FOREVER
GOOD!



OUR VISION, CULTIVATING THE GOOD!

“BEYOND CULTIVATING THE GROUND,
CULTIVATING THE GOOD MEANS CULTIVATING WELL
FOR PEOPLE, SOCIETY AND THE PLANET.”

Christophe BELLOC, President of Blue Whale

250
MILLIONS OF EUROS
TURNOVER

70% of which generated
from exports

290,000
TONNES OF FRUIT

50,000 of which
is to be processed

50 YEARS OF EXPERTISE
IN THE FRUIT INDUSTRY

BLUE WHALE – FRANCE'S NUMBER ONE APPLE EXPORTER



> A GLOBALLY RECOGNISED BRAND

300
FRUIT GROWERS
IN FRANCE

6,100 HECTARES
OF ORCHARDS

71 COUNTRIES

A BRAND

MADE IN FRANCE

Despite its English name, which was inherited when it was a major exporter formed in the 1960s, Blue Whale is a French company. Its orchards are located in the best regions: **Berry-Loire Valley**, **South-West** and **Alpes-Provence** and to reduce transport, packing houses are also located as close to the farms as possible.

16 PACKING
HOUSES



THE CHOICE OF SUSTAINABLE AGRICULTURE

Blue Whale combines 300 producers located across the finest fruit growing areas in France: **Berry-Loire Valley**, the **South-West** and **Alpes-Provence**.

These passionate producers are committed to growing quality fruit every day, which is hand-picked when ripe, integrated production orchards, cultivated using environmentally-friendly production methods that promote biodiversity.

100% VERGERS ÉCORESPONSABLES

Blue Whale producers are committed to production methods that are environmentally friendly and promote biodiversity to be able to produce top-quality, healthy and delicious French apples.

Their main commitments are:

- promoting biodiversity in the orchards,
- favouring biological control methods,
- taking the most suitable action in the orchards,
- harvesting the apples by hand when they reach optimum maturity,
- guaranteeing orchard traceability at the point of sale,
- ensuring that these good practices are put in place through checks by an external and independent certification body.



10% OF TURNOVER
REVENUE EACH
YEAR INVESTED
IN ORCHARD RENEWAL AND
PACKING HOUSE EQUIPMENT



“Whether in a traditional or organic orchard, we aim to foster biodiversity and the fauna that help producers: bees, titmice, bats, etc.”

SYLVAIN
Brissac (49)



“The Blue Whale guarantee is expert fruit handling from farm to point of sale.”

HERVÉ
Labastide-Saint-Pierre (82)

OUT RESPONSIBLE COMMITMENT TO THE FUTURE

The Blue Whale groups is involved in over 100 actions promoting a more sustainable and responsible company and agriculture. This involves an approach focusing on continuous progress for the Blue Whale group to go above and beyond to put in place new devices.

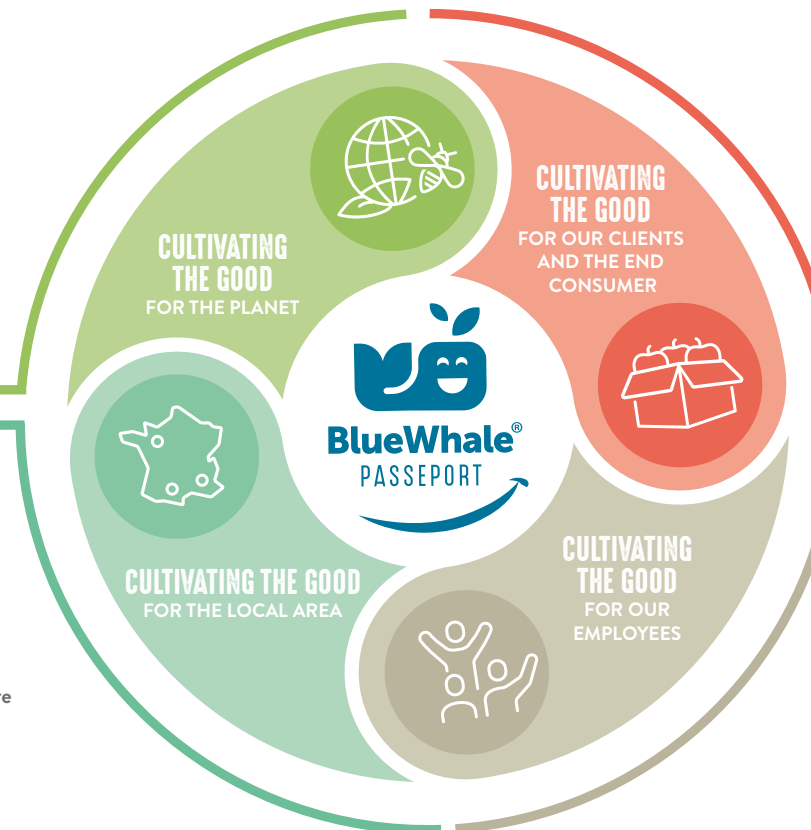
20 KEY ACTIONS

FOR THE PLANET:

- 1. Fostering biodiversity**, the presence of useful fauna and soil fertility
- 2. Continuing collaborative work with beekeepers** to help protect bees
- 3. Improving our water management**
- 4. Reducing our waste** and recycling as much as possible
- 5. Enhancing the energy performance** of our structures

FOR THE LOCAL AREA:

- 16. Developing our foothold in local areas** by creating jobs
- 17. Making schools and local residents aware** of our work
- 18. Creating partnerships** with secondary and higher education establishments
- 19. Ensuring we fit into the landscape structure** of our countryside
- 20. Developing local partnerships** to gift apples to associations



FOR OUR CLIENTS AND THE END CONSUMER:

- 6. Ensuring the quality and safety** of our products
- 7. Developing our responsible ranges:** eco-responsible, organic and zero-pesticide residue orchards
- 8. Implementing means to promote varietal innovations**
- 9. Recovering the most possible fruit** and striving towards zero wastage
- 10. Optimising our transport and logistics** to reduce our environmental impact

FOR OUR EMPLOYEES:

- 11. Improving working conditions**
- 12. Encouraging the talents** and development of all employees
- 13. Forming risk management** and first aid teams
- 14. Developing collaborative** working models
- 15. Supporting producers** in the proper management and handover of their farms

DEFINITIVE ACTION IN THE ORCHARDS

Orchard monitoring is carried out with agronomist managers support for diagnostic and preventive purposes. Thanks to this continuous monitoring, producers are able to react quickly, select the best solution to act on and eliminate automatic treatments that are not appropriate.



INSECT-PROOF NETS

These provide an effective physical barrier to protect the orchards from harmful external factors from animals and the weather.



MATING DISRUPTION

This technique involves installing pheromone diffusers in the orchards to combat two pests to apple trees: the codling moth and the budworm. These pheromones disrupt insects, preventing them from reproducing and invading the orchard.



BIODIVERSITY & POLLINATION

To foster the natural development of the orchard and to attract auxiliaries such as ladybirds, earwigs and even titmice, which fight against harmful insects (aphids, red spiders, etc.), the orchards are surrounded by hedgerows. Blue Whale fruit growers also install nesting boxes and insect hotels. Beehives are introduced into orchards to boost the pollination required for the formation of beautiful fruit.



WATER MANAGEMENT

Regular irrigation is a major issue for Blue Whale fruit growers. Water management using tensiometers makes it possible to adjust water supply more closely to the needs of the trees depending on the seasons and climatic variations.

INNOVATIONS IN THE ORCHARDS

As a leader in French apple production, Blue Whale is involved in R&D into new varieties. A dedicated team of 10 is responsible for this development and is testing over 200 varieties of apples, plums and grapes in its test orchards. The aim? To create both sweet and tasty fruit, to satisfy the pleasures of consumers, fruit which is naturally more resistant to certain diseases so that these varieties require fewer phytosanitary treatments.

200
NEW VARIETIES ARE BEING STUDIED
(INCLUDING ALL SPECIES)

APPLES

Kissabel®, the apple that's red inside!

The first orchards have been planted in the Loire Valley 25 hectares planted in 2018 with the first harvest in 2019, with a provisional production of 1,000 tonnes in 5 years.



Fred® pear

PEARS

Fred®, the ready-to-eat pear

A lovely, two-tone colour pear with a red blush, coming rather late in the season as it is harvested from the end of September. It has a good crunch and it is juicy. It also has a balanced flavour to tempt all palates. This variety is resistant to fire blight and does not need to be ripened.

QTee®, the summer pear

This is an early pear that can be found on shelves from mid-August – earning it its moniker of the summer pear. It enjoys plenty of sunshine so has a two-tone blush red colour and is extremely fragrant and juicy. It is also small in size, making it perfect for children to enjoy. As it is more resistant to handling, it lends itself more easily to eating on the go than its fellow pear varieties.



**COLLECTIF
NOUVEAUX
CHAMPS**
Des producteurs engagés!



1,000 t
OF APPLES

380 t
OF KIWIS

FRUIT WITH ZERO PESTICIDE RESIDUE*

All fruit that is part of this approach is monitored and properly identified at each stage of production. The approach is based on a set of specifications with specific requirements on the handling of products. These are consumer units packed, making it possible to precisely monitor batches of fruit at each step, right up until they reach consumers.

In shops, the sticker "Zero Pesticide Residue*" identifies apples and Kiwis that meet the requirements of this programme.

*within the limit of quantification



EXCLUSIVE VARIETIES

FUJI PRIMEUR

Produced exclusively in the South-West region, this very sweet and juicy Fuji is an early variety that arrives on the shelves before any other varieties.



With 50 years of expertise in the markets and varietal innovation, Blue Whale develops its own varieties and selects exclusive products that perfectly respond to consumer expectations.

NOVABLUE®

Crunchy and juicy with a very delicate flavour, Novablue® is a premium Gala variety. It stands out thanks to its intense red exterior.



Today, French consumers are opting for very sweet fruit with a balanced or delicate flavour, which accounts for the success of the Fuji Primeur, Blue Reine®, Candine® and others. When it comes to Rockit™, its small size and original packaging also contribute to its popularity.

FUJISSIME®

Crunchy, juicy and sweet, this premium Fuji variety is picked with scissors and selected at maturity for its colouring and desirable size.



BLUE REINE®

Discovered and developed exclusively in Blue Whale orchards, the Blue Reine® is a rustic apple variety. Very aromatic and perfectly balanced, this apple keeps very well on the shelves.



100% FRENCH VARIETIES

90% OF CONSUMERS WHO HAVE TASTED BLUE REINE® WOULD RECOMMEND IT

(Source: Shopmium April 2018)

PLUS 2 BRAND NEW VARIETIES!

Blue Whale is the only organisation in France able to produce and sell the new varieties Rockit™ and Candine®.



THE VERY SMALLEST OF APPLES!

Originating in New Zealand, this apple is now being developed in France. It was born from the natural cross-linking of Pacific Rose, Gala and a pollinator. A delicately flavoured and very sweet apple with a very fine skin and extremely small core, it is perfect for children and those who want something light. Packaged in transparent tubes, Rockit™ apples are perfect to take with you and eat wherever you go!



A REFRESHING APPLE!

This new variety was created by cross-linking Ariane and Fuji varieties, resulting in a bright red apple with a white and juicy flesh. This apple will attract consumers with its taste, aroma and its very sweet flavour.



90% OF CONSUMERS WHO HAVE TASTED CANDINE® LIKE ITS SWEET FLAVOUR

(Source: consumer study 2016/2017 in France and Asia)

BLUE WHALE

THE ESSENTIALS

As well as our own and exclusive varieties, Blue Whale also offers classic and club varieties, giving you a wide range of choice. Twelve essential varieties:



ARIANE LES NATURIANES®
A 100% French apple, with a sweet and tangy, sharp flavour.



BRAEBURN
Very crunchy and tangy flesh.



CANADA GRIS
Russet apple with a sweet flesh.



GRANNY SMITH
White, firm, juicy and very sharp flesh.



TENTATION®
A sweet, crunchy apple with fine flesh, with a juicy, balanced sweet and tangy flavour.



CHANTECLER
Firm and melting flesh, with extremely aromatic flesh.



FUJI
This apple has a unique flavour and aroma.



GOLDEN DELICIOUS
Crunchy and juicy flesh.



JOYA®
Juicy with menthol aromas.



RED CHIEF
Firm, crunchy and juicy flesh.



OUR STAR VARIETIES ROYAL GALA & PINK LADY®



ROYAL GALA
Soft white flesh, very sweet and juicy.



PINK LADY®
Firm, very sweet, juicy and fragrant.



A COMPLETELY ORGANIC RANGE

When it comes to organic production, it is essential to regularly monitor the orchard. This allows growers to prevent the appearance of pests and diseases. To do this, insect hotels and traps are placed around the orchards and analysed frequently. However, it is also essential to reduce the human footprint with the aim of replacing the nature and biodiversity at the heart of the orchards.

25,000 TONNES
BY 2023

8 EXCLUSIVELY
ORGANIC VARIETIES



CRIMSON CRISP

An early variety appearing on shelves from September. A sharp and juicy apple that is perfect to eat at the end of summer.



DALINETTE

A perfect balance between sweet and sharp, this apple has a fragrance with character. Enjoy from December/January.



DELISDOR®

A winter variety with a sweet and slightly tangy taste after a few weeks of maturing.



LADINA

Harvested at the start of September, it has a fragrant bouquet with notes of peach and lychee, making it an original and refreshing apple.



PIXIE CRUNCH

A flat, sweet apple with a lovely aromatic bouquet that can be enjoyed between September and October.



OPAL

The first young variety of the season, it has delicate and sweet aromas.



CHANTELOUP

A variety produced exclusively in the South-West region, it is sweet, delicate and juicy.



CANDINE

Harvested at the end of September, this is a delicate and refreshing apple.



REINETTE D'ARMORIQUE

An apple originating in Brittany, which is harvested in autumn and has a very rustic appearance and a fine, delicate flesh.

EXCLUSIVE ORGANIC VARIETIES!



> THE FRENCH MARKET

In 2017, Blue Whale launched “Elément Terre Bio”, a range of apples specifically produced in organic agriculture. For this reason, there are around 100 growers and seven packing houses who are involved in the deployment of this certified-organic range. The aim: 500 hectares to meet the ever-growing demand for organic produce.



> EXPORT

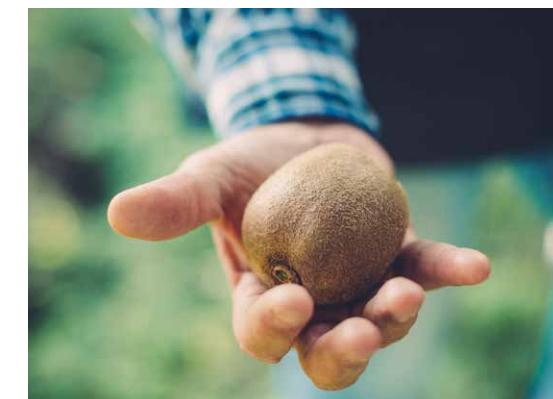
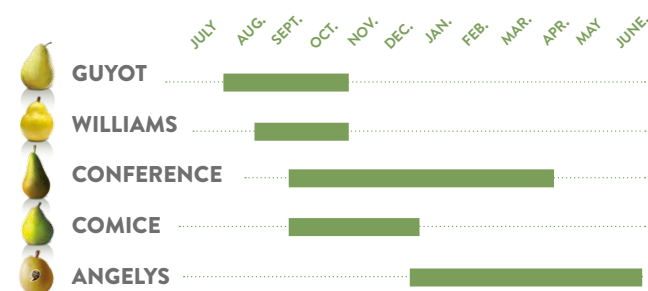
Blue Whale also offers 9 of its varieties in the Blue Whale Organic range to export markets. This range perfectly meets the expectations of the global market for organic products.

ADDITIONAL RANGES

Blue Whale primarily sells apples, but not exclusively! Its producers also lend their talents and expertise to other fruits, always with the same commitment: the end quality. Producers of pears are generally in the Loire Valley, while plum, kiwi and grape producers are to be found in the South-West area.

THE PEARS RANGE

Black Whall offers 5 varieties, including the Angélys®, a top-quality pear. Blue Whale's pear orchards are primarily located in the Loire Valley, with alluvial soils offering fertile ground that is perfect for growing orchards. In 2018, our 176 hectares of pear trees produced a harvest of 2,000 tones of fruit.



THE KIWI RANGE

Produced exclusively in the South-West region, Blue Whale kiwis offer a complete range and come in various packaging configurations.



THE GRAPES RANGE

Grown on the hillsides of Quercy, Blue Whale grapes range from the traditional Chasselas de Moissac AOP to the Centennial, a seedless grape adapted to the changing tastes of consumers.



THE CHASSELAS DE MOISSAC AOP, AN EXTRAORDINARY FRUIT!



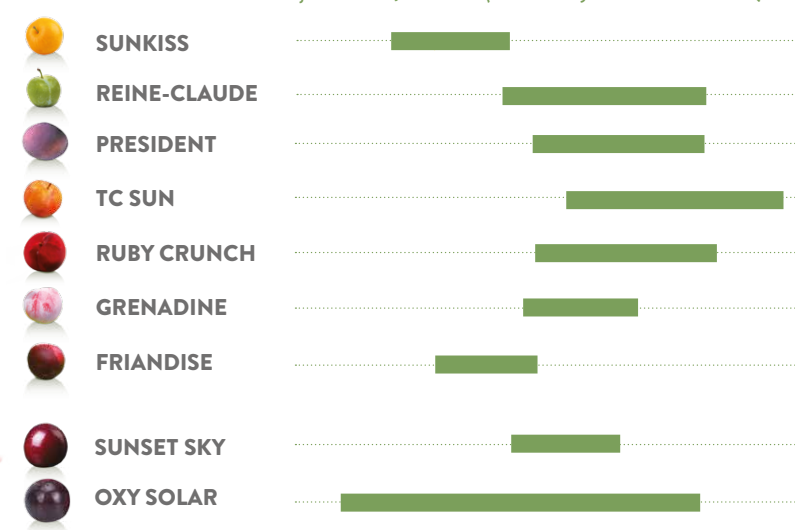
This small golden grape has very fine skin with small seeds and the entirely unique flavour of honey. Picked and packaged exclusively by hand; it is a jewel of a fruit.

THE PLUMS RANGE

Blue Whale's Estiva plums are all produced exclusively in France. The orchards are located in the South-West region, primarily on the hillsides of Tarn-et-Garonne, Lot-et-Garonne and the Tarn Valley.



As they enjoy plenty of sunshine, Blue Whale's Estiva plums are harvested when ripe to keep and develop the best flavours.



MÉTIS®

Blue Whale sells this unique range established from cross-linking plums and apricots.

These large, juicy and savoury plums are produced under the sun of the South-West region providing originality in the range and attracting more and more consumers.



A TOP-QUALITY PEAR!

Developed from natural cross-linking between the Doyenné d'Hiver and the Doyenné du Comice, Angélys has both an incredible taste and an exceptional keeping quality. Its intense, fragrant aroma, and soft and juicy flesh make it a fruit that is well loved by consumers and increasingly sought out.



ORIGINAL MARKETING TECHNIQUES

As a leader in the French apple industry, Blue Whale has a team of experts dedicated to promotions and boosting sales,. Each year, over 500 promotions and commercial operations are organised at points of sale. Dramatisations, tastings, events, product displays, discounts, consumer games and more! Blue Whale is able to offer standard promotional kits or extensive, custom-designed commercial operations to revitalise your range, make it more attractive and to boost your sales.

DRAMATISATION

Birthdays, World Cup, Olympic Games, Blue Whale uses original devices to make the range a real event, support the launch of new products or simply increase visibility on the market

**OVER 500
COMMERCIAL OPERATIONS
AND PROMOTIONS EACH YEAR**



BOOSTING SALES

On-pack discounts, reductions in partnership with applications such as Shopmium, etc. Blue Whale is continuously looking to attract new consumers.



COMPETITION & GOODIES FOR YOUR CONSUMERS

Instant wins, digital relay games and more! Every year, Blue Whale rewards your clients with games and attractive giveaways.



PROMOTIONS

Chinese New Year, mascots, tastings and more... the range is promoted by Blue Whale and sales are boosted.



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