



## INTRODUCTION OF BLUE WHALE

**FOR 50 YEARS WE HAVE BEEN GROWING  
GOOD PRODUCTS**

2022 - 2023







BlueWhale®

We are a **collective of Producers and Packing Houses**,  
united to market our fruits,  
**good for Man and coming**  
**from the best of Nature.**



Lise TIMMERMAN, Val-de-Loire Producer





We are **proud of our story**  
**and of our production**  
**territories**



Etienne Périé, Garonne Valley

# WE ARE PASSIONATE FRUIT PRODUCERS FOR 50 YEARS



# WE ARE A COLLECTIVE



**PRODUCERS**

**260**

French  
producers



**STATIONS**

**14**

Packing  
houses



**BLUE WHALE SAS**

**120**

Employees  
in France and  
internationally

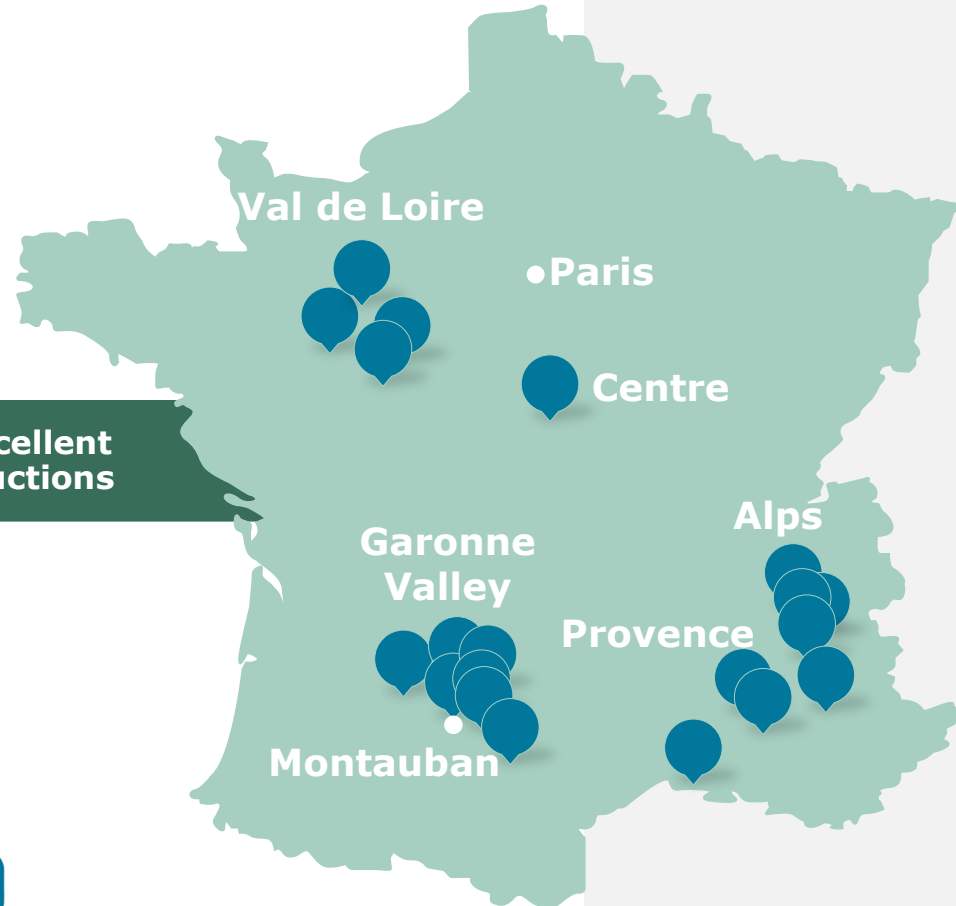


Subsidiary  
Packaging



Sales Promotion Subsidiary,  
20 employees in France to support our customers  
until the outlets

# WE ARE PROUD OF OUR PRODUCTION **MADE IN FRANCE**



From 4 excellent fruit productions areas

## 270,000

### TONS OF FRUITS PRODUCED

(In 2021-2022)

**225,000 T** of fresh fruits

**45 000 T** of fruits intended for processing

**Origin  
Garonne Valley**

*Partners*

**103,000 T** in Fresh

**Centre-Val de Loire Origin**

**49,000 T**

**Provence Origin**

**6,000 T**

**Alps Origin**

**39,000 T**

**Outside France Origin**

**28,000 T**

\* Internal source - -Average for the last 5 years



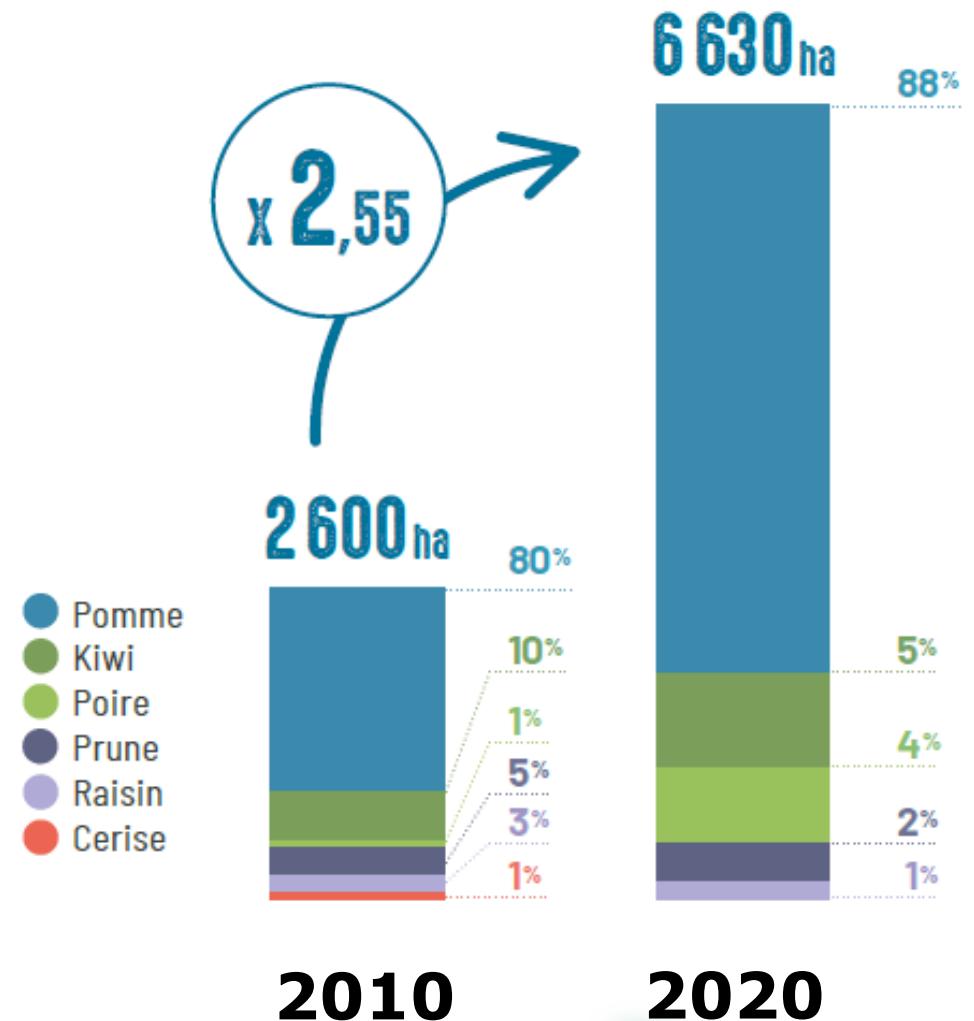
# PACKED IN OUR 14 PACKING HOUSES



**Stanor**, Moissac (82)  
**Quercy Soleil**, Moissac (82)  
**2 Valleys**, Lavar (81)  
**Kiwi du sud**, Agen (47)  
**3Domaines**, Agen (47)  
**Novacoop**, Bessens (82)  
**Kiwicoop**, Moissac (82)  
**Jadana**, Montauban (82)  
**SAGP05**, Sisteron (04)  
**DSG**, Dabisse (04)  
**Timmerman** (72)  
**Martinoise**, St Martin d'Auxigny (18)  
**Terryloire**, Parçay-les-Pins (49)  
**VA**, St Sylvain d'Anjou (49)

**... AND OF THE  
STRONG EXPANSION  
OF THE GROUP  
THANKS TO THE  
MEMBERSHIPS OF  
NEW PRODUCERS**

## The Blue Whale orchard







**ALSO PROUD OF  
SOME STRONG  
PARTNERSHIPS  
IN THE SOUTHERN  
HEMISPHERE**

**10%**  
**OF BLUE WHALE  
FRESH VOLUMES**

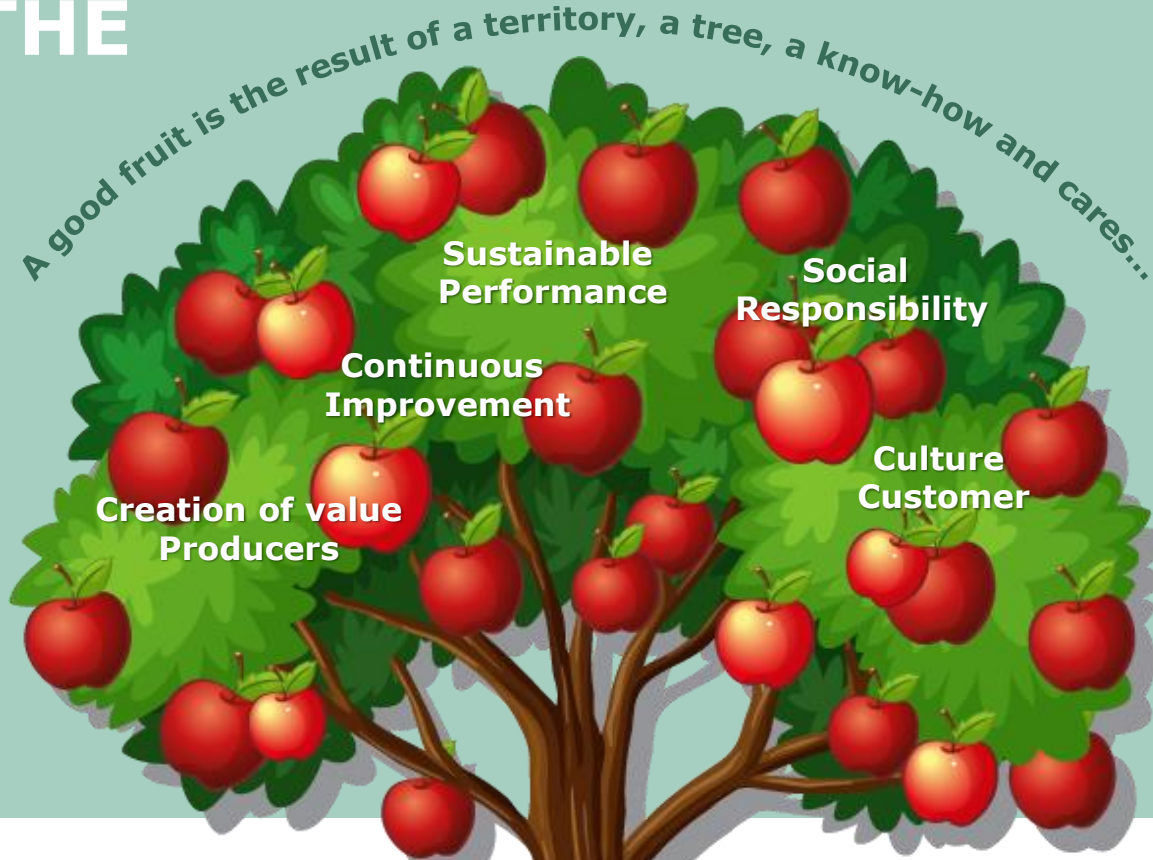
# WE ARE A TEAM OF EXPERTS





# ... UNITED TO THE CORPORATE PROJECT

Our 5  
priority  
areas of  
work



Promoting the quality of our harvests for the well-being of our arborists, our employees, our territories, our customers and those who buy and consume our fruits.

Our purpose

RESPECT

COLLECTIVE

COMMITMENT

AMBITION





We are **proud of our**  
**fruits:**  
apples, pears, kiwifruits,  
grapes and plums



# OUR MAIN BRANDS BY SPECIES

From Premium varietal brands

## APPLES



## PEARS

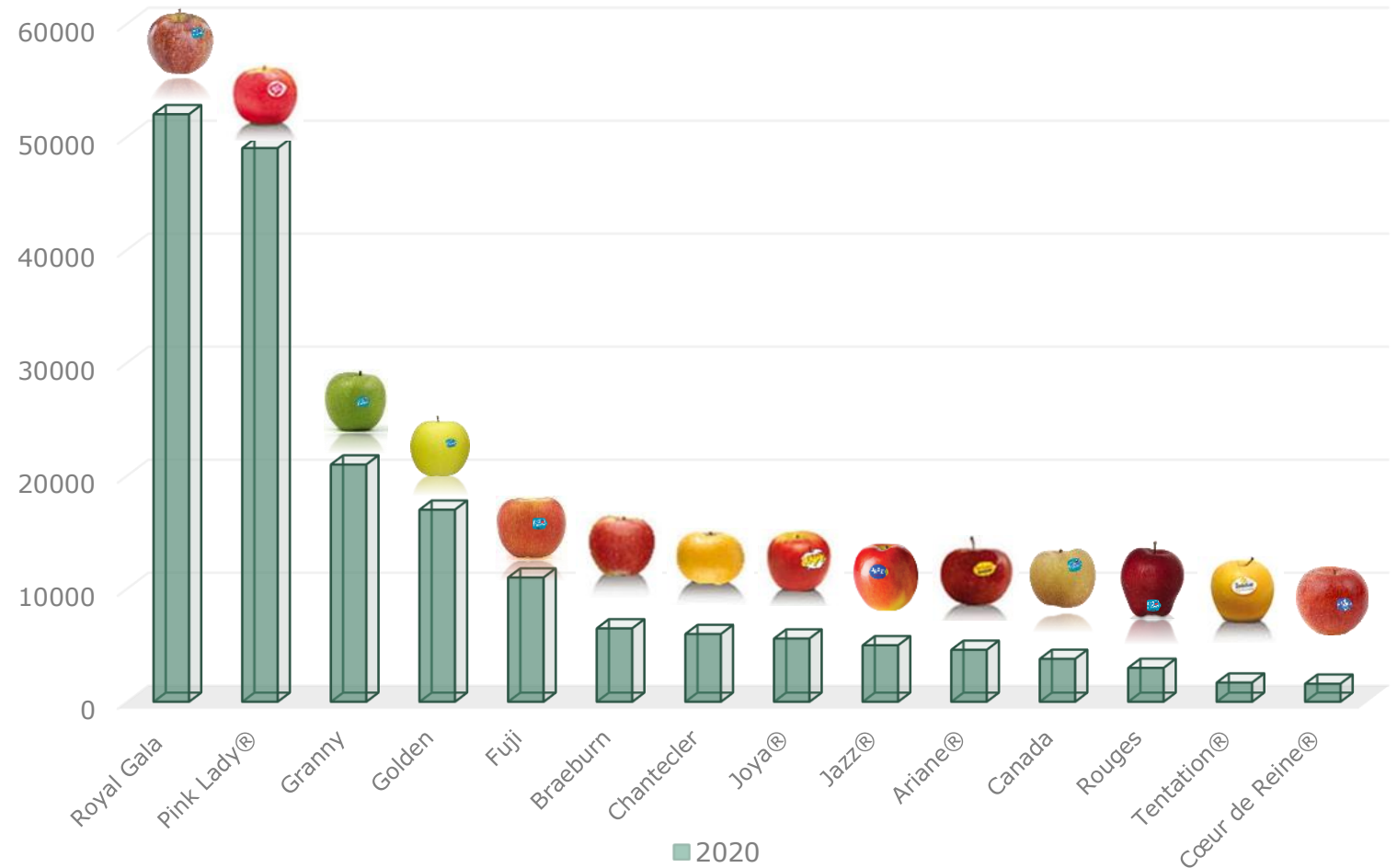


## KIWIFRUIT, GRAPES, PLUMS



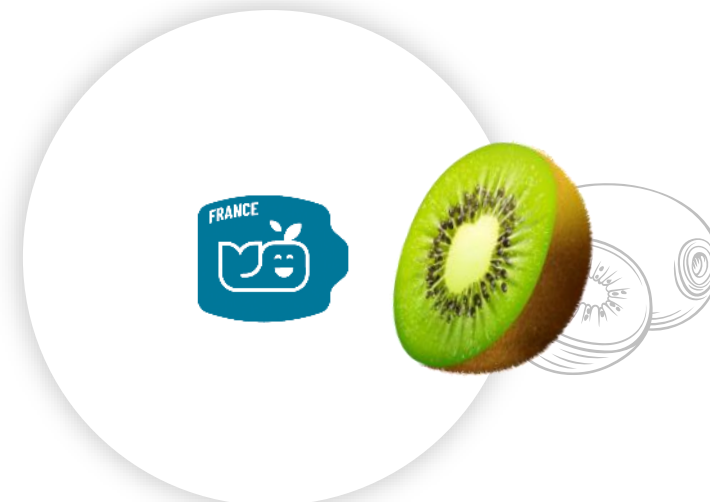
# A PORTFOLIO OF ALMOST 30 VARIETAL BRANDS OF GOURMET APPLES

## 28 varieties of apples in the BW range





AND A LARGE  
VARIETAL  
OFFER  
OF PEARS,  
KIWIFRUIT,  
GRAPES AND  
PLUMS

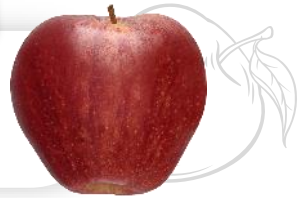


# THE BLUE WHALE OFFER

210,000 T. of fresh fruit from French Origin

**APPLES**

**194,000 T**



**KIWIFRUIT**

**5,000 T**



**PEARS**

**6,000 T**



**PLUMS**

**4,500 T**



**GRAPES**

**800 T**





We are proud of our ability to  
**MARKET THE BLUE  
WHALE FRUITS**  
INTERNATIONALLY

**1/3**

FRANCE

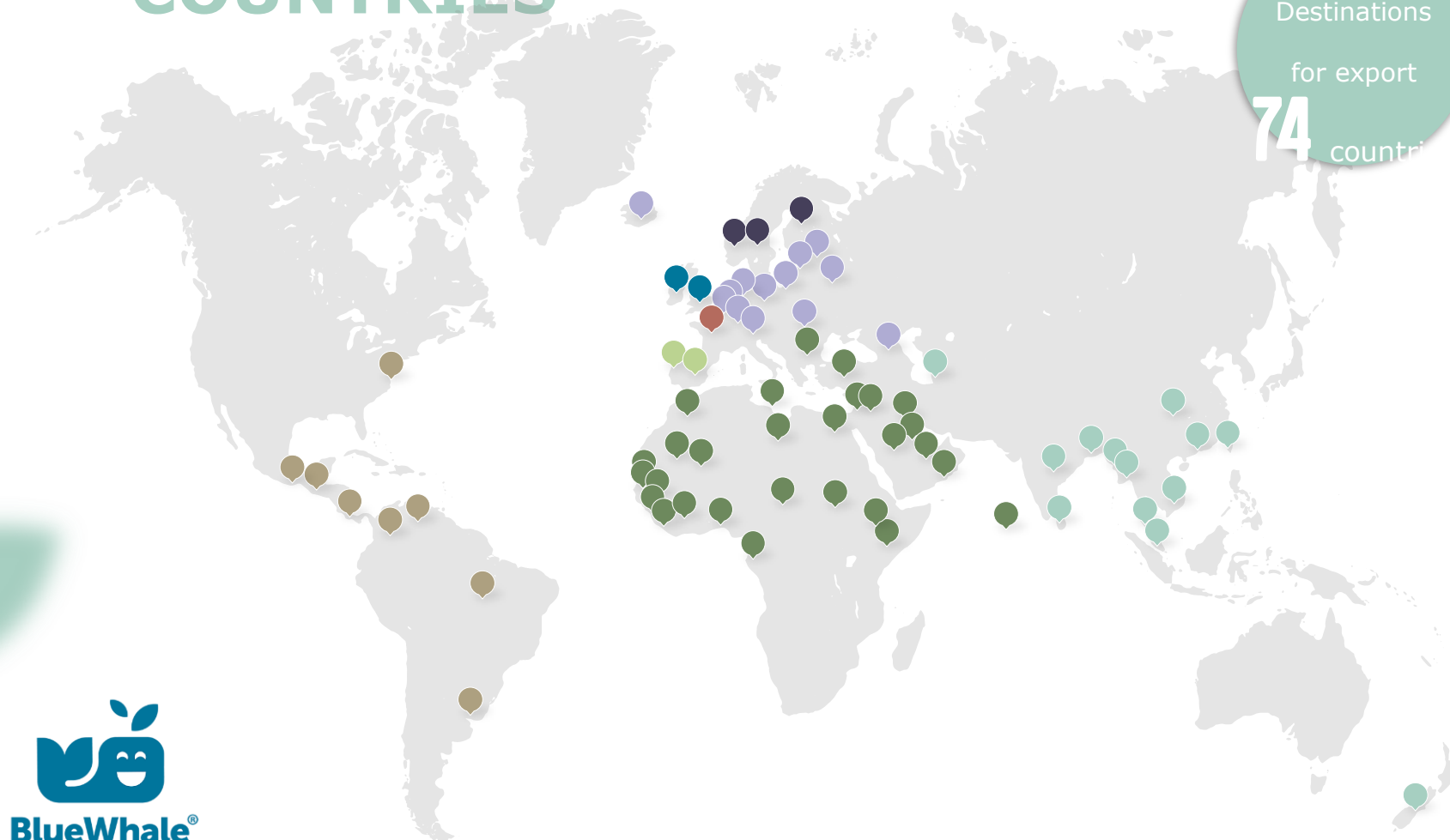
**2/3**

EXPORT

1/3 United-Kingdom  
1/3 Europe  
1/3 Oversea



# OUR FRUITS DELIGHT IN MORE THAN 70 COUNTRIES



**FRANCE 28%**

**GREAT BRITAIN 20%**  
(United-Kingdom, Ireland)

**ASIA/ OCEANIA 12%**  
(Bangladesh, Cambodia, China, Hong-Kong, India, Malaysia, Mongolia, Myanmar, New-Zealand, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam)

**MIDDLE-EAST/ AFRICA 13%**  
(Saudi Arabia, Ivory Coast, United Arab Emirates, Egypt, Ethiopia, Gambia, Guinea, Equatorial Guinea, Israel, Jordan, Kenya, Kuwait, Liberia, Libya, Republic of Maldives, Mali, Malta, Morocco, Mauritania, Oman, Qatar, Senegal, Serbia, Sierra Leone, Sudan, Chad, Togo, Turkey)

**SPAIN/ PORTUGAL 10%**

**EUROPE 11%**  
(Germany, Belgium, Socialist Republic of Belorussia, Denmark, Estonia, Iceland, Luxembourg, Netherlands, Switzerland, Georgia, Hungary, Latvia, Lithuania, Poland, Czech Republic)

**AMERICA 4%**  
(Brazil, Colombia, Costa Rica, El Salvador, United-States, Guatemala, Uruguay, Venezuela)

**SCANDINAVIA 2%**  
(Finland, Norway, Sweden)

We are proud to place

# THE CONSUMER AT THE CENTER OF OUR APPROACH

& of the operational service we offer tour our  
partner customers





**WE ARE PROUD OF OUR  
CULTURAL AND VARIETAL  
INNOVATING  
APPROACH  
TO DEVELOP THE  
SUSTAINABLE ORCHARD  
OF TOMORROW**





# CULTURAL PRACTICES COMMITTED

## FOR THE PLANET

- Enhancing biodiversity in the orchard,
  - Improving our water management,
  - Reducing our wastes...

## FOR THE TERRITORY

- Developing our local roots,
- Participating in the structure of landscapes,
- Continuing the development of local partnerships...

## FOR OUR CUSTOMERS

- Ensuring the quality and safety of our products,
  - Developing our responsible range,
  - Continuing the commitment of resources in favor of varietal innovations...

### THE ORGANIC OFFER



Organic Blue Whale



A production multiplied by 5 in 3 years!

### THE ZRP OFFER

FOUNDING MEMBER OF THE "NEW FIELDS COLLECTIVE"



Commitment for fruits & vegetables with 0 residue of pesticides.  
Very strict specification



3<sup>rd</sup> way between conventional production and organic farming.

### 100% HEV



High Environmental Value

95% of our orchards (all species combines) have a level 3 HEV certification.



Ecoresponsible Orchards

100% of our orchards (all species combined) are certified ecoresponsible and meet the ANPP specifications.



## WHICH RESULT INTO CONCRETE ACTIONS IN THE ORCHARDS



### **SOIL REGENERATION AGRICULTURE**

Microbiological soil analyses carried out on the voluntary farms and definition of action plans (planting of plant covers, planting of hedges, etc.)



### **THE INSECTPROOF NET**

An efficient barrier to protect the orchards against the external aggressions whether animal or climatic.



### **THE SEXUAL CONFUSION**

The implementation of pheromone diffusers helps to control pests. They prevent the insects from reproducing.



### **PRECISION AGRICULTURE**

Practices of analysis of intra-parcel heterogeneities in order to optimize the management of crops by modulating the inputs as close as possible to the needs.



### **THE BIODIVERSITY**

The implementation of nest boxes and insect hotels allows to form a balance in the orchard.



### **THE WATER MANAGEMENT**

With a strain gauge it is possible to adjust the water supplies according to the needs of the tree.



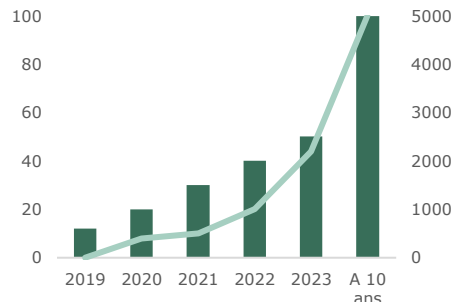
**BlueWhale®**



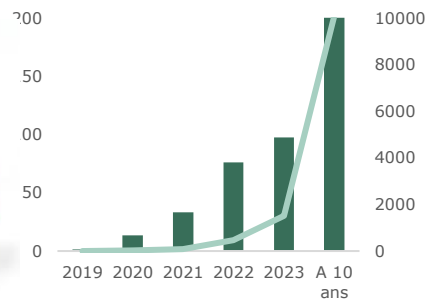
# VARIETAL INNOVATION

## DEVELOPMENT OF THE PEAR ORCHARD

**QTEE**



**FRED**



## ZESPRI SUNGOLD



## KISSABEL I'M RED INSIDE



## CANDINE RECONNECT WITH THE BEST





“

***All united for sustainable  
orchard on the technical,  
environmental, economical  
and social levels!***

Christophe Belloc,  
President and Arborist

**FOR 50 YEARS**



**BlueWhale®**

**FOREVER GOOD!**







## OUR PURPOSE

**PROMOTING** the quality of our harvests  
**For the WELL-BEING** of our **Arborists**,  
our **Employees**, our **Territories**,  
our customers and those who **Buy** and **Consume** our fruits.



[blue-whale.com/fr](https://blue-whale.com/fr)



Blue Whale SAS



@Fousdepommes



@lespommesbluewhale



# ANNEXES



# A FEW FIGURES ABOUT BLUE WHALE

Season 2021 - 2022

260

FRENCH  
PRODUCERS

14

PACKING HOUSES

120

EMPLOYEES

in France and  
internationally

75

DIFFERENT  
VARIETIES

**Apples:** +30  
**Pears:** +10  
**Plums:** 18  
**Kiwifruits:** 2  
**Grapes:** 11

270k

TONS OF FRUITS  
PRODUCED

(In 2021-2022)  
**225,000 T** of fresh fruits  
**45 000 T** of fruits  
intended for processing

310  
M€

TURNOVER

(In 2021-2022)

#ALLARBORISTS

## OUR PURPOSE

“*PROMOTING* the quality of our harvests  
For the WELL-BEING of our Arborists,  
our Employees, our Territories,  
our customers and those who Buy and  
Consume our fruits.

# THE CORPORATE PROJECT

#ALLARBORISTS

## OUR PURPOSE "WHY?"

“ Promoting the quality of our harvests for the well-being of our arborists, our employees, our territories, our customers and those who buy and consume our fruits.



## OUR MISSION "WHAT?"

“ Implementing everything so everybody can enjoy the benefits of our apples.

## OUR VISION "HOW?"

“ A good fruit is the result of a territory, a tree, a know-how and cares.





We are proud  
to place the  
**CONSUMERS AT THE  
CENTER**  
OF OUR APPROACH  
& of the operational service  
we offer to our partner  
customers





# UNITED AROUND STRONG VALUES

RESPECT



COMMITMENT



AMBITION



COLLECTIVE

