FOR 50 YEARS WE HAVE BEEN GROWING GOOD PRODUCTS

2022 - 2023

INTRODUCTION OF BLUE WHALE
We are a collective of Producers and Packing Houses, united to market our fruits, good for Man and coming from the best of Nature.
We are proud of our story and of our production territories.
WE ARE PASSIONATE FRUIT PRODUCERS FOR 50 YEARS

1969 - Grouping of fruit growers of the Garonne Area in GIE and creation of a common brand, Blue Whale

1976 - Award of the 1st French exporter of apples

1997 - Operational plan with renewal of the orchards and implementation of hail protection covers

2002 - BRC & Agri-Confiance Certifications

2004 - GLOBALGAP Certification

2007 - INNOPOM Project (formerly named "zero residue")

2010 - Founding member of the New Fields Collective

2017 - The Blue Whale Brand celebrates its 50th anniversary

2019 - Blue Whale, driving force of the GreenGo Project: analysis & improvement plan of the carbon impact of the apple sector, from the Orchard to the consumer

2020 - BW leader of a French consortium supported by the BPI, aimed at Innovating for the agroecological transition

2023 -
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

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, Lavaur (81)
- Kiwi du sud, Agen (47)
- 3Domaines, Agen (47)
- Novacoop, Bessens (82)
- Kiwicoop, Moissac (82)
- Jadana, Montauban (82)
- SAGPO5, 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

2010

2020

2600 ha

6630 ha

Pomme 80%

Kiwi 10%

Poire 5%

Prune 3%

Raisin 1%

Cerise 1%
ALSO PROUD OF SOME STRONG PARTNERSHIPS IN THE SOUTHERN HEMISPHERE

10% OF BLUE WHALE FRESH VOLUMES
WE ARE A TEAM OF EXPERTS

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 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.

... UNITED TO THE CORPORATE PROJECT

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

Our purpose

- Sustainable Performance
- Social Responsibility
- Continuous Improvement
- Creation of value Producers
- Culture Customer

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
AND A LARGE VARIETAL OFFER OF PEARs, KIWIFRUiTS, GRAPEs AND PLiMS
THE BLUE WHALE OFFER

210,000 T. of fresh fruit from French Origin

APPLES
194,000 T

KIWIFRUCTS
5,000 T

PEARS
6,000 T

PLUMS
4,500 T

GRAPE
800 T

Internal source - Average volumes for the last 5 years
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
Commitment for fruits & vegetables with 0 residue of pesticides. Very strict specification
3rd 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.
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.
VARIETAL INNOVATION

DEVELOPMENT OF THE PEAR ORCHARD

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
Blue Whale SAS
@Fousdepommes
@lespommesbluewhale
A FEW FIGURES ABOUT BLUE WHALE
Season 2021-2022

- **260**: French Producers
- **14**: Packing Houses
- **120**: Employees in France and internationally
- **75**: Different Varieties
- **270k**: Tons of Fruits Produced
- **310 M€**: Turnover

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

(In 2021-2022)

- 225,000 T of fresh fruits
- 45,000 T of fruits intended for processing
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.
Promoting the quality of our harvesting for the well-being of our arborists, our employees, our territories, our customers and those who buy and consume our fruits.

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

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 tour our partner customers
UNITED AROUND STRONG VALUES

RESPECT

COMMITMENT

AMBITION

COLLECTIVE