


La nature, notre futur







13M

de caisses conserves
surtout des légumes



700M lbs

de surgelés
surtout des légumes



**Contrat avec 800
agriculteurs**

345 au Québec

**880M\$
CAD**

de chiffre d'affaires

**2640
collaborateurs**

permanents

30 000 acres

de terre cultivées au Québec

la
nouveauté

1

les
marques

2

**l'entreprise
citoyenne**

3

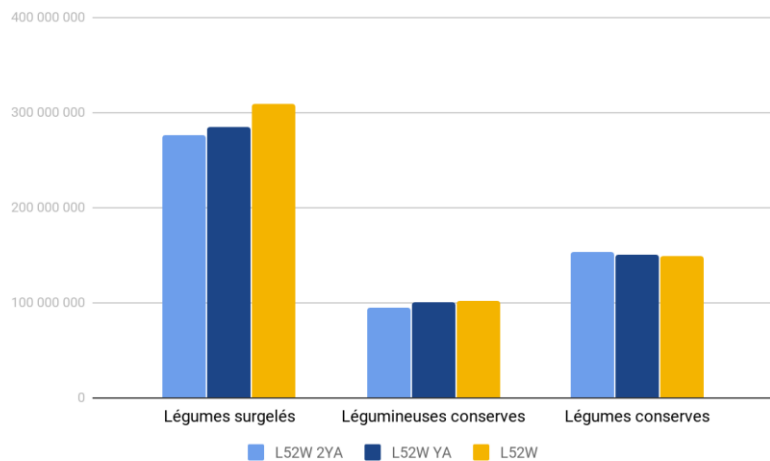
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la
nouveauté

+5%
en moyenne

+4%
en moyenne

-2%
en moyenne



+6,5%
en moyenne



**Une salade
il y a quelques
années ?
1\$?**





cabbage

frisee

green leaf



spinach



mache



treviso



rainbow chard



arugula

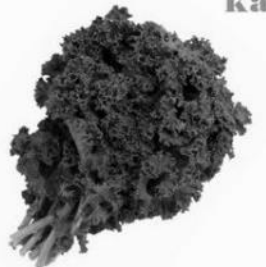
Une salade aujourd'hui ? 4\$?



little gem



mesclun



kale



belgian endive



watercrest



collards



red leaf

Small brands make big push on CPG giants

\$ Growth in US

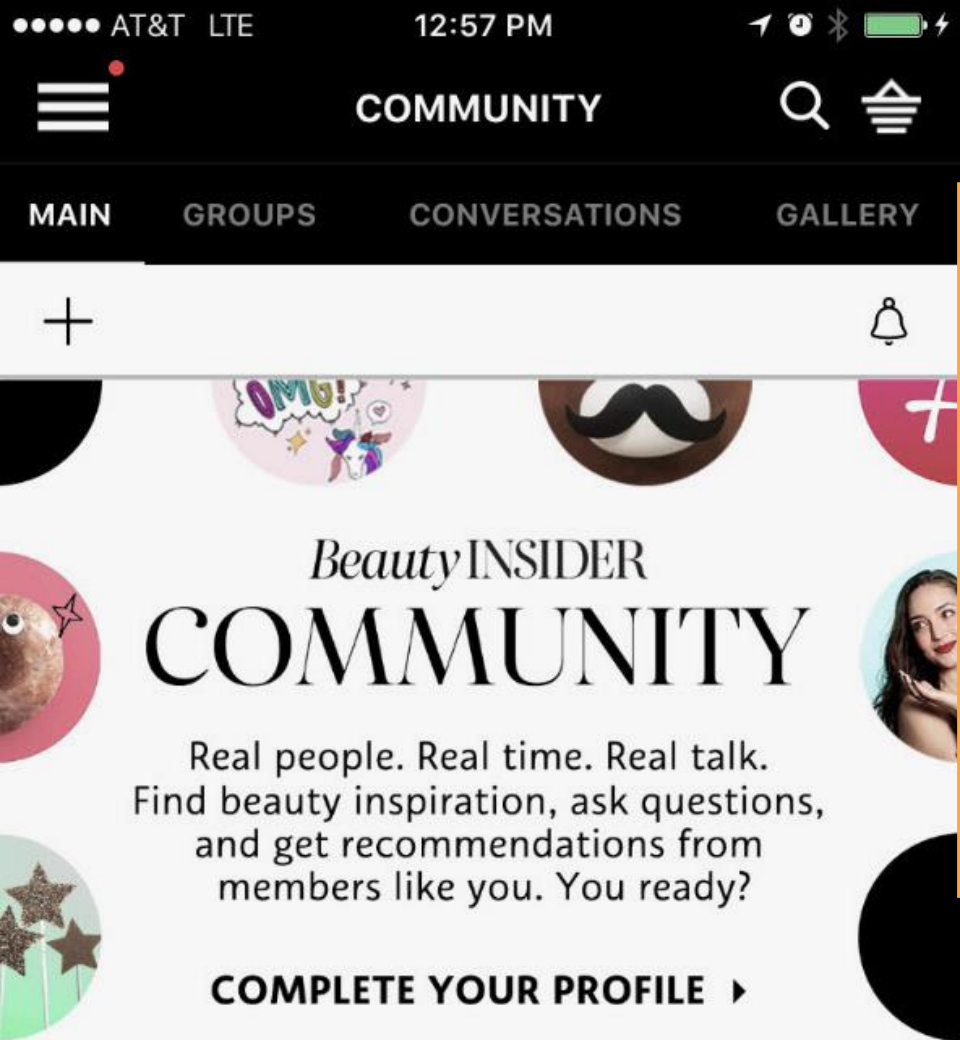
Small brands
2.3%

Large brands
0.2%



À la fin, tout se
ressemble.





Everyone is an expert

The switch in power between retailer and consumer.

- Previously shoppers relied on a certain brand or information source to get what they wanted. Now, they find information, share, post reviews and are more demanding.
- Consumers are as conscious of price as they are of their peers' recommendations.
- Thus, companies must constantly innovate, drive prices down and streamline and aestheticise their offerings to entice shoppers.
- More than ever, the brand is what consumers say of it.
- Proof: rise of social activism and transparency demand

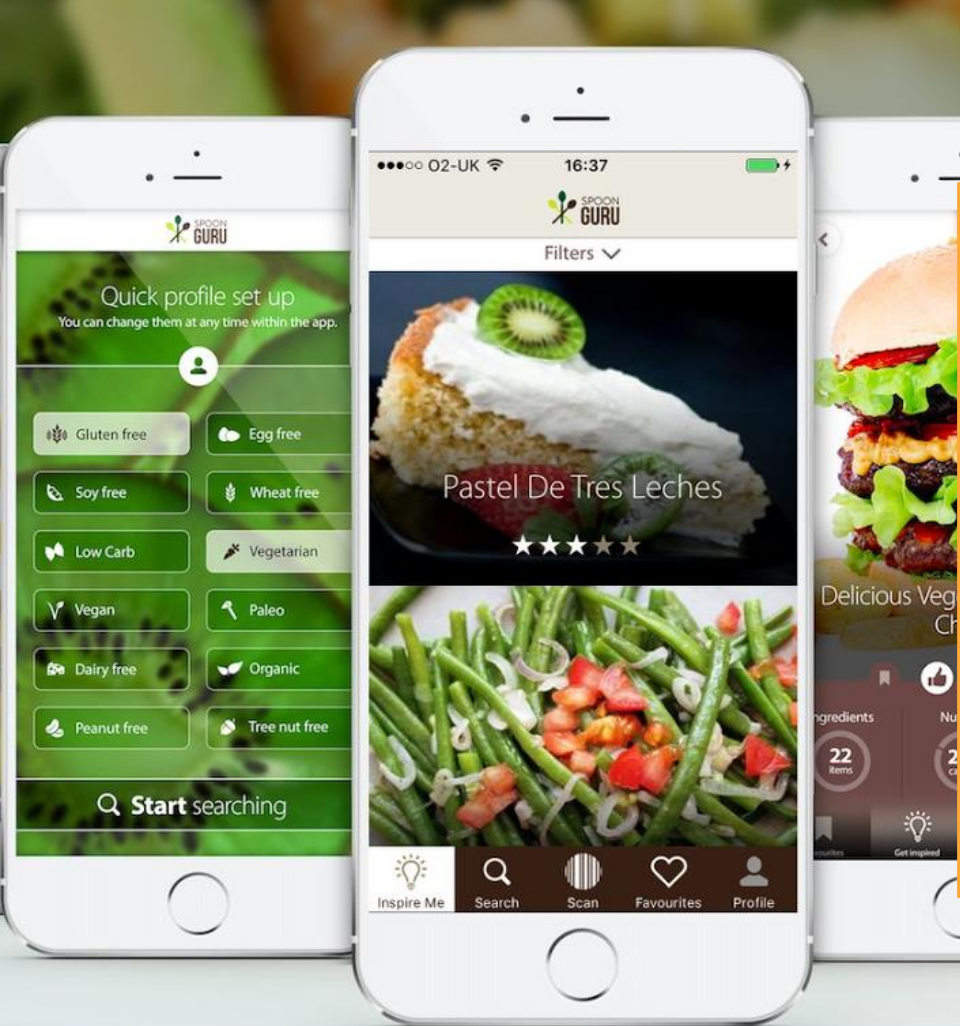


DOLLAR SHAVE CLUB

I want it now

More direct to consumers offerings, and DTC sales are jumping

- Consumers seek frictionless experiences that mesh with their lifestyles, allowing them to dedicate more time to their professional or social lives
- Direct to consumer brands like Moon Dust, Perky Jerky, Dollar Shave Club, elevate the consumer experience by offering more convenience, by making the transaction process simple and by building proximity, reminding the customer that they are valued.
- Smaller brands bridge online and in-store better by establishing partnerships with major chains.
- Proof: 49% of U.S. consumers now shop for consumer packaged goods online, marking an enormous increase from just a few years ago, according to research by the Food Marketing Institute.
- Proof: Amazon Fresh, which now offers same-day delivery in a growing number cities, became Amazon's fastest-growing category this year as sales surged by 40%



Health self-sufficiency

Consumers turn to self-care methods to manage their health

- Rise of interest for health, self-care and holistic well-being
- Preventative, consumable measures against illness, unhappiness and discomfort that people can take without having to consult a professional.
- Consumers prioritize health, happiness and simplicity and will spend more to get it
- Proof: increase of apps and personalization services to create products uniquely for them

Conscious consumers

Mindful buying: a dollar is a vote to change the world

- Ethics are the heart of purchase drivers
- Consumers seek out ways to make positive decisions about what they buy and look for a solution to the negative impact consumerism is having on the world.
- This respectful and compassionate approach to consumption embraces mindfulness of other human beings, animals and the environment.
- Consumers are willing to pay more for eco-friendly and recyclable products
- Proofs: cage-free eggs, animal welfare policies, plastic-free packagings, rise of sharing economy, etc.





Back to basics

Less is more: local and natural, from farm to table

- Globalisation has allowed for more and more products to become commoditized and has resulted in a paradigm where consumers know that they can get almost any type of product from anywhere in the world, at any time, at a relatively low cost.
- Consumers are re-evaluating their spending habits, moving away from overt materialism to simplicity, authenticity and individuality.
- Buying hyperlocal food is growing in popularity for a range of reasons including that it supports local businesses, food is fresher and tastes better, it reduces the environmental impact by eliminating 'food miles' and may offer better value for money as it encourages the consumption of in-season fruit and vegetables.
- Proofs: harm-free ingredients, simple ingredients, traceability, hand-made products, etc.

Nos 3 priorités

<http://www.influencia.net/fr/actualites/tendance,etudes,consommateurs-cherchent-marques-authentiques,7771.html>
SOURCES: EUROMONITOR PASSPORT GMD, THE NEW CONSUMERISM:
REDEFINING OWNERSHIP, VALUES AND PRIORITIES, 2016.
Source : Mintel, 2017

Curieux

- Consommateurs informés
- Besoin de transparence, confiance
- Apprécie la découverte de nouveaux aliments / mets



Santé

- Peu d'ingrédients
- Naturel
- Local, glocal
- Nutritif
- Protéiné



Équilibré

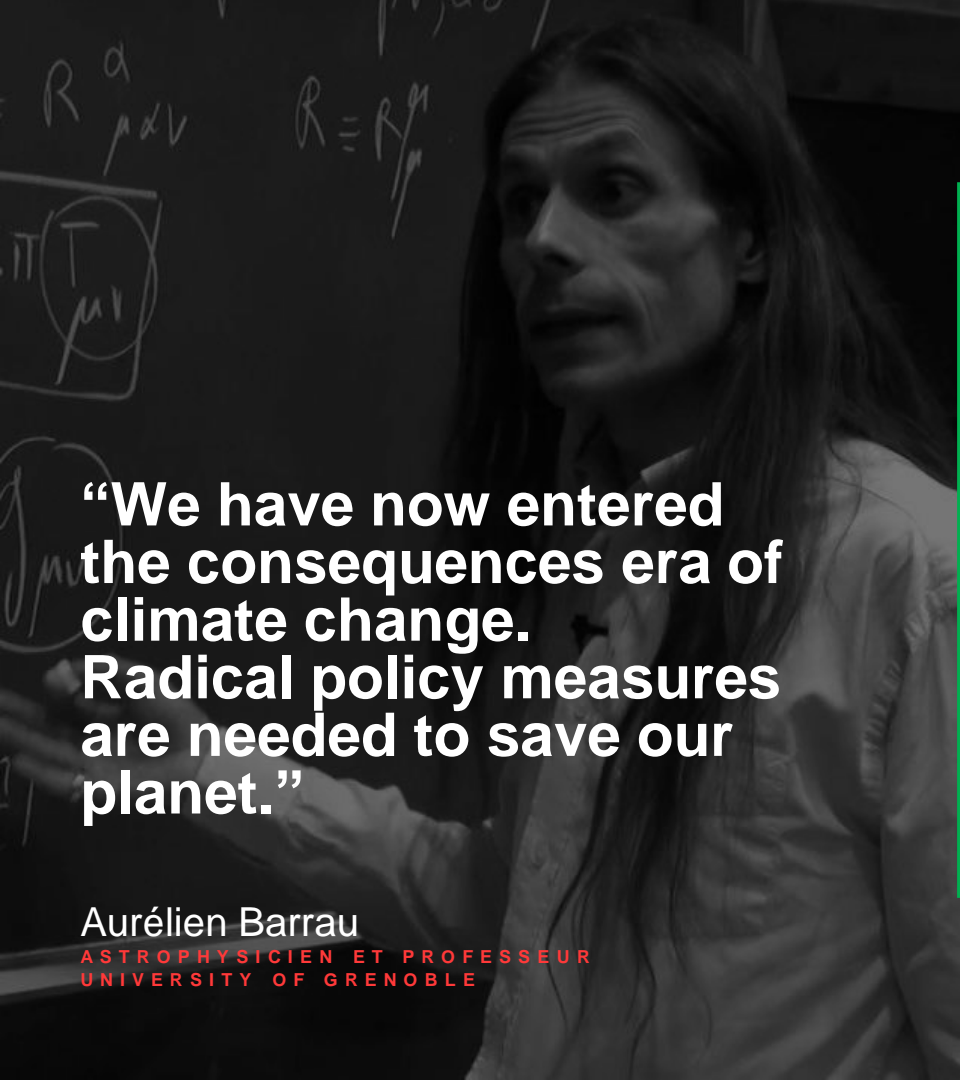
- Choix sensé, mais...
- ...avec raccourci astucieux
- E Commerce
- Meal Kits
- Fragmentation des repas
- Aliments préparés
- Suggestions d'utilisation





2

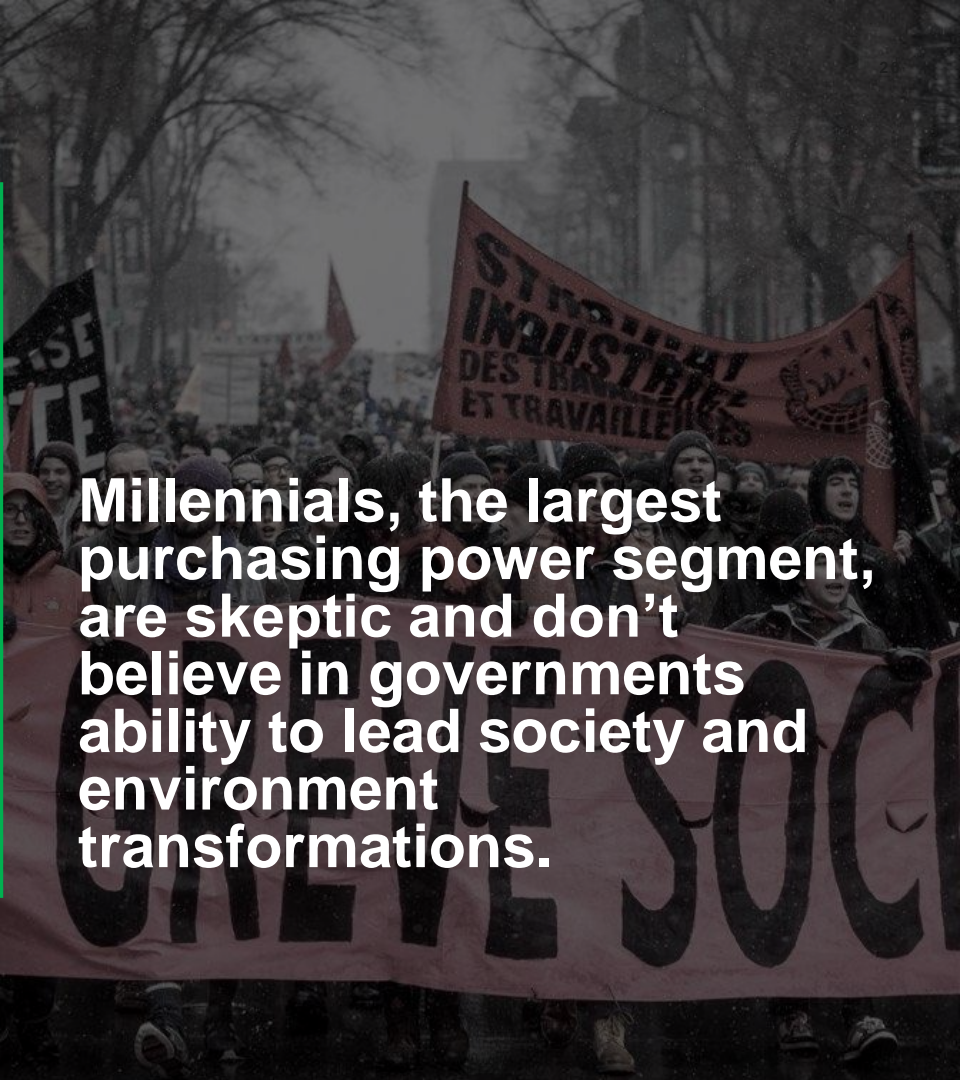
les
marques



“We have now entered the consequences era of climate change. Radical policy measures are needed to save our planet.”

Aurélien Barrau

**ASTROPHYSICIEEN ET PROFESSEUR
UNIVERSITY OF GRENOBLE**



Millennials, the largest purchasing power segment, are skeptic and don't believe in governments ability to lead society and environment transformations.

Consumers want fundamental change, and they want businesses to drive it – ahead of governments, charities and activists.

86%

Of consumers expect brands to take action to solve social and environmental issues.



Perceived as a **quality** brand



Seems legitimate to play on **naturalness** and **sustainability**



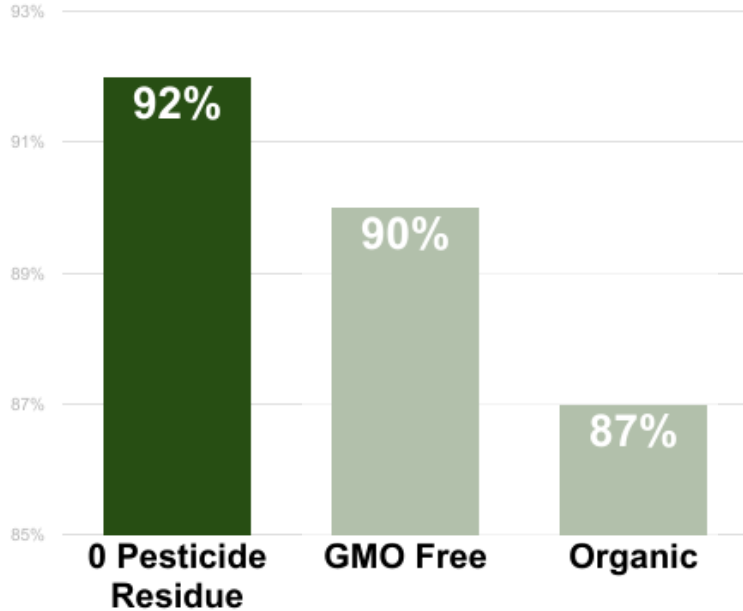
Naturalness
(natural sugar, no sucralose, salt)



Perceived **premium** and **authentic**



Good opinion towards frozen vegetable claims



**Better Perception
than Organic and
GMO-Free**



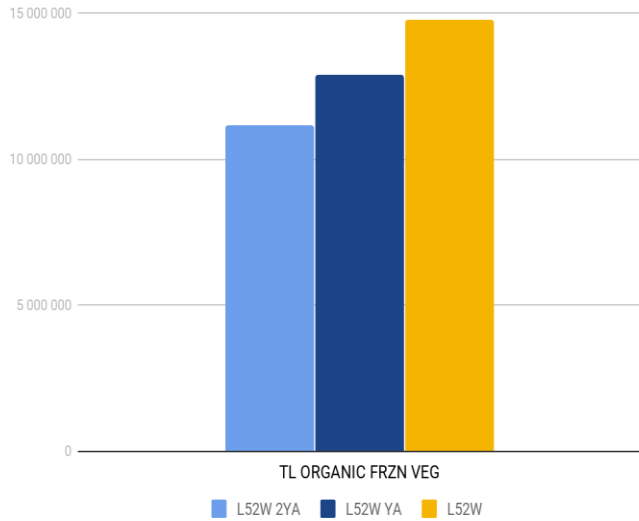
Healthier



**Better for the
environment**



Tastes better



3

**l'entreprise
citoyenne**

55%

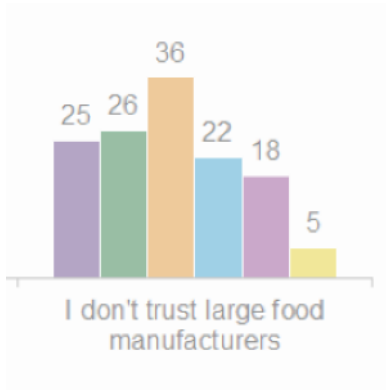
Of U.S. consumers report **very little or no confidence in big brands**, which is up from only 36 percent in 2012

Global Future Consumer Study

Source : The 2017 Cone Communications CSR Study.

Local products are not just desired by the younger generation.

All consumers trust large brands less than they did in the past, and are looking to get behind small, local companies that support their community.



10 reasons Millennials prefer small brands

1. They like to shop local: they like to feel connected to the products and services they buy.
2. Millennials are drawn to personalization and customization
3. Millennials like casual cultures: they want to feel at home. The more relaxed they are, the more likely they'll be to buy from you.
4. **Millennials like to give back: millennials have a soft spot in their hearts for giving back to the community and for rooting for the underdog.**
5. **Millennials like sharing experiences**
6. Millennials want to work for small businesses: A big reason that millennials support small businesses is because they want to work for small businesses.
7. Millennials want to be small business owners: seventy-five percent of millennials want to work for themselves someday, so when they see a small business in the making, they want to support it as an act of comradery.
8. Millennials want to shop with people they trust: small businesses are more likely to come off as real and authentic to their consumers, which aligns with the ideals of this generation.
9. Millennials want to know the origin of their purchases
10. **Millennials want to be brand loyalists: millennials like to be a part of something.**

What do these brands have in common?

They all differentiate in their business model.
They generate revenue while solving social issues.





Shared value is a management strategy in which companies find business opportunities in social problems.

It's a new way brands can differentiate, from their cores, and it's not replicable.

While philanthropy and CSR focus efforts on “giving back” or minimizing the harm business has on society, shared value focuses company leaders on maximizing the competitive value of solving social problems for new customers and markets, in cost savings, talent retention and more.



“Shared value is not social responsibility, philanthropy, or sustainability, but a new way for companies to achieve economic success.”

Michael E. Porter and Mark Kramer, “Creating Shared Value.” Harvard Business review



Défis

la surpopulation, les changements climatiques, la diminution de la biodiversité et des ressources naturelles... tous ces facteurs ont un impact majeur sur notre capacité à nourrir les humains de façon durable.



Notre promesse

Créons un futur meilleur à travers l'alimentation végétale



Notre ambition

Mettre notre modèle d'affaire au service du bien dans la collectivité


Bonduelle
La nature, notre futur



 **Bonduelle Amériques - Bonduelle Americas** 17 mars 2018 · 🌱

L'agriculture dans le respect de la nature, c'est essentiel pour Bonduelle. C'est pourquoi on laisse le champ libre aux initiatives vertes favorables à la culture et à l'environnement.

C'est important pour nous de cultiver le changement et les meilleures pratiques durables!



EMPLOIS.BONDUELLEAMERIQUES.COM

Culture d'entreprise | Laisser le champ libre aux initiatives [En savoir plus](#)

   253 33 commentaires 73 partages 42 K vues

Résultats

Plus de 1m d'impressions

Portée de 675 000

Taux d'engagement moyen de 5,68 %

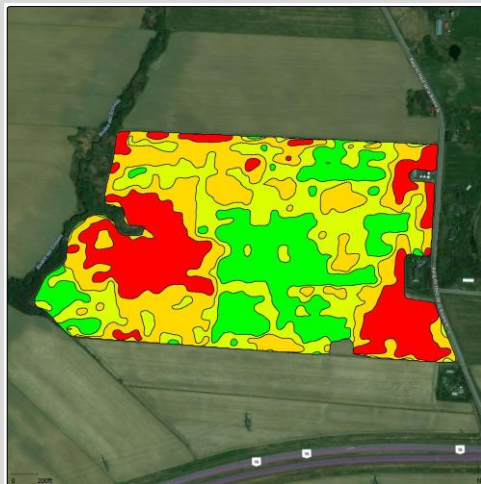
30 000 utilisateurs engagés uniques

3

**l'entreprise
citoyenne**



Bonduelle



Farm - Name : Terre St-Cesaire

Field - Name : 2-4

| NDVI | |
|-------------|--------------------|
| 0.56 - 0.91 | (23.36 ac - 23.3%) |
| 0.53 - 0.56 | (27.55 ac - 27.4%) |
| 0.48 - 0.53 | (27.88 ac - 27.8%) |
| 0.21 - 0.48 | (21.65 ac - 21.6%) |





2

les
marques





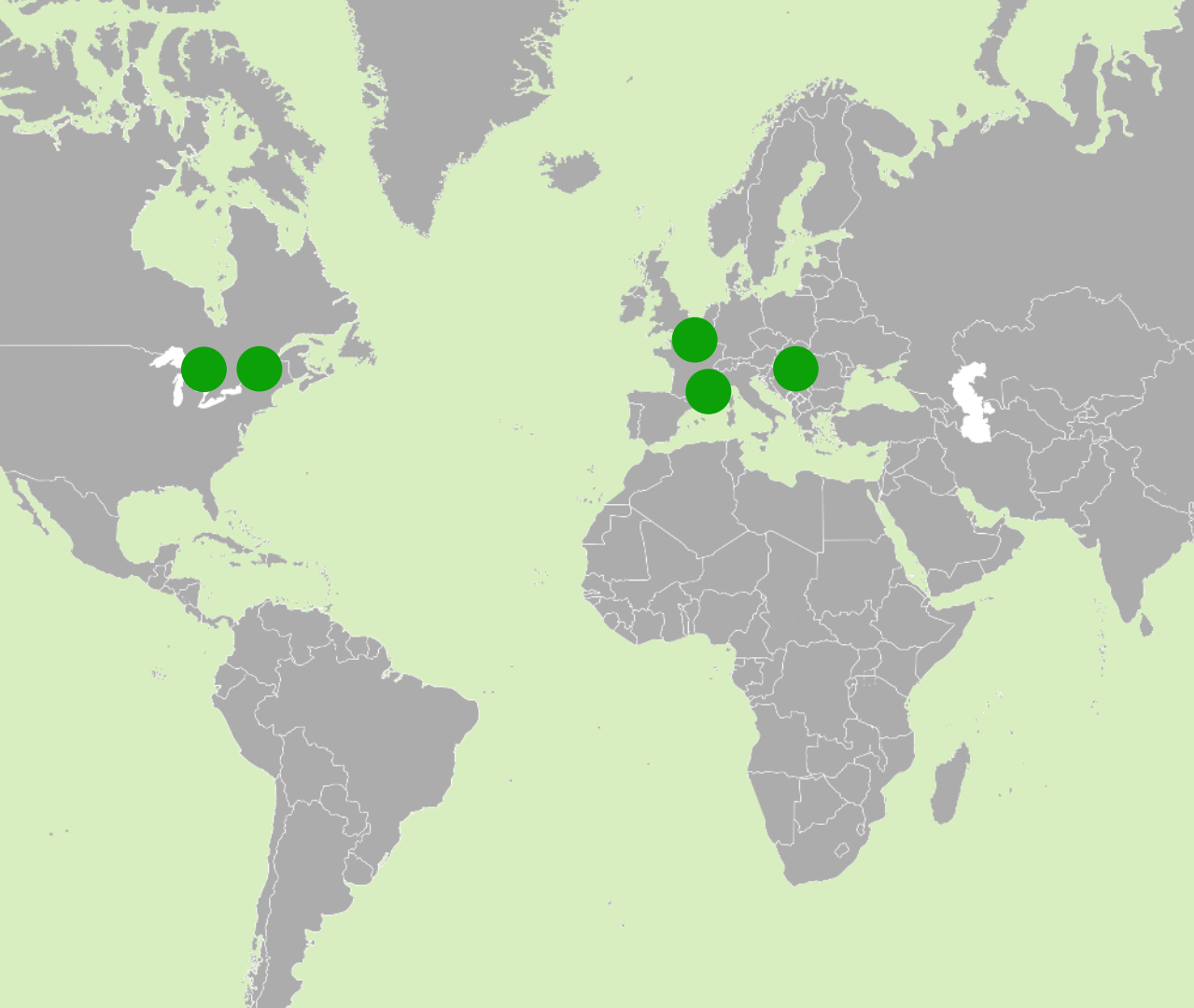


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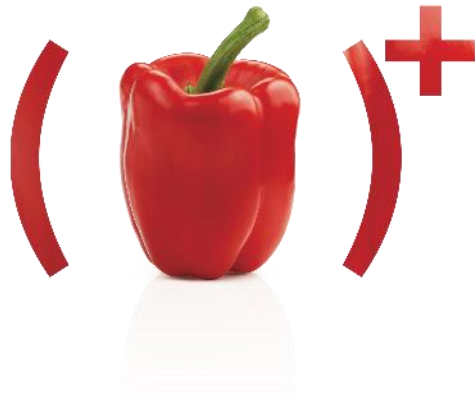
la
nouveauté



FAIT AU
QUÉBEC









Bonduelle

La nature, notre futur

Créons
un futur
meilleur
à travers
l'alimentation
végétale