

Press release  
Massy, 29 September 2020

## Carrefour continues with its initiatives to support agroecology with the launch of its Carrefour Quality Line potatoes

*Carrefour wants all of its Quality Lines to be committed to a sustainable farming approach. This involves phasing out all or some of the synthetic pesticides used to produce fruit and vegetables. This is the framework within which Carrefour will be launching the CQL French potato this October. It will be grown without synthetic pesticides right from when the plant's first leaves start emerging from the ground, and with no post-harvest chemical treatment.*



### Carrefour continues to support agroecology with its CQL Potatoes

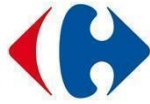
Carrefour is a forerunner in its drives to reduce the use of synthetic pesticides and now has **25 product lines cultivated as part of an agroecological approach**. This involves using farming methods which preserve the soil, while at the same time protecting ecosystems located near where produce is grown. More than **18,000 tonnes of fruit and vegetables** (carrots, leeks, apples, kiwis, squashes, etc.) on sale in Carrefour stores in 2019 were grown this way.

The retailer is working hand-in-hand with more than 60 French producers and 18 suppliers to provide consumers with healthy, high-quality products that are less harmful to the environment. **Starting this October, CQL potatoes produced in France and grown without synthetic pesticides right from when the plant's first leaves start emerging from the ground, and with no post-harvest chemical treatment will be on sale in stores.**

### Eliminate all or some of the synthetic pesticides used in its Carrefour Quality Line fruit and vegetables by 2025

Since 2014, Carrefour has been improving its production lines, helping its partner producers make the transition over to agroecology so it can achieve two aims: preserve the planet's natural systems and ensure a high level of production.

This initiative represents tangible progress in the Act for Food programme, designed to get people to eat better and bring about more responsible modes of production. **Carrefour has therefore set itself the aim of**



**eliminating all or some of the synthetic pesticides used in the production of its fruit and vegetables and to cultivate all of its Carrefour Quality Line products using agroecological methods by 2025.**

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**About Carrefour in France**

Carrefour has over 5200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For sixty years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. To keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of omnichannel solutions (e-commerce, Drive, Click and Collect, home delivery and mobile applications). Carrefour employs 105,000 people and welcomes more than 3 million customers every day throughout the country.

For more information, visit: [www.carrefour.com](http://www.carrefour.com) (press page), [www.carrefour.fr](http://www.carrefour.fr) or to follow us on Twitter: @CarrefourFrance, @GroupeCarrefour.