



Press release, Massy,
28 April 2021

A new tripartite contract is signed for Carrefour Bio milk to support French organic livestock farmers!

Having supported livestock farmers converting to organic farming methods for three years, Carrefour has today announced the signing of a new tripartite contract with the APLBC Bio organisation¹ and the Saint Denis de l'Hôtel dairy. This commitment follows the partnership signed in 2018 between Carrefour and its Foundation, WWF France, LSDH and APLBC Bio to support the thirty or so producers concerned convert to organic.

Under this new contract, Carrefour Bio is pledging to help 31 dairy farms in France (51 partner livestock farmers) and committing to purchasing certain volumes for a minimum of three years, while at the same time raising the profile of these farmers. The retailer is also committing to ensuring that they are paid more fairly – €500 per 1000 L (not including bonuses). That's €520 per 1000 L, once all bonuses have been taken into account.

For more than 20 years, Carrefour has been supporting French producers, helping them to develop their organic farming activities and ensuring their long-term existence. Currently, the retailer is supporting more than 2150 French organic producers through sector partnerships with its Carrefour Bio brand.

Carrefour Bio's new semi-skimmed milk will be available from Carrefour Hypermarkets starting in May 2021.



RRP²: €0.99/L, available from Carrefour Hypermarkets

¹ APLBC Bio: Association of central France organic dairy producers

² RRP: recommended retail price



Find out more about our sector partnership initiatives with Carrefour Bio:
<https://www.carrefour.fr/marques/carrefour-bio/du-champ-assiette>

The first bottle of milk to be sold in completely recycled plastic³, saving 143 tonnes of plastic per year⁴!

In addition to the commitments made to French organic farmers, this new milk is also part of an environmentally friendly approach: it's the first organic milk in a bottle made from 100% recycled plastic² to be sold nationally and on a permanent basis. Carrefour has worked in partnership with preformed plastics supplier PDG Plastiques on developing this bottle completely made from recycled plastic. Altogether, this will save more than 143 tonnes of virgin plastic per year. It is disposed of in the standard way: it can be recycled by placing it in the yellow bin.

For Carrefour Bio, a leader on the organic segment and the number one contributor to the growth of organic products in supermarkets and hypermarkets in France⁵, packaging is a key area of focus. Already, 80% of its packaging is recyclable, recycled or compostable, helping us all to consume more effectively!

In addition to this new semi-skimmed milk which will be available in May 2021, Carrefour Bio is going to start selling its organic whole fat and skimmed milk in 1 L bottles made of 50% recycled plastic. This will lead to annual savings of 89 tonnes of virgin plastic.

RRP¹: Carrefour Bio semi-skimmed milk: €0.88/L Carrefour Bio whole fat milk: €1.02/L



³ Except for the cap and label

⁴ Based on annual volumes

⁵ Source: Nielsen, contribution to increases in sales in large and medium retail outlets, CAM P13 2020



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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 over fifty 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 omni-channel solutions (e-commerce, Drive, Click and Collect, express 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 (press page), www.carrefour.fr or to follow us on Twitter: @CarrefourFrance, @GroupeCarrefour

About LSDH

Founded more than a hundred years ago, the family run group LSDH (Laiterie de Saint-Denis-de-l'Hôtel) specialises in producing and packaging aseptic and refrigerated liquid foods, and in packaging ready-to-eat salads. LSDH has established itself as a major player in these areas and supplies France's largest retail chains and well-known brands.

The company currently has eight production units spread throughout France, employs nearly 2000 people and generates sales of more than €900 million. It involves women and men in its decision-making processes, firmly believing that it is their motivation and commitment that make the difference.

LSDH stands out from its competitors and is continuing to develop through its powerful social, societal and environmental commitments, as well as its initiatives designed to promote sustainable production modes.

Its motto: Passion, Ambition, Humanity.

For further information, visit www.lsdh.fr or follow us on Twitter: <https://twitter.com/>

About PDG PLASTIQUES

A French family-run company with more than 70 years of experience, PDG PLASTIQUES specialises in developing and producing preforms and bottles made of PET and RPET. The company has two production sites, employs nearly 165 people and generates sales of more than €82 million. PDG PLASTIQUES regularly develops solutions and innovations to help its clients package their goods more effectively, protecting and showcasing their products. Since 2008, PDG PLASTIQUES has been France's and Europe's leading developer of preform packaging for UHT milk and dairy products.

For more information, visit www.pdg-plastiques.fr