



Press release
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Carrefour creates 11 new French organic product lines covered by multipartite, multi-year contracts

Carrefour has just announced the creation of 11 new French organic product lines for grocery products and fruit & vegetables alongside its farming partners. Under these multipartite, multi-year and renewable contracts, the Carrefour Group will be able to sell high-quality French organic products, while at the same time providing their producers with long-term visibility.

Secure partnership contracts

Carrefour is already supporting 3400 French organic producers via product line partnerships which commit all stakeholders – from product production and processing through to its distribution. This initiative enables the retailer to sell French organic products produced by specialist stakeholders – at a time when consumers are increasingly on the lookout for French organic produce. For the other stakeholders involved in the product line, these long-term partnerships provide them with guaranteed outlets – they can take advantage of Carrefour’s commitment to minimum purchase volumes.

“The visibility that this gives us is essential: it enables us to invest in new tools and new varieties”, says Vincent Fauriel, co-founder of Fauriel Fruits, which has entered into a product line partnership with Carrefour covering Carrefour Bio apricots, nectarines and peaches.

These 11 new product lines are as follows,

- Organic spelt flour and organic white haricot beans with Ekibio (Ardèche)
- Organic strawberries with Bio Pays Landais (Landes)
- Apricots, nectarines and peaches with Fauriel Fruits (Drôme)
- Organic potatoes with Ferme de la Motte (Loir-et-Cher)
- Organic melons with Force Sud (Hérault)
- Organic cherry tomatoes with Rougeline (Lot-et-Garonne)
- Organic courgettes with SARL Masse (Bouches-du-Rhône)
- Organic aubergines with Top Légumes (Gironde)

Carrefour has also created a Spanish organic product line via its subsidiary Socomo with Agricommerce, the aim being to develop a range of Carrefour Bio brand citrus fruits. In particular, this partnership will significantly reduce the transport distance between where lemons are grown and where they are sold – they will be grown in Spain, instead of mainly in South America.

Carrefour – spearheading support for the French organic farming sector

Carrefour, which has been a leader in organic produce for several years now, is therefore making a twofold commitment. On the one hand, it is making a commitment to consumers, providing them with several thousand organic products, both in its stores and available for pickup from its Drive outlets – including 1200 Carrefour Bio brand products (the largest range of own-brand organic products available from large and medium retail outlets). More than a third of these products are available for under two euros, and all of them are eligible for the [Organic Loyalty Bonus](#), under which customers can get 10 to 15% off their Carrefour Bio products every day.

On the other hand, it is making a commitment to the farming sector via its organic product line contracts, as well as through its solutions for financing projects designed to promote the food transition – such as the #JeParticipe crowdfunding platform and the MiiMOSA Transition #1 fund, via which Carrefour invests 10% in all funded projects.

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About Carrefour

With a multi-format network of over 13,000 stores in nearly 40 countries, the Carrefour Group is one of the world's leading food retailers. The Group recorded revenue of €81.2 billion in 2021. Its network of consolidated stores has more than 370,000 employees who help to make Carrefour the world leader in the food transition for everyone, providing everybody with access to high-quality, affordable food every day, no matter where they are. In total, more than 500,000 people work for Carrefour throughout the world. For more information, visit www.carrefour.com, or find us on Twitter ([@GroupeCarrefour](https://twitter.com/GroupeCarrefour)) and LinkedIn ([Carrefour](#)).