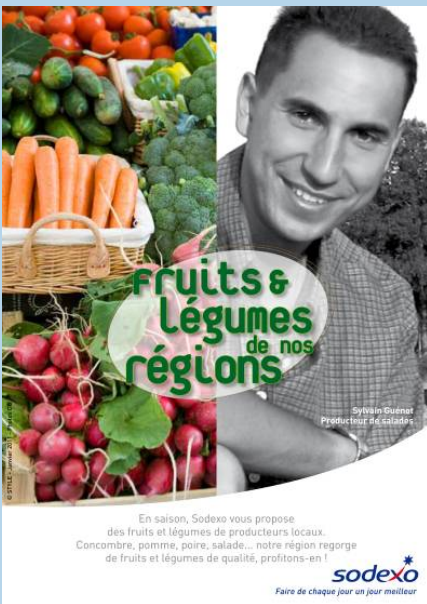


The Better Tomorrow Plan Case study

Environment

Our commitment: We will source local, seasonal or sustainably grown or raised products in all the countries where we operate by 2015.



• June 2010

The offer "Local Fresh Fruit and Vegetables" is launched in the "Ile de France", "Provence-Alpes-Côte d'Azur" and "Rhône-Alpes Auvergne Bourgogne" French regions

• February 2011

The offer is now deployed throughout France

France

Fresh Local and seasonal fruits and vegetables

Since early 2011, Sodexo in France communicates on "Local Fresh Fruits and Vegetables" to promote seasonal fresh products available in each French region according to the soils and climate. As part of our commitment to source local and seasonal products, this offer reduces the consumption of products from remote or outsourced production and helps develop local agriculture.

Creating value for our clients

Fresh fruits and vegetables consumption respects the natural rhythms and reduces greenhouse crops. Buying local and seasonal products is a way to ensure products quality and better avoid high prices in the off-season.

General Context

Agriculture is responsible for many impacts on the environment: greenhouse gas emissions, water consumption, pollution and deforestation, and can affect health through the use of pesticides and fertilizers.

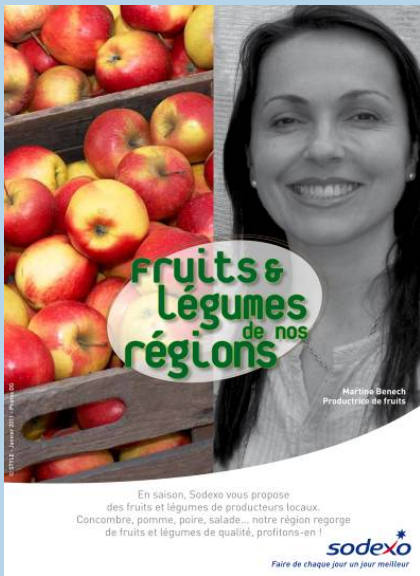
Sodexo buys large products quantities for its activities and wishes to ensure that they are produced according to social and environmental standards.

A local and seasonal offer

Sodexo's offer "Local Fresh Fruits and Vegetables" responds to economic, social and environmental challenges.

- **Economic** - We face a lack of activity in rural areas and the economic development of territories is increasingly weak. However this lever contributes to the economic dynamism of localities and regions.
- **Social – Globalization** and **longer** marketing loops are two aspects that affect the relations between market players. The contacts between producers and consumers are almost nonexistent. A link between these two actors provides **more precise information** on the origin of products and allows to **educate consumers** on food (nutrition, seasonality, etc..).
- **Environmental** - The **distance between producer and consumer** (extended by the number of conversions) has negative impacts on the environment and causes product loss. Consuming fresh and local products is a way to **save transportation energy** by reducing the distance between both.





The proposed offer is an answer to clients and consumers expectations to benefit from products from their region in their restaurant. It responds to their environmental concern (short circuit), to the promotion of regional products and also to a will to support the local economy.

An operational organization

All distributors' deposits of fresh fruits and vegetables provide a **list of local products** depending on seasons and local availability, such as salads from May to September in "Ile de France" region, fishery from June to August in the South of France or cauliflower in spring in Brittany.

Through a web portal, the site manager is aware of **the offer and can access to the list of local producers** regularly updated.

Every week, our suppliers inform the restaurant by email on the local products available for the following week.

Then the manager can easily place an order. A communication kit allows to highlight this offer in our restaurants and to communicate to consumers: display table and slate indicating the source of the products.



- 3,000 sites have access to the offer
- 10,000 fresh fruit and vegetables tonnes per year purchased on the local market
- 19% of the total volume



Deployment in France

This offer created in the "Ile de France", "Provence-Alpes-Cote d'Azur" and "Rhône-Alpes Auvergne Bourgogne" regions in June 2010, has since February 2011 been extended to all French regions.

The "Local Fresh Fruit and Vegetables" offer does not change the habits of site managers and does not require specific additional resources. It was part of the specifications of the tender conducted nationwide to the distribution sector of fresh fruit and vegetables.

Our Partners

To make life easier for our employees and clients, our products come from our traditional traders (Pomona Terre Azur and Hexagro).

These distributors provide communication kits to enhance the offer to consumers. Sites are also kept informed on the local products available and the percentage of local products consumed at the site.

More information

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