

BVL & Blue Whale groups : working together to create a world leader!

Cooperation agreement signed

South-west France's **Blue Whale** cooperative group - Number One on the French apple market and leading European exporter - and the **BVL** Cooperative Union, based in the Loire Valley, have decided to work together by signing a **cooperation agreement**.

The key idea behind this partnership is to **create a top ranking French player**.



Meeting our customers demand

Achieving significant production volume will allow the new entity to meet the reality of global demand and ensuring the long-term follow-up of our customers... By matching the French supply with demand it will be possible to provide fruit growers with the best guarantees in terms of outlets.

Raising brand awareness

The affiliated growers will then be able to rely on the reputation of well-established marketing brands. We are thinking, in particular, of the Blue Whale brand, which has been present worldwide for nearly fifty years.

Innovating

The newly created organization will have sufficient resources at its disposal to work the patents taken out in the area of fruit : new varieties, new processes, packaging... so many sources of innovation and added value for our fruit growers.

This is therefore a carefully thoughtful and coordinated **agreement** between two major players in the french fruit-growing sector who have decided to work together, two players who share a high-quality positioning not to mention the same cooperative, human and environmental values.



A world-class player

- 230 000 tons sold
- € 200 million turnover
- 4,000 hectares of orchards
- 300 fruit growers
- N°1 in France
- Leading exporter



French apple growers are getting organized...

...Apple growers have been sufficiently criticised for being too fragmented, too individualistic, and not being organized... With this agreement, we have decided to take our fate into our own hands, to organize ourselves in order to meet world-wide demand. France must be a world-beater.>>

Claude Rehlinger,
President of Blue Whale

Albert Richard,
President of BVL



Press contact
Dina Abella
dina@blue-whale.com
T : 33 (0) 563 21 56 56
F : 33 (0) 563 21 56 59

Blue Whale M.I.N - BP 417
82 004 Montauban Cedex - France

www.blue-whale.com



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