CSR WHITE PAPER

SUSTAINABLE DEVELOPMENT PROGRAM



tradifood

WHO ARE WE?

Founded nearly 30 years ago by Denis L'Orphelin, Tradifood emerged from a commitment to provide the Swedish market with exceptional products, showcasing the authentic expertise of France's most renowned regions.

After 25 years at Tradifood, Eric Bouchet assumed leadership in 2024, with a steadfast commitment to advancing itsenvironmental ambitions.

OUR DEDICATION TO CORPORATE SOCIAL RESPONSIBILITY (CSR)

From the outset, Tradifood has dedicated itself to the research and provision of products that exemplify exceptional sanitary and organoleptic quality, while maintaining a superior level of service for its clientele.

However, as quality cannot exist without sustainability, we are proud to announce today our enhanced commitments to Corporate Social Responsibility, founded on six fundamental pillars.

> The connection between quality production and the guest's experience is essential. That's why every step, from farm to fork, must be guided by a commitment to sustainability, respect, and a strong sense of responsibility and excellence.
>
> Eric Bouchet, CEO

FOREWORD



This man who treats his fields with pesticides without any protection is my father. This report was broadcast on the 1 p.m. news on the first French television channel, on October 17, 1973, about five years before I was born.

When I first came across this video on social media about a year ago, I understood where my determination came from.

At that time, the market gardener had to buy his seeds, fertilizers and pesticides from the same manufacturer, which fueled his dependence on this company. In the report, he testifies to his efforts to avoid chemical treatments or to use less aggressive products, but it was difficult for him to do without them, because he could not afford to lose his crops.

Passionate about a job well done and concerned about producing quality vegetables, he explored alternative production methods. He sought advice from elders to work in a more natural way and even adopted a production practice based on the natural cycles of the moon, which proved very conclusive.

Having spent my entire youth in this agricultural environment, I remember the days spent on the farm during holidays and weekends, the nights spent walking the wholesale markets with my mother, as well as the work in the fields and the deliveries that I did with my father.

It was a time when a handshake had great value...

During my 25 years at Tradifood, I have been keen to convey this heritage of careful work and good products, while thinking about the well-being of my colleagues and partners, whether they are customers, suppliers and especially breeders, who respect their animals and the environment.

We were the first to integrate traceability by "Blockchain" in Scandinavia, in order to highlight our breeders, our partners and our products.

In 2025, we have set ourselves the goal of achieving climate neutrality by reducing and then offsetting our impacts. This commitment, which is part of a broader CSR strategy program, is particularly close to my heart. I hope, in turn, to become an example by transmitting these values of respect for nature and supporting virtuous practices.

Our commitment encourages us not only to constantly innovate, but also to design responsible solutions to build a sustainable and resilient future.

Eric BOUCHET

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

In September 2015, the 193 member states of the United Nations adopted the Sustainable Development Agenda for 2030, entitled **"Agenda 2030"**, a plan of action for humanity, the planet, and prosperity.

Divided into **17 sustainable development goals (SDGs)**, it embodies a vision for transforming the world to address the global challenges we encounter, particularly those related to poverty, inequality, climate change, environmental degradation, prosperity, peace, and justice, which inherently encompass issues of food and agriculture.

At its own scale, TRADIFOOD is actively committed to contributing to these SDGs by promoting responsible practices and supporting a more sustainable food system.



Source: United Nations - un.org

THE 6 PILLARS OF OUR CSR APPROACH

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For mindful consumption and a sustainable future!



#1 CLIMATE CONTRIBUTION

We are committed to taking concrete action for the climate by aligning our contribution with our environmental impact across all the products we offer at Tradifood.

13 MESURES RELATIVES À LA LUTTE CONTRE LES CHANGEMENTS CLIMATIQUES

1 **MEASURING:** We have carried out comprehensive calculations of greenhouse gas emissions for our entire product range, in collaboration with Zero Mission, a trusted climate consultancy.

REDUCING: We collaborate with our suppliers to minimize the carbon footprint of their production through sustainable, co-developed solutions. These include logistics optimization, R&D on animal feed, responsible energy resource management, etc. **2**

3 **REMOVING:** We climate-finance 110% of our Scopes 1, 2, and 3 emissions through the Plan Vivo–certified Paskaia climate project in Honduras, in partnership with ZeroMission. This collaboration contributes to carbon sequestration, community development, and the preservation of natural ecosystems.

zeromission

ZeroMission is a Swedish company that, since 2006, has been helping organizations calculate and reduce their emissions, as well as finance climate action through the purchase of certified carbon credits.

PLAN VIVO
For nature, climate and communities

Plan Vivo is an international standard and organization that certifies climate projects creating long-term climate and community benefits through nature-based solutions, in collaboration with local communities.



CLIMATE ANALYSIS

In 2025 we conducted a Climate Analysis of Tradifood's emissions on Scope 1, 2 and 3, for the whole year 2024.

The GHG assessment quantifies all seven Kyoto greenhouse gases: carbon dioxide (CO_2), methane (CH_4), nitrous oxide (N_2O), hydrofluorocarbons (HFCs), nitrogen trifluoride (NF_3), sulphur hexafluoride (SF_6) and perfluorocarbons (PFCs), where applicable, and is measured in units of carbon dioxide equivalence, or CO_2 e.

ASSESSMENT PROTOCOL

Our 2024 greenhouse gas (GHG) emissions assessment has been carried out in accordance with the World Business Council for Sustainable Development and World Resources Institute's (WBCSD / WRI) Greenhouse Gas Protocol: a Corporate Accounting and Reporting Standard, including the GHG Protocol Scope 2 Guidance. This protocol is considered current best practice for corporate or organisational greenhouse gas emissions reporting. Our emissions have been reported by the three WBCSD/WRI Scopes.

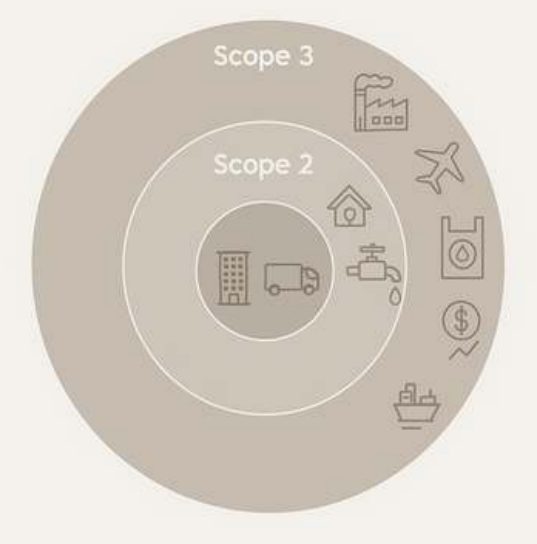
OVERVIEW

Climate assessment standard	WBCSD / WRI Greenhouse Gas Protocol
Period / Base year	January 1st, 2024 – December 31st, 2024
Description of operations	Import of premium French products to key Scandinavian retailers and foodservice distributors (in 2024).
Boundaries	GHG emissions reported under the three WBCSD / WRI Scopes, from production (including animal feed where applicable) to the storage platform in Stockholm, prior to final distribution (retailers & wholesalers).

BOUNDARIES

Scope 1

Includes direct GHG emissions from sources that our company owns or controls, such as natural gas combustion and company owned vehicles.



Scope 2

Accounts for GHG emissions from the generation of purchased electricity, heat and steam generated off-site. As we operate in markets which offer contractual instruments with product or supplier-specific data, scope 2 emissions are reported using both the location-based method and the market-based method.

- The location-based method applies average emission factors that correspond to the grid where consumption occurs, whereas the market-based method applies emission factors that correspond to energy purchased (or not) through contractual instruments.
- Contractual instruments include energy attribute certificates, direct energy contracts, and supplier specific emission rates. In the assessment we have ensured that any contractual instruments used in the market-based method have met the Scope 2 Quality Criteria, as defined in the Guidance.
- Where contractual instruments do not meet the Quality Criteria, or where contractual instruments were not purchased, market-based scope 2 emissions have been calculated using residual mix emission factors. Where residual mix emission factors are not available, market-based scope 2 emissions have been calculated using default location grid-average emission factors, per the Protocol hierarchy. This may result in double counting between electricity consumers, as an adjusted emission factor taking into account voluntary purchases of electricity with specific attributes was not available.

Scope 3

Includes all other indirect emissions such as purchase of goods from suppliers, or services, waste disposal, business travel and staff commuting.

Reporting of these activities is optional under the WBCSD/WRI GHG Protocol, but as they contribute a significant portion of overall emissions, we decided to report them.

DATA QUALITY

In order to provide the most accurate estimate of our emissions, primary (actual) data are used whenever available, up-to-date, and geographically relevant. Secondary data (estimates, extrapolations, and industry averages) are used when primary data are not available.



Location-based Accuracy Overview	tCO_2e/year	%
Actual	5,379	97.9
Estimated	118	2.14
Total	5,496	100

Location-based method

RESULTS

Tradifood's Overall GHG Emissions: 5 500 tCO_2 e

Absolute GHG emissions will fluctuate over time as the company expands or contracts. It is therefore useful to use reporting metrics that account for these variations and monitor relative GHG emissions intensity (e.g., tonnes of CO_2e per full-time equivalent or per unit of turnover).

	Location-based	Market-based
Absolute GHG emissions	**5 496 tCO_2 e**	**5 498 tCO_2 e**
Per Full Time Equivalent Employee	**1 832 tCO_2 e**	**1 833 tCO_2 e**
Per Turnover (KSEK)	**0.0619 tCO_2 e**	**0.0619 tCO_2 e**

SUMMARY BY ACTIVITY



By Activity	tCO_2e/year	%
3.1 Purchased Goods and Services	5,369	97.7
3.4 Upstream Transportation and Distribution	99	1.8
3.6 Business Travel	23.6	0.429
1. Company Owned Vehicles	1.85	0.0337
2. Electricity, Heating and Cooling	1.51	0.0274
3.7 Employee Commuting	1.07	0.0195
3.5 Waste generated in operations	0.0189	3.44e-4
Total	5,496	100

Location-based method

SUMMARY BY WBCSD/WRI SCOPE



By Activity	tCO_2e/year	%
Scope 1	1.4	0.0255
Scope 2	1.15	0.0209
Scope 3	5,494	100
Total	5,496	100

Location-based method

CLIMATE INVESTMENT

Tradifood's Climate Compensation: 6 600 tCO_2 e
(more than 110% of Tradifood's overall GHG emissions)

Since October 2025, Tradifood is climate-financing more than 110% of its Scopes 1, 2, and 3 emissions through the Plan Vivo–certified Paskaia climate project.

Because carbon credits can often seem complex or controversial, we believe in projects that also support local communities — creating a real, measurable impact for both the climate and the people who live there.

CARBON CREDIT PURCHASE CERTIFICATE

OCTOBER 25

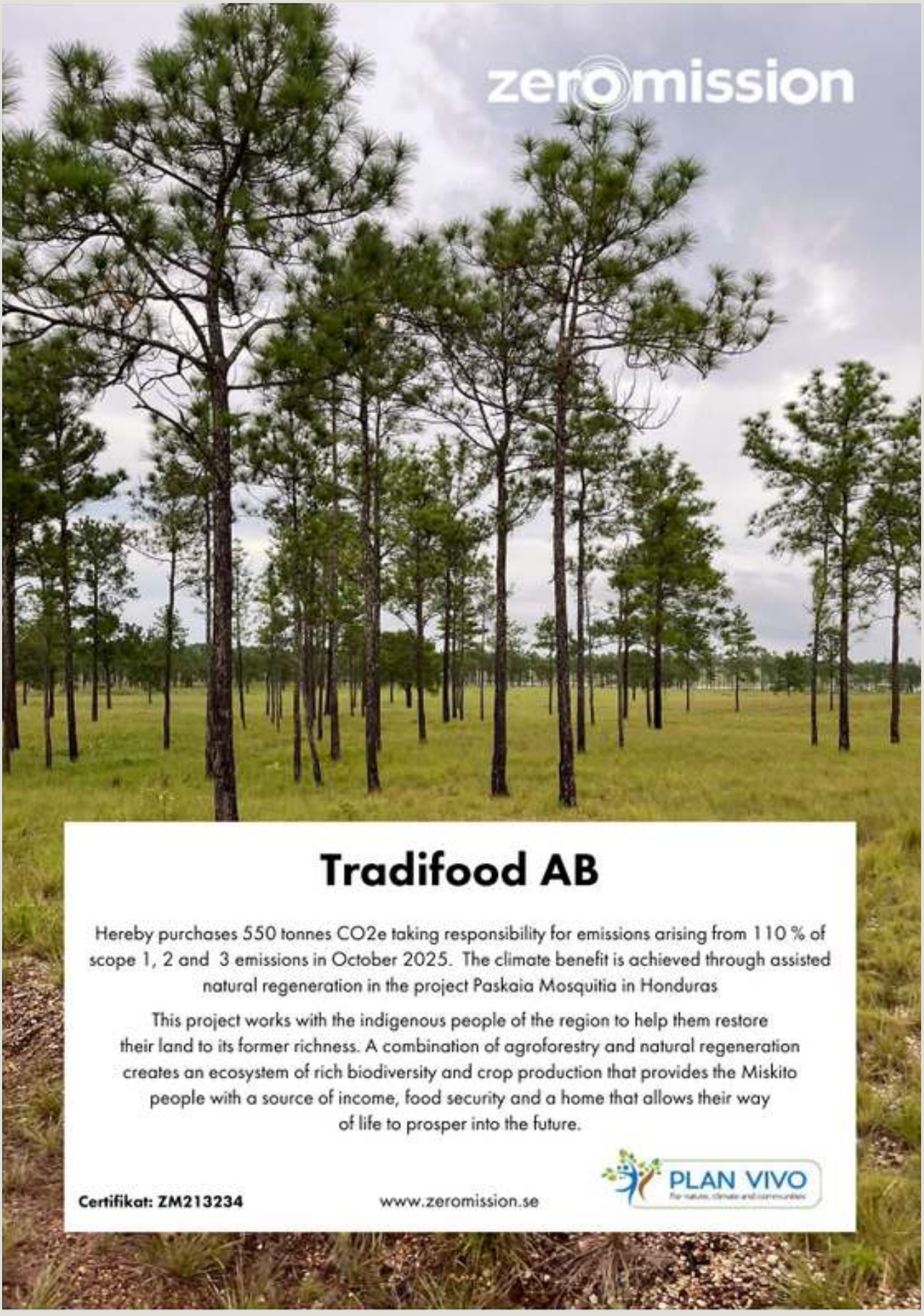




Photo credit: Paskaia

PASKAIA - HONDURAS

Paskaia, meaning "building for the future" in the indigenous Miskito language, is an initiative based in La Mosquitia, a region in northeastern Honduras along the Caribbean Sea. Once covered by lush Caribbean pine forests — part of the second-largest rainforest area in the Americas after the Amazon — La Mosquitia has suffered centuries of logging and recurring wildfires, transforming vast forested areas into savannas where trees can no longer take root. Reversing this trend is possible, but it requires a strong local presence and a deep understanding of the complex factors driving deforestation.

A few years ago, when the indigenous people regained ownership of their land, they launched the Paskaia Project together with Swedish researchers to ensure its long-term sustainable management. The initiative empowers the local population of Mosquitia to take the lead through a co-creative process that involves all parts of society, with special focus on women, youth, and marginalized groups often left behind.

PASKAIA PROJECT USES CARBON CREDITS AS A MEANS TO DRIVE RURAL DEVELOPMENT AND RESTORE NATURAL LANDSCAPES.





Photo credit: Paskaia

THE MISSION

Since 2018, the Paskaia project organization has been working diligently in the region to gain control over wildfires and develop effective methods for restoring degraded forests.

This project invests directly in the restoration of La Mosquitia, reforesting nearly **1 600 hectares of savanna** with over **3 million trees**, which will eventually capture around **400 000 tonnes of $C0_2$**.

In addition, the project contributes to building resilient local communities, with **319 families now gaining stable employment** and a renewed sense of purpose.



319

FAMILIES HAVE GAINED JOBS



3 MILLION

NEW TREES



1600

HECTARES PROTECTED



#2 ANIMAL WELFARE

Concern for animal welfare is becoming increasingly prominent among consumers and is also fundamentally embedded in our approach.

We are dedicated to collaborating with passionate breeders who adhere to rigorous standards regarding breeding practices, nutrition, and the care afforded to animals.

We work together with our partners to guarantee the ongoing enhancement of practices that frequently exceed national and European regulations: zero antibiotics throughout the animal's life, access to outdoor areas for Label Rouge poultry, slow growth, and welfare standards from birth to slaughter, among others.

ANIMAL WELFARE CERTIFICATION

Auvergne Label Rouge Free-Range Chickens proudly feature the French Animal Welfare Certification, which is intended to provide consumers with clear and trustworthy information.

How does it work?

A label affixed to the poultry denotes the level of animal welfare on a scale **from A to E,** which considers:

- ✓ Hatching
- ✓ Rearing conditions
- ✓ Transport
- ✓ Slaughtering

99% Auvergne Free-Range Poultry classified A!



Very slow growth...

France maintains the most stringent definition of a “slow-growing breed” in Europe, characterized by a maximum Average Daily Gain (ADG) of **27 g/day**, thereby ensuring the extensive nature of Label Rouge breeding is preserved to the greatest extent possible.

BREEDING DURATION

The breeding period varies by species, with a minimum of **81 days** for chickens and **94 days** for guinea fowl.

This extensive breeding process and access to expansive outdoor areas facilitate the harmonious development of muscles and bones, ensuring firm and flavorful poultry meat.



STRAINS

The approved strains of free-range poultry are heritage breeds that are slow-growing and well-suited to outdoor farming environments.

They are recognized and approved by the **European Chicken Commitment** for their demonstrated commitment to animal welfare.

BUILDING SPECIFICATIONS

The maximum usable surface area of each livestock building is **400 m²**.

The dimensions of the traps facilitating animal entry and exit to and from the outdoor run must be a minimum of 4 linear meters per 100 m² of building surface area, with a minimum height of 35 cm.

STOCKING DENSITIES

The maximum density of poultry within a building is determined by species:

- **11 chickens/m²**
- **13 guinea fowl/m²**

Thus, the maximum workforce is **4,400 chickens** per building or **5,200 guinea fowl**.

A breeding site cannot have more than **4 buildings** or more than 17,600 chickens or 20,800 guinea fowl simultaneously.

Slow growth...

ECC chickens come from slower-growing breeds, either:

- JA 757, 787, 957, or 987,
- or any other breed that meets the criteria of the RSPCA Broiler Welfare Assessment Protocol (like Hubbard REDBRO).



STRAINS

The approved strains are heritage breeds that are slow-growing.

They are recognized and approved by the **European Chicken Commitment** for their demonstrated commitment to animal welfare.

ECC chickens are floor-reared and have unrestricted access to the entire house throughout their lifecycle.

BREEDING DURATION

The ECC chickens are raised for **56 days** with an average daily growth rate of **48 g/day.**

STOCKING DENSITIES

The maximum stocking density within a building is:

- **30 kg of chickens/m²** of surface area
- = average weight x (number of animals present / usable surface area).

A systematic animal welfare assessment is conducted for each flock by a qualified poultry technician to evaluate:

- The expression of comfort-related behaviors (environmental exploration, preening, dustbathing, walking, and stretching).
- The continuous access to appropriate feed.
- The maintenance of the chickens' good health.
- The effective management of environmental conditions.
- The expression of discomfort-related behaviors (fear, aggression toward conspecifics, nervousness, and signs of disease).

PLANNING OF LIVESTOCK FACILITIES

The structures adhere to the subsequent regulations regarding location and design:

- Traps open no later than **9:00 a.m. and remain operational until dusk *(Label Rouge)***.
- **Translucent openings or windows**, adequately numerous and sized, are essential for ensuring proper ventilation and aeration within the building, preventing condensation, and allowing natural light to permeate the interior.
- **The light intensity** in the buildings is at least 50 lux (sufficient brightness to allow reading a document at the center of the poultry house).
- **Insulation** of the building's walls and roof.
- Measures implemented to inhibit moisture from ascending from the ground.
- The concentration of ammonia (NH3) does not exceed 20 ppm and the levels of carbon dioxide (CO2) does not exceed 3 000 ppm.
- **The location and arrangement of buildings** should promote outdoor access for poultry, considering factors such as exposure to the sun, orientation relative to prevailing winds.
- A closed sanitary airlock is required at the entrance of buildings. It consists of a "dirty" area (outside) and a "clean" area (inside) designated to prevent cross-contamination between farms: all individuals entering the building must change and don specific attire (overcoat, overboots, hairnet).

[...]





[...] The structures adhere to the subsequent regulations regarding location and design:

- The amounts of straw and other materials on the floor, along with their replenishment, must ensure that **the litter remains friable, dry, and flexible** to provide optimal comfort for the poultry and enable them to engage in their natural behaviors.
- **Perches (minimum 2 meters per 1 000 chickens)** to enhance the living conditions of poultry within structures and accommodate their natural perching behavior.
- **Presence of pecking substrates** and/or pecking objects: at least one substrate and/or object per 500 birds.
- **Distribution of grit** (small gravel) to poultry to enhance their digestion at the onset of breeding.

ECC

All supply chain stakeholders receive training and awareness-raising on animal welfare. Personnel of the slaughterhouses in direct contact with live animals are provided with specific training on animal handling and welfare prior to slaughter, conducted at least once every three years.



ACCESS TO AN EXPANSIVE OUTDOOR AREA

Access to an outdoor area is mandatory for all Label Rouge poultry, **throughout the day and irrespective of the season**. The poultry are therefore permitted to move freely between the interior of their building and the adjacent outdoor area.

Chickens gain access to it once their plumage has sufficiently developed to ensure their robustness.

The course should predominantly feature vegetation. **Natural elements such as trees, hedges, shrubs, and copses are to be incorporated to promote the poultry's outdoor activity and encourage them to remain outside the buildings** (a minimum of 20 trees or shrubs).

These natural environments provide numerous advantages for poultry:

- ✓ Free-range outdoor exploration.
- ✓ Shade and coolness during summer.
- ✓ Safeguarding against wind and weather.
- ✓ Protection from predators.
- ✓ Nutritional supplements (botanicals, seeds, insects, earthworms, etc.).
- ✓ Dust baths and plumage care.
- ✓ Decreased picking behavior.

TO RECALL

Each chicken or guinea fowl can enjoy an external surface area of **at least 2 m² per animal**, and frequently considerably more.

In summary, a Label Rouge poultry encompasses **an outdoor area exceeding 1 hectare**.

For health considerations and to prevent cross-contamination among species, the course is designated exclusively for poultry throughout the entire outdoor rearing period.

ANTIBIOTIC-FREE BREEDING

Antibiotic resistance denotes the phenomenon whereby specific bacteria acquire resistance to antibiotics as a result of their overuse, rendering these medications ineffective in the treatment of infections.

Antibiotic resistance accounts for 700,000 fatalities annually across the globe, and if this issue is not addressed swiftly and effectively, this number could escalate to 10 million by 2050, positioning bacterial infections among the foremost causes of mortality.

Producers of Auvergne Label Rouge Free-Range & ECC Poultry have embraced demedicalization since 2014, establishing themselves as pioneers in the battle against antibiotic resistance.

Through these sustainable practices, the welfare of Label Rouge / ECC poultry and future generations is safeguarded.



The essential elements of effective demedicalization:

- ✓ No antibiotics.
- ✓ No synthetic chemicals.
- ✓ Prophylaxis based on alternative treatments (homeopathy, phytotherapy).
- ✓ Natural preventive approach using plant extracts and essential oils: garlic, thyme, rosemary, lemon.

TRANSPORTATION AND SLAUGHTER

To minimize stress on the poultry, catching should ideally occur at night, and the interval between the end of catching and the beginning of slaughter must not exceed 12 h.

The distance from farm to slaughterhouse is ≤ 100 km (averaging 66 km, or ≃ 1.5 h of travel). During transportation, driving should be smooth, and any stops must occur under cover.

To allow the poultry to recuperate following transport, a minimum rest period of 30 minutes, protected from wind, sun, and rain, must be observed prior to slaughter.

The controlled atmospheric stunning is administered using inert gas, a method acknowledged by animal welfare organizations as providing the highest standard of care. The poultry are not handled in any manner prior to being fully anesthetized.



#3 BIODIVERSITY AND ENVIRONMENT

Protecting natural resources and biodiversity is a priority to ensure a future for our planet and our food.



We thus support virtuous and sustainable agricultural practices which:

- ✓ Preserve soils and improve their fertility.
- ✓ Promotes carbon sequestration.
- ✓ Master the use of chemical inputs.
- ✓ Limit water and air pollution.
- ✓ Contribute to the protection of biodiversity.

This is the principle of Regenerative Agriculture!

We also contribute to the preservation of many livestock species, old breeds of poultry, such as the Red Naked Neck Chicken with yellow skin and legs *(see the box "Very slow growth..." page 9).*

The outdoor areas also allow the conservation of local plant species, of a great floral diversity, including honey-producing plants to promote the presence of bees and encourage pollination, and fauna (insects, invertebrates, etc.)

FROM POULTRY FARMING TO BEEKEEPING

Bees play an essential role in pollination and the preservation of biodiversity.

Producers of Auvergne Label Rouge Free-Range Poultry are committed to protecting them by adopting sustainable practices:

✓ **Planting local honey plants** to provide bees with an essential food resource.

✓ **Installation of beehives** directly on outdoor poultry ranges.

✓ **Training of poultry farmers** in beekeeping and hive maintenance.

✓ **Mandatory health monitoring** by a veterinarian.



Cohabitation between poultry and bees also helps combat the devastating attacks of the Asian hornet on swarms.

Indeed, the latter attacks by positioning itself at the entrance of the hives in hovering flight. But this immobility at low height makes it a vulnerable prey for poultry which feast on this protein supplement.

LOCAL TREE SPECIES

5,800 trees and shrubs and **14,700 linear metres of hedges** were planted on the outdoor ranges with the expertise of Mission Haies Auvergne:

✓ **Bushy shrubs:** Canadian Serviceberry, Cornelian Cherry, Bloodtwig Dogwood, European Spindle, Currant, Holly, Hazelnut, Hawthorn, Blackthorn, Privet, Wayfaring Tree…

✓ **Medium-sized trees:** Whitebeam, Silver Birch, Common Hornbeam, Field Maple, Common Pear, Wild Apple, Plum Tree, Goat Willow, Rowan, Black Elder…

✓ **Tall trees:** Oak, Norway Maple, Sycamore Maple, Hybrid Walnut, Fruiting Walnut, Common Ash, Wild Cherry, Linden…

They are labeled **"Végétal Local"** (“Local Plant”) : the seeds are harvested in Auvergne and the plants are local species, adapted to the climatic conditions of the environment.



#4 TRACEABILITY AND TRANSPARENCY

Our customers and consumers deserve to have perfect knowledge of the products they buy.

Thanks to cutting-edge **“Blockchain”** technology, we guarantee complete traceability of all our Label Rouge Free-Range Poultry from Auvergne, from the producer to the plate.

A **QR code** provides quick and easy access to clear information on the origin of raw materials, breeding methods and manufacturing conditions, and the carbon footprint of each of the products we offer.

Why is this important?

- Enhanced traceability for total confidence.
- Local and sustainable production, respectful of animal welfare.
- Passionate and committed breeders serving authentic quality.
- A guarantee of certified high quality.

Scan the product to know its full history and meet the breeder who produced it!



LOCALLY SOURCED AND TRACEABLE POULTRY FEED

The Auvergne Label Rouge Free-Range & ECC chicken sector guarantees a diet:

✓ **100% plant-based.**

✓ **Made from local cereals** (wheat, corn, barley).

✓ Including **non-GMO soybeans** grown only in **France** *(for Label Rouge)*, without any risk of cross-contamination and deforestation-free.

✓ **Palm oil free.**

✓ Enriched with essential vitamins and minerals for the well-being and digestive health of animals.

✓ **Free from any animal meal**, incl. fish.

✓ Adapted to each species and each stage of growth of the animal.

✓ **Of impeccable sanitary quality.**

THE PGI "VOLAILLES FERMIÈRES D'AUVERGNE"

Each "Volaille Fermière d'Auvergne" is identified by a **PGI (Protected Geographical Indication)**.

This European identification mark, created in 1992, certifies the origin of products as well as their specific quality depending on the terroir:

✓ Auvergne, a basin located in the heart of France, recognized for its historical know-how in poultry production.

✓ A preserved region, committed to environmental sustainability.

✓ Guaranteed traceability for consumers.

✓ Products with unique taste and superior quality.

✓ Official recognition across the European Union.



STRICT CONTROLS

The quality guarantee of Auvergne Label Rouge Free-Range Poultry is based on strict compliance with the criteria of the specifications, controlled at several levels:

✓ **Self-inspections** of all batches by production companies.

✓ **Internal controls** by the Defense and Management Organization which holds the specifications.

✓ **Unannounced external inspections** by an independent certification body (ISO 17065 standard), approved by the public authorities.

✓ **Health inspections** of the farm by a State veterinarian.

A rigorous audit process that certifies the flawless quality of the products at each stage of their production.

CLOSELY EXAMINED

for all the Label Rouge poultry farming, this represents each year:

- **> 20,000 checks on farms** = each poultry is checked.
- **> 1,600 inspections in companies:** hatcheries, food manufacturers, slaughterhouses, cutting plants, etc.
- **> 8,000 product analyses:** non-GMO and antibiotic-free poultry feed, bacteriological and sensory analyses of products.

RIGOROUS MONITORING

The quality of our ECC chickens is guaranteed through **strict compliance with specification criteria**, monitored at every stage of production.

The scope of third-party control includes the following supply chain operators: breeders, hatcheries, feed manufacturers, producer organizations, farmers, slaughterhouses and processing site.

The marketing of ECC products can only begin once a representative from **each stage of the supply chain has been certified by a third-party control body.**



The **third-party inspection body** we collaborate with is a non-profit association accredited by Cofrac, in accordance with the NF EN ISO / IEC 17065 standard 'Conformity assessment – Requirements for bodies certifying products, processes, and services.'
It ensures independent and impartial oversight of our entire ECC chicken supply chain.



An **annual report** on the implementation of the sector's improvement plan for the livestock stage, along with internal monitoring activities, is presented to the farmers.

A stringent audit process that guarantees the irreproachable nature of the products.



#5 PRODUCERS' EXPERTISE

The expertise of farmers and operators who work daily in our production sectors is an invaluable asset that must be preserved.

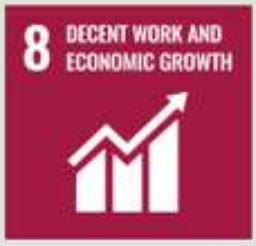
We take great pride in recognizing the daily efforts of these women and men by fostering strong, long-lasting partnerships and ensuring a fair distribution of value throughout the supply chain.

Because animal and human well-being go hand in hand – it is the concept of **"One Welfare"** – breeders work every day to provide their poultry with an optimal living environment.

The promotion of artisanal and local know-how, with the utmost respect for traditions and the land, is the assurance of a finished product of superior quality.

Gas stunning of poultry also contributes to the quality of life at work for operators working in slaughterhouses.

> “Label Rouge poultry has all the comfort it needs, you can't do better! It's pure bliss!”
>
> Lucas BLANCHER, Label Rouge free-range poultry farmer





#6 EXCEPTIONAL PRODUCT QUALITY

We place great emphasis on carefully selecting our products from our suppliers, ensuring their strict compliance with rigorous quality standards.

Some even hold prestigious official certifications, such as **Label Rouge** or **Protected Designation of Origin (PDO)**, which serve as guarantees of excellence and authenticity.

Thanks to this rigorous approach, we are able to offer only exceptional products with superior organoleptic qualities, benefiting both consumers and catering professionals.





TASTE QUALITY

The **“Label Rouge”** is the only official European label that guarantees a superior level of quality.

It is not a private brand but **an official non-profit certification**, belonging to the French Ministry of Agriculture and created 65 years ago.

Its aim is to highlight the best existing products in their category on the European market.

The unrivaled flavor of Label Rouge products is validated each year by rigorous sensory analyses carried out by accredited laboratories.

For poultry, two types of analysis ensure this superior organoleptic quality:

1. Hedonic analyses

Made by consumers who blindly compare a Label Rouge poultry and a conventional bird, according to precise criteria:

✓ Appearance
✓ Taste
✓ Texture

2. Sensory profiles

Conducted by a jury of trained experts, these tests highlight the specific characteristics that distinguish Label Rouge poultry from conventional birds: firm and juicy flesh, more adherent to the bone.

NUTRITIONAL QUALITY



Thanks to their specific characteristics (slow growth, free-range farming, diet rich in cereals), Label Rouge Free-Range Poultry offers nutritional benefits for a healthy, varied and balanced diet, including:

✓ More **protein**.
✓ Less total fat.
✓ A **good balance of fatty acids** with more polyunsaturated fatty acids, beneficial for cardiovascular health.

They are also rich in essential micronutrients:
✓ **Potassium & Phosphorus**, essential for muscles and bones.
✓ **Vitamins A, B3, D and E**, which play a key role in energy and the proper functioning of the nervous system.

And finally, they contain **less water**, which results in less loss during cooking.



Together, let's commit to mindful consumption and a sustainable future!

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