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"Market trends for apples" (10 mn)

















One option: Partnership between producer and retailer. Presentation of Filière Qualité Carrefour France. A Win-Win Collaboration

















Customers needs:

Freshness, Healthy, Tasty, Local product.

Situation as of today:

Intermediate collect from farmer and distribute to Retailers.

No Guarantee of Origins.

No guarantee on non usage of excessive fertilizer or pesticide.

High commission paid to intermediate that will increase final price paid by the customer.















Contract:

Agreement on Yearly volume.

Agreement on purchase price.

Contract signed for a minimum period of 3 years.

Specifications contract defining the full specification of the product and the usage of any chemical.

Packaging, branding, highlight of the produce on the point of sales.















Cartel aéreo













Banner vertical

























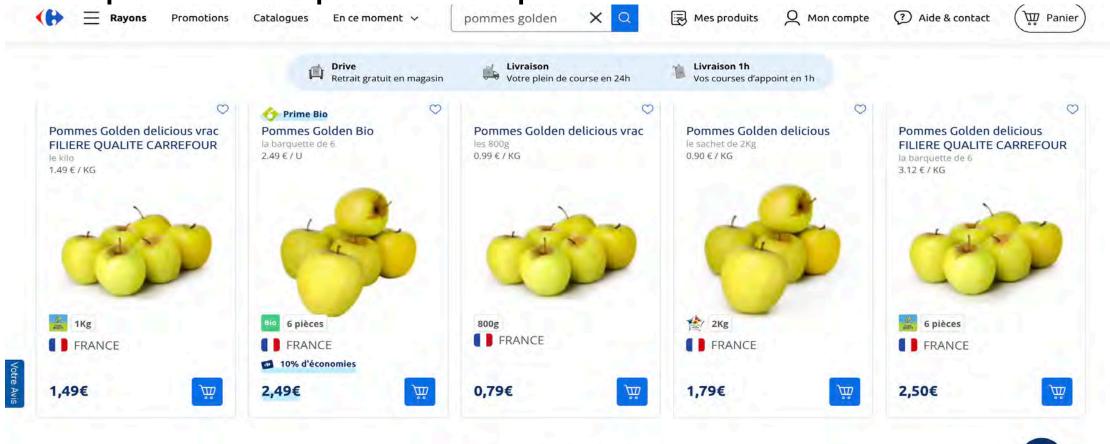








Output of this partnership:



Vous consultez 5 des 5 produits















Thank you for your attention!









