



COMPAGNIE
FRUITIERE
FOUNDATION



2024 ANNUAL REPORT



Les Cuisines Africaines Festival

1st Edition at La Friche Belle de Mai - March 2024

Cover:

Mauvaises graines & De la bouture au fruit, Maya Inès Touam

EDITORIAL

In 2024, food plays an increasingly crucial role in public health, solidarity and environmental sustainability issues. At a time when over 800 million people worldwide are still suffering from hunger, almost 2 billion of us are overweight or obese, at risk of chronic illnesses linked to a poorly balanced diet. In France, food insecurity affects around 20% of the population, an issue exacerbated by inflation and social inequalities.

Faced with these challenges, our commitment to healthy, sustainable food, accessible to all, has never been so strong.

Our philanthropic activities take the form of the following practices:

- **Funding associations or NGOs** that work to ensure access to a healthy, sustainable diet
- **Raising awareness among Compagnie Fruitière employees** about social responsibility
- **Engaging in collective solidarity efforts with companies** coming together to make a stronger impact
- **Taking part in unifying events** with our partner associations.

We therefore act with a strong regional awareness, especially in Marseille, by honing our knowledge of the issues at stake and the solutions to tackle them. This year, we have continued to support projects such as ANDÈS solidarity grocery stores, the community kitchen at 'La Bonne Adresse' run by the Salvation Army, and workshops to raise awareness about healthy eating organised by École Comestible.

In Africa, we collaborate with NGOs such as Agri-sud, Racines d'Enfance, IECD and CFSI to promote sustainable farming practices and to strengthen food sovereignty for local communities.

Alongside our solidarity efforts, we organise two types of cultural exchange schemes with Africa (in the countries where Compagnie Fruitière is established), which aim to foster creativity:

- **Artists' residencies:** this year, artist Maya Ines Touam spent a few weeks on our Les Grands Domaines du Sénégal plantations, where she produced photographic art deeply imbued with nature and local craftsmanship.
- **Chefs' residencies:** Cameroonian chef Sandrine Nkou Ebogo came to Marseille to share her culinary practices with other chefs, draw inspiration from our cuisine and discover our region.

Building on several years of structured, tangible action, the Compagnie Fruitière Foundation now completes the Group's social responsibility efforts with its significant yet independent impact.

MARIE-PIERRE FABRE

President of Compagnie Fruitière Foundation

PRIMARY FOCUS AREA

SUSTAINABLE FOOD

OUR THREE SUB-FOCUS AREAS:

➤ HUMAN HEALTH AND FOOD SECURITY

Improving health through better access to healthy food and high-quality water, while supporting nutritional prevention.

➤ FOOD EDUCATION

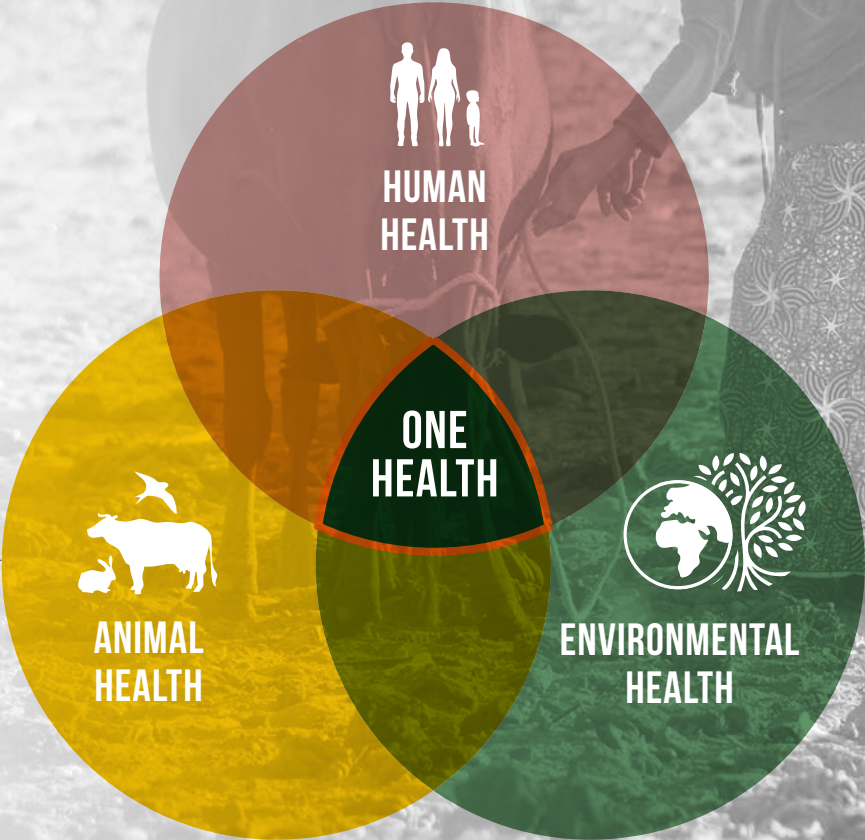
Raise awareness about healthy eating, respect for nature, and the value of mealtimes from the earliest age.

➤ AGRICULTURAL ENTREPRENEURSHIP, RESILIENCE AND BIODIVERSITY

Supporting initiatives in Africa to promote sustainable agriculture, economic empowerment and resilience in the face of climate change.

The 'One Health' concept has been institutionalised by several international organisations such as the WHO and the FAO to coordinate action against health threats shared by humans, animals and the environment.

The Foundation has drawn inspiration from this concept and follows its virtuous approach.



SUPPORTING ASSOCIATIONS AND NGOS

OUR KEY FIGURES IN 2024




Entreprendre pour toi
in Marseille




OUR MAIN PARTNERS IN 2024

SUSTAINABLE FOOD MARSEILLE



Solidarity grocery store to help people living in poverty

40 families receiving support




Mobile and static kitchens open to families staying in emergency accommodation

150 meals cooked each week



Provision of bananas on a weekly basis

30 tonnes in 2024




Raising awareness about sustainable food in schools

250 children taught about the importance of eating well in the school year 2023/2024




Distribution of balanced meals to people staying in emergency accommodation

10,000 meals distributed



International gastronomic event at La Friche de la Belle de Mai


70 culinary professionals from Africa and its diasporas



Distribution of bananas to pupils at Maurice-Korsec school for balanced breakfasts

40 KG of bananas each week

SUSTAINABLE FOOD AFRICA



Supporting food-producing agriculture (manioc sector) in Ivory Coast

100 family farms




Supporting the local supply chain serving school canteens in Senegal

1,500 families receiving support



Supporting young farmers in Cameroon

20 students



Distribution of books about nutrition in schools in Senegal, Ivory Coast and Cameroon

1,200 books

EMPLOYEE PROJECTS

Supporting projects suggested by Compagnie Fruitière employees

DES BRAS ET DU COEUR
Building of an orphanage in Guiglo in Ivory Coast
60 children receiving support

RÉSEAU ÉTINCELLE
Scheme to remotivate 'disengaged' young people, organised at the Compagnie Fruitière headquarters
12 young people hosted

Trésor de Nature
Building of a centre for raising awareness about biodiversity in Ecuador
40 training workshops

ARTIST'S RESIDENCY

Supporting cultural exchanges between Africa and Marseille

Versant sud
Creative residency of artist Maya Inès Touam at Les Grands Domaines du Sénégal
1,5 months of residency

COLLECTIVE PROJECTS

Supporting collectives of private entities working for the public interest in the Marseille Provence area

ENTREPRENDRE POUR TOI
Collective of companies fighting against poverty and insecurity in Marseille
16 associations supported

KEDGE BUSINESS SCHOOL
Vocational training based on an entrepreneurial project
45 students per year

CHEF'S RESIDENCY

Supporting exchanges focusing on gastronomic skills transfer and sharing between Africa and Marseille

Le Petit Chef
Culinary residency of Cameroonian chef Sandrine Nkou Ebogo in Marseille
3 weeks of residency

The initiatives supported by the Compagnie Fruitière Foundation contribute to meeting Sustainable Development Goals.





THE ASSOCIATION

Created in 2000, Andès (Association nationale des épiceries solidaires) is a pioneering network of solidarity grocery stores and a key player in the provision of food aid in France. It gives low-income families access to a diverse, high-quality diet. Andès also offers solutions for the supply of fresh fruit and vegetables and, through its employment inclusion programme, fights against food waste while promoting re-employment.

OUR PARTNER'S FIGURES

- ▶ 615 solidarity grocery stores in France
- ▶ 240,000 customers receiving support annually
- ▶ 40 million meals distributed annually

THE SUPPORTED PROJECT

Support from the Compagnie Fruitière Foundation has made it possible to open a new solidarity grocery store in the 14th arrondissement of Marseille. The nine Marseille-based grocery stores in the network have also benefited from particularly vital financial assistance for purchasing fresh fruit and vegetables.

SUSTAINABLE
FOOD
MARSEILLE

MULTI-YEAR
PARTNERSHIP



ANDES
Feeding solidarity

“The Compagnie Fruitière Foundation is one of our committed partners in Marseille, providing precious support that helps us to open new solidarity stores, but also to ensure a supply of high-quality food for those already active on the ground.”

SOLENN DECHAMP-GOUEROU
Partnership Coordinator

NOAILLES BELSUNCE NEIGHBOURHOOD
DEVELOPMENT COMMITTEE



THE ASSOCIATION

The Noailles Belsunce neighbourhood development committee operates in Marseille to revitalise the city centre by tackling social and urban challenges in the neighbourhoods of Noailles and Belsunce. It supports occupational integration by running workshops for people excluded from the labour market. Moreover, it creates local economic activity by working with landlords, public authorities and companies.

PROJECT FIGURES

- ▶ 56 days when breakfasts were distributed at Korsec school
- ▶ 129 pupils signed up with an average of...
- ▶ 59 pupils receiving support every day
- ▶ 77% of pupils were more attentive in class after breakfast

THE SUPPORTED PROJECT

Between March and July 2024, the Foundation donated bananas as part of an experimental scheme to distribute balanced daily breakfasts, free of charge, to pupils at Maurice Korsec school in Marseille.

Breakfast served to the pupils at school

SUSTAINABLE
FOOD
MARSEILLE

NEW
PARTNERSHIP

“Compagnie Fruitière’s faithful support of the breakfast project has been a key pillar of the scheme: by donating 200 bananas each week, it has helped to significantly reduce food insecurity in the Belsunce neighbourhood.”

ELENA GANTZER Director

“In my class, many children live in emergency accommodation or in a position of insecurity. This initiative fulfils a critical need for them, as without it, they wouldn’t eat. When you asked them to bring breakfast or a snack to school, they often came with crisps or cakes, or maybe even nothing at all.”

ANNE Teacher



THE ASSOCIATION

Since it was founded in 1988, the European Institute for Cooperation and Development (IECD), an international solidarity organisation, has been supporting human, economic and social development in the countries where it operates. Its mission is recognised as being in the public interest. Together with its local partners, it implements projects in the fields of education, entrepreneurship and access to employment through training. Since 2014, the IECD has been rolling out a programme in Cameroon to support vocational training and socio-professional integration. This scheme aims to support agricultural centres and schools in successfully providing full training and socio-professional integration for young people aged between 15 and 25 in agricultural trades.

OUR PARTNER'S FIGURES

- ▶ **26,790** young people in training and occupational integration programmes
- ▶ **258** schools and training centres strengthened and structured
- ▶ **82%** of the young people trained were able to enter employment in the sector

SUSTAINABLE
FOOD
AFRICA

MULTI-YEAR
PARTNERSHIP



Éric Emakoua, a producer of plantain trees,
winner of the Endowment Fund for Young Farmers in 2024

THE SUPPORTED PROJECT

Launched in 2023 by the IECD and the Compagnie Fruitière Foundation, the Endowment Fund for Young Farmers aims to support the occupational integration of young people trained in agriculture at the PHP centre in Njombé.

The scheme trains and supports young people by providing grants and assistance for setting up in business, while also promoting agricultural entrepreneurship in Cameroon and creating a lasting economic and social impact.

IMPACT

- ▶ **30** young people trained
- ▶ **22** winners given financial and material support for developing agricultural projects:
 - ▶ breeding chickens, pigs or rabbits
 - ▶ growing tomatoes and black nightshade
 - ▶ setting up nurseries

‘We share a vision with the Compagnie Fruitière Foundation, aiming to use tangible measures to support the most vulnerable populations in the African countries we are both active in. Together, we contribute to the growth of the young people receiving our support, but also, by extension, to the economic and social development of their community. A shared success story!’

ARNAUD BRITSCH **CEO of IECD**

THE ASSOCIATION

For 30 years, the French NGO has been supporting agricultural development in the countries of the South. It helps poor populations to escape insecurity by providing support for very small family businesses in the agricultural sector, so that they can achieve greater productivity, sustainability and resilience, thanks to an integrated approach: Enterprise – Agroecology – Region.

OUR PARTNER'S FIGURES

- ▶ **20,033** very small family farms supported
- ▶ **39** projects carried out in **14** countries
- ▶ **260,429** tonnes of food produced

THE SUPPORTED PROJECT

Since 2021, the PROFIT project has been supporting food-producing agricultural industries in Ivory Coast, currently facing a range of challenges: rapid urbanisation, recurring floods, low level of technical expertise on farms, etc.

Launched as a pilot scheme, it was extended for three years in 2024, still supported by the Compagnie Fruitière Foundation.

The aims of the programme are clear: boost local production, develop artisanal agro-processing (attiéké, palm oil), improve incomes and encourage sustainable farming practices.

Training attiéké producers on how to use
an improved press (village of Adattié)

SUSTAINABLE
FOOD
AFRICA

MULTI-YEAR
PARTNERSHIP

‘Agroecological transition is achieved with committed partners. Thanks to the support from the Compagnie Fruitière Foundation, we help families of farmers move towards more resilient, sustainable systems that are more meaningful for their local area.’

ELPHÈGE GHESTEM-ZAHIR

CEO of Agrisud



RACINES D'ENFANCE



THE ASSOCIATION

The mission of Racines d'Enfance is to build nursery schools provided with vegetable gardens in rural Africa to improve children's living conditions, prepare them to successfully enter primary school and free up time for mothers to take part in economic activity. Schools are self-managed by a management committee made up of teachers and representatives from administrative bodies, which ensures the continued existence of the schools and encourages local citizen engagement.

OUR PARTNER'S FIGURES

- ▶ **14** nursery schools built in West Africa
- ▶ **+10,000** children educated at these schools
- ▶ **1** balanced meal served daily at the schools

THE SUPPORTED PROJECT

The development of Racines d'Enfance's canteens and vegetable gardens led to the creation of 'Fatou and Babacar's First Steps Towards Nutrition', a tool designed to support these measures and help children to follow healthy eating habits. The Foundation wanted to support this wonderful project by distributing 1,200 books to nursery schools in Senegal, Ivory Coast and Cameroon.



Book distribution ceremony at Banacomœ nursery school (Ivory Coast)

CFSI



THE ASSOCIATION

The French Committee for International Solidarity (CFSI), founded in 1960, brings together 24 organisations working to promote international solidarity. It strengthens civil society and supports sustainable and united agriculture, particularly in West Africa, through projects, advocacy and awareness-raising initiatives.

PROJECT FIGURES

- ▶ **15** school canteens in Senegal supplied with high-quality local produce....
- ▶ enjoyed by **1,500** families

THE SUPPORTED PROJECT

Carried out in Senegal by the National Council for Concertation and Rural Cooperation (CNCCR), the project aims to supply 15 primary schools with high-quality local produce in three departments, while raising awareness among the population about the importance of eating local, through the ALIMENTERRE festival in particular.



Pupils eating their meals in the newly built apatam

SUSTAINABLE
FOOD
AFRICA

MULTI-YEAR
PARTNERSHIP

RÉSEAU ÉTINCELLE



THE ASSOCIATION

Réseau Étincelle is a pioneering association working to promote the inclusion of young people referred to as 'disengaged'. It uses an innovative teaching approach to remotivate these young people, assist in their socio-professional integration and bring them closer to companies.

OUR PARTNER'S FIGURES

- ▶ **+ 4,000** young people trained
- ▶ **60** trainers and over **400** professionals taking part each year
- ▶ **80%** of young people changed their outlook on the world of work in companies

THE SUPPORTED PROJECT

The project was suggested by a Compagnie Fruitière employee, as part of a call for employee projects launched in Marseille in 2023. The Compagnie Fruitière Foundation welcomed a group of twelve young people for over a week at the Compagnie Fruitière headquarters: the ideal opportunity for them to follow an innovative training programme in a professional environment, and enjoy frank discussions with managers and workers to discover the wide range of jobs and career paths within the company.



Young people in training at the Compagnie Fruitière headquarters

EMPLOYEE
PROJECT

MULTI-YEAR
PARTNERSHIP

'Our partnership with Compagnie Fruitière perfectly illustrates the value of teamwork in promoting inclusion. Together, we allow every young person, whatever their journey, to reveal their potential and become confident in the future.'

OLIVIER VIGNERON

General Delegate and Co-Founder of Réseau Étincelle

ENTREPRENDRE POUR TOI

COLLECTIVE
PROJECT

MULTI-YEAR
PARTNERSHIP



THE ASSOCIATION

Created in 2023 by ten different entities (including the Compagnie Fruitière Foundation), Entreprendre Pour Toi is a collective of companies that, along with their employees, take action to support associations and public bodies in lastingly fighting poverty and insecurity in the Aix Marseille Provence area.

OUR PARTNER'S FIGURES

- ▶ **25** member companies
- ▶ **~360** people supported in 2024
- ▶ **16** associations supported in 2024 with financial donations, skills transfer and donations in kind

THE SUPPORTED PROJECT

In practical terms, Entreprendre pour Toi is based on a united commitment shared by companies and employees (financial assistance, skills transfer, donations in kind) and the pooling of companies' human, material and financial resources to boost the schemes carried out by associations on the ground. The collective takes measures to tackle all types of insecurity: access to housing, employment, education and training, food and health.

'A huge thank you to the Compagnie Fruitière Foundation for tirelessly proving its commitment since the launch of Entreprendre pour Toi in March 2023, both by supporting projects put forward by our fund and ensuring its smooth running.

A founding member, it plays a particularly important role on our Projects Committee, and this year rallied its employees to take part in skills transfer schemes to help our region's associations. Well done to all teams involved!'

JULIE ROSENFELD

Founding members of the collective
Entreprendre pour toi



MAYA INÈS TOUAM

ARTIST'S RESIDENCY



THE ASSOCIATION

Founded in 2017, Versant Sud is a cultural operator that coordinates artists' residencies, helps artists to connect to the art market, and offers conferences and events around art history in spaces open to the general public.

THE SUPPORTED PROJECT

Versant Sud and the Compagnie Fruitière Foundation set up a residency with artist Maya Inès Touam at Les Grands Domaines du Sénégal site, a Compagnie Fruitière subsidiary. Split into two three-week sessions, this residency allowed the artist to create work linked to the local agricultural context, among other sources of inspiration. After her immersive stay in Senegal, the artist exhibited her work at the Dakar Biennale for Contemporary African Art, and later presented it to Compagnie Fruitière employees in Marseille.

PROJECT FIGURES

- ▶ **2** stays in Senegal
- ▶ **6** weeks of residency
- ▶ **20** pieces of work created and exhibited for three months at Galerie Le Manège in Dakar

Self-portrait
by Maya Inès Touam



ARTIST'S
RESIDENCY

NEW
PARTNERSHIP

'On GDS's unique plantations, which presented an environment far removed from the everyday life of an artist, the idea was to create a visual archive of the mechanics behind the gestures performed by staff working on site, but also to shine a light on the treasures this border territory has to offer. This work is an extension of my research into intangible cultural heritage and the crafting of stories from fragments of real life.'

MAYA INÈS TOUAM

SANDRINE NKOUEBOGO

CHEF'S RESIDENCY



THE ASSOCIATIONS

La Petite Lili, founded by chef Sébastien Richard, is reinventing catering by incorporating today's social, environmental and human challenges to build a new model for the future. I.C.I is a cultural cooperative that designs and produces artistic projects and explores a creative approach to cooking.

PROJECT FIGURES

- ▶ 3 weeks of residency in Marseille
- ▶ 2 host spaces: Les Grandes Tables de la Friche and Le République

THE SUPPORTED PROJECT

To continue the cultural exchange launched several years ago between Marseille and Africa, the Compagnie Fruitière Foundation is trying out a new culinary exchange programme focusing on the transfer of knowledge and expertise, the sharing of food traditions and the discovery of cultures through gastronomy. Carried out in partnership with chef Sébastien Richard (La Petite Lili association, Le République solidarity restaurant), Les Grandes Tables de la Friche and Les Cuisines Africaines, the pilot project was launched in spring 2024. The Fund welcomed Cameroonian chef Sandrine Nkou Ebogo to Marseille, Cameroon being one of the four countries where the Compagnie Fruitière Group is established.

Sandrine Nkou Ebogo



CHEF'S
RESIDENCY

NEW
PARTNERSHIP

'A huge thank you to the Foundation for this month in Marseille, as part of its first ever chef's residency.

It was an amazing experience:

I was lucky enough to meet wonderful people, including leading chefs, and was very moved by how welcoming, kind and helpful everyone was.

At home, in Africa, we say:

'When you say thank you, you ask for more.'

So thanks again, and see you soon, I hope!'

LES CUISINES AFRICAINES FESTIVAL



THE ASSOCIATION

'Les Cuisines Africaines', created by the MFPCA (French Mission for Food Heritage and Cultures), Les Grandes Tables – I.C.I and Chefs In Africa, are an invitation to taste, enjoy and learn more about African cuisines, while celebrating their vibrancy.

PROJECT FIGURES

- ▶ 350 participants, including...
- ▶ 90 contributors to Les Cuisines Africaines Festival in Marseille in 2024
- ▶ 25 African countries represented
- ▶ 15 jobs or activities represented

THE SUPPORTED PROJECT

On 1 and 2 March 2024, a host of professionals from the world of African cuisine (chefs, restaurateurs, farmers, artisans, salespeople, trainers, journalists, academics, etc.), from Africa or its diasporas, came together at La Friche la Belle de Mai in Marseille to take part in virtual experiences, to dine, to cook, to discuss common goals, to debate and sometimes cross swords, to imagine the future and make intersecting commitments. Key concepts such as reappropriation, unity in diversity and cooking imagined as a social phenomenon stood at the heart of these two days, which formed the first edition of Les Cuisines Africaines Festival.

CULTURAL
EXCHANGE

NEW
PARTNERSHIP



Attiéké demonstration
with chef Prisca Gilbert

'Our partnership with the Compagnie Fruitière Foundation is a strategic alliance that embodies our shared commitment to promoting and supporting African food cultures. Together, we are fostering a fast-growing movement.'

AXEL MBETCHA TIEZAN

Coordinator of Les Cuisines Africaines

LONG-STANDING PARTNERSHIP

HOSPITALS IN AFRICA

In the years following its foundation, the Foundation provided the equipment for a hospital built by the Compagnie Fruitière Group in Cameroon in 1994 (Saint-Jean-de-Malte Hospital in Njombé), then another, in Ivory Coast in 2014 (Saint-Jean-Baptiste Hospital in Bodo). These two hospitals are jointly managed with the Order of Malta. The Foundation is a member of the Board of Directors for both hospitals. Offering comprehensive high-quality healthcare, these two hospitals are leading health facilities for the region's population, serving Group employees but also their families and local communities. Today, both hospitals use 'advanced strategy', travelling outside the building itself to visit villages, neighbourhoods and schools to help those who do not come to hospital, offering screening or consultations, for example.

HOSPITAL FIGURES IN 2024

- ▶ **ALMOST 1,900** babies born in both hospitals
- ▶ **OVER 61,000** patients given a consultation
- ▶ **ALMOST 2,000** surgical operations performed



“Today we offer a wide range of specialisations and have become a leading hospital for the whole department, spanning a catchment area of 100,000 people. There are no other comparable hospital facilities before Douala, more than a two-hour-and-a-half drive away. Sixty percent of the patients are made up of employees from the nearby PHP [Group subsidiary] and their families. Women also come from Douala and Yaoundé to give birth because of the maternity unit's strong reputation in neonatal care. As there are no independent practices in the district, 34,000 people come to our outpatient clinic each year. The hospital also offers mobile emergency services, which quickly respond to accidents in the workplace but also to traffic accidents: these are very common on the highway leading to the region's economic capital. Now, the hospital also has an impact outside the building itself, going to neighbourhoods, villages and schools to help those who do not come to us.”

MICHEL VAUTROT

Director of Saint-Jean-de-Malte Hospital in Cameroon

Saint-Jean-de-Malte Hospital in Njombé (Cameroon)



COMPAGNIE FRUITIÈRE FOUNDATION



The Foundation organisation is made up of three bodies: the Board of Directors, the Steering Committee and the Selection Committee.

BOARD OF DIRECTORS

Presided over by Marie-Pierre Fabre, President of the Compagnie Fruitière Foundation, the Board of Directors sets out the guidelines and main principles for the running of the fund. It also guarantees the proper management of the Fund and its commitment to its focus areas. Furthermore, it supervises the Fund's main partnerships and approves the budget.

STEERING COMMITTEE

The committee sources and examines projects submitted by associations or public interest entities, ensures that they comply with the Foundation's three main focus areas and resources, and ensures that projects are carried out properly.

The steering committee is made up of members working within the company.

Marie-Pierre FABRE, *President of the Compagnie Fruitière Foundation*

Emilie RICAN, *General delegate*

Paul BOUZON, *Project manager – Marseille*

Christelle OWONA, *Project manager – Africa*

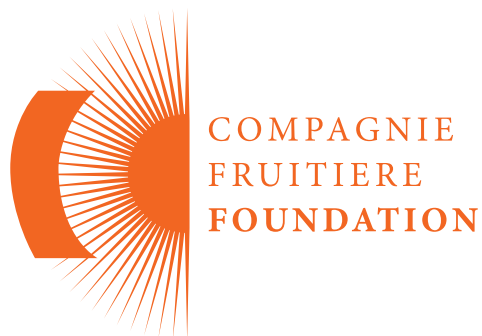
Et Nathalie CAPOTOSTO, *Executive assistant.*

SELECTION COMMITTEE

In 2024, the Foundation continued to add structure to its decision-making process, so as to ensure that projects are selected thoroughly, collaboratively and transparently. For the main projects linked to sustainable food, the examination and follow-up stages are now kept separate from the decision-making phase, which is entrusted to a committee made up of qualified people, without a vote from the Foundation team. Additionally, employees take part in a vote to choose their favourite project. Finally, exceptional or large-scale projects, as well as those requiring long-term support, are sent for approval by the Board of Directors.



A family business founded in 1938 in Marseille, Compagnie Fruitière is the main fruit producer in Africa – mainly bananas and pineapple – sold throughout Europe. Employing more than 23,000 employees, mainly in its African plantations (in Ivory Coast, Cameroon, Ghana and Senegal), but also in Latin America (Ecuador), Compagnie Fruitière committed itself very early on to a process of social responsibility. In that perspective, it has undertaken numerous economic and social development actions in the countries where it is established. It also created the Foundation in 2012.



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