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Greenyard reveals Carrefour agreement

Greenyard and Carrefour Belgium sign an agreement in principle to strengthen their commercial relationship



Greenyard Fresh Belgium has announced that it has signed an agreement in principle with Carrefour Belgium for the supply of their year-round assortment of fresh fruits and vegetables.

According to Greenyard, the agreement strengthens the commercial relationship of both companies.

Building further on the successful existing cooperation, the aim is to continue to drive profitable growth of the fresh fruit and vegetable category.

This agreement outlines Greenyard's strategy to become the vertically integrated partner and added-value service provider for Carrefour Belgium, supporting its 'Act For Food' initiative to provide consumers healthy, high-quality and by preference Belgian food.

"Carrefour Belgium will be guaranteed a reliable and efficient year-round sourcing of fresh fruits and vegetables with integrated quality assurance from producer to consumer," the group explained. "The deepened strategic relationship will include a broader capability set including sourcing, supply chain management and quality assurance, in close collaboration with Carrefour's fresh specialists and SOCOMO, Carrefour's integrated fruits and vegetables sourcing platform, while ensuring an optimal logistics and transport management of Greenyard to all platforms and stores of Carrefour in Belgium."

For Greenyard Fresh Belgium the agreement will result in a "significant increase" in volume of fresh fruits

and vegetables supplied to Carrefour Belgium.

Moreover, the increased volume will contribute positively to the revenue of all parties in the supply chain.

"This collaboration will help both companies to take the next steps in achieving their common long term goals: waste reduction, improved quality for the consumer while providing fast, continuous and innovative solutions, perfectly tailored to the ever-changing needs of the consumer," the group added.