

POLICY & STRATEGY 2022 -

The company is closing a disrupted post-covid19 fiscal year still growing over the previous year. We have done everything possible to respond to unusual customer requests and have recorded good financial results consistent with our investment commitments. The work of reorganization and commercial deployment are giving first results, with consolidations of key accounts, which should allow us to guarantee our growth and the sustainability of the company for the coming year, which is our main objective.

Our evolution must accelerate around the key points that founded the company, quality fundamentals, an innovative product offer, a high quality taste of the products, a sharp customer service in a level of economic performance, must be reaffirmed.

This global commitment to these objectives will enable us to achieve our business plan. To do this, we need to:

1. To control the supply of raw materials, from the audit of suppliers to the protocol of reception certifying a sourcing, a traceability of the materials and a qualified evaluation of the articles to reception without fault.
2. Ensure a level of food safety and renew the FSSC 2200 certification, thus guaranteeing our customers the respect of legal requirements and the conformity of our products. The progressive deployment of the Meatscan (X-ray) project is in line with the evolution of identified customer needs.
3. Organize the company by reinforcing the responsibilities of field management. Maintain a continuous improvement approach, by supporting the development of skills through integration and training, with the aim of drastically reducing turnover, absenteeism and the accident rate of our teams.
4. To deploy a culture of safety of food, people and goods of the company and thus increase our industrial control and production processes.
5. To manage flows through optimized inventory management and maximum service rates, controlling the cash flow needs of the operation.
6. To conceive the renewal of the product offer, by re-studying the formulations of the products, and by optimizing the manufacturing processes.
7. To use IT tools, to continue their deployment and management reporting, in order to improve the management of the value chain and performance.
8. Boost sales through various actions: deployment of reinforced European prospecting for "custom-made" products with our historical targets and export prospecting, development of the "standard" B to B segment for the B to B "standards" segment for the European food industry in order to increase sales to the commercial objective of 51 million in sales in 2022.
9. To optimize the administrative and financial management allowing the adequacy of the resources, an autonomous cash management, and the control of our organization with 5 legal structures.
10. Develop an ethical and anti-corruption dimension within our corporate, digital and environmental responsibility and environmental responsibility.

Quality is an integral part of our activities. Every manager and every operator is responsible for it. Communication must be the tool by which these orientations are disseminated, understood and followed up by measurable objectives. I am committed to providing each department with the means necessary to achieve our objectives: a voluntary training plan, an appropriate investment plan and the development of the organization in place to improve the management of the company.

I am sure that you will be involved and I believe in our ability to succeed in this development, in line with the objectives and values that I have always upheld.



Stéphane MALOISEL