



PRESS KIT



« Comtes de Provence » by AGRO'NOVAE

The specialties range sold under **Comtes de Provence** brand created in 1986 by the AGRO'NOVAE company, is today positioned as the specialist in organic, traditional and gourmet jams. It is currently the leader in France for organic jams sold in supermarkets and is exported to 27 foreign countries. Presentation of a Provençal family factory that passionately combines ancestral know-how with the excellence of French industry !

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OUR FAMILY MANUFACTURE SINCE 1986

1 - OUR FAMILY MANUFACTURE SINCE 1986

The AGRO'NOVAE factory, located in the heart of the Alpes de Haute Provence, was created in 1986 by the ambition of one man, Yves Faure, with the vision of building a family business history, full of meaning, values and quality.

AGRO'NOVAE is now a long-established family business, specialising in organic, traditional and gourmet jams. The company creates, manufactures and markets fruit-based specialities and ingredients under its **Comtes de Provence** brand.

Financially independent, AGRO'NOVAE has adopted a prudent and ambitious development strategy, which since 1986 has borne fruit on both the French and international markets. Today, it is the leader in organic jams sold in French supermarkets (25% market share excluding private labels). The key to this success lies in the priority given to customer satisfaction through the search for the best quality/quantity/price ratio: this is achieved through high quality products, offered at a fair price and manufactured in France with rigour and ethics.

AGRO'NOVAE is looking to the future with confidence, within the framework of a family transmission, which should guarantee both strategic and managerial continuity. Lydéric, Yves' son, is currently studying at an engineering school.

Yves FAURE is involved in the strategic and governance bodies of various schools (ESTIA Foundation, Université des Saveurs et des Senteurs, Université d'Avignon,...etc.) and the Innov'Alliance competitiveness cluster, of which he is currently President. He devotes part of his time to promoting French industrial know-how in order to encourage the younger generation to choose this sector of activity by training in food processing engineering.



Création, fabrication et commercialisation de spécialités et ingrédients à base de fruits

President :
Brand :

Yves Faure
Les Comtes de Provence

Production :
Turnover :
Export :

2000 tonnes per year
11,5 Million Euros
27

Share of export turnover : 30%
Number of employees : 40
Date of creation : 1986

Head office : 11 espace Saint Pierre 04310
Peyruis Alpes de Haute Provence



2 - OUR COMMITMENT ... Tradition and Quality for all

Recognised delicacy and excellence

A combination of tradition and modernity, **Comtes de Provence** range of specialities offers **high quality** products that win awards every year in France and abroad: **Concours Général Agricole (Paris)**, **Great Taste Awards (United Kingdom)**, **Sofi Awards (United States)**... The classic, low-fat or gourmet organic jam recipes have an exceptional fruit content (65% to 75%) which gives them an unequalled flavour, while being low in sugar, exclusively from cane (-30%).

In the shelves of our distributors (grocery shops and supermarkets), **the traditional recipes** rub shoulders with more original, festive or seasonal proposals: a **more dietetic range with superfruits, dried fruits and seeds** has been added to surprise our palates **for the time of a discovery**: organic chocolate orange delight, organic coconut delight, jam or Christmas sweets, salted butter caramel, chestnut cream, milk jam, take over the shelves at different times of the year to satisfy the desire for sweetness or escape. Comtes de Provence range offers the widest choice of organic jams in supermarkets (>50 recipes).

Comtes de Provence, the "Rich en Fruits and Rich in Tastes" brand par excellence, offers in addition to compotes, culinary condiments and confits, developed from Provençal recipes. Everything is done to enhance mealtime and stimulate your creativity!

Each recipe developed by the Manufacture has a specific know-how in common with the entire range, recognised in 2014 by the award of the prestigious **Entreprise du Patrimoine Vivant (Living Heritage Company)** label by the French government, which rewards French excellence and exceptional know-how. This distinction recognises the emblematic factories of France's heritage that contribute to the international reputation of French products.

Present in 27 different countries on the European, Asian and American continents, Agro'Novae and its brand Comtes de Provence are proud to contribute to the promotion of French gastronomy, the art of living and the tradition of Provence throughout the world.



sofi awards



2 - OUR COMMITMENT ... Tradition and Quality for all

An Industrial Manufacture :

The demand for safe and healthy products

But Comtes de Provence is not only a range of flavours and fruits cooked for the greatest of pleasures: it is also the emphasis placed on the **quality and safety of the products manufactured**.

First of all, by carefully selecting its fruit and packaging suppliers in France and the European Union, AGRO'NOVAE ensures **the traceability** of the source products and **compliance with the standards in force** by its partners. Upon receipt of the products, quality controls are carried out to detect any deviations from the specifications imposed by the brand. This quality requirement will then guide the entire production process. AGRO'NOVAE applies all its know-how of excellence in terms of **Naturalness**, to keep the fruit as healthy as possible: **by eliminating all additives and applying a minimal transformation process**. This is how the jams distinguish themselves from the competition by ensuring an exceptional fruit content on the market of 75% on average, where other brands cap at around 45% to 55%..

The chef-confituriers, trained internally in this expertise, are the holders and guarantors of the excellence of this know-how, but external control is also widely appreciated. **The company has chosen ISO 9001 (management) ISO 22000 (food safety) and the PME + reference system for CSR (Corporate Social Responsibility)**.

Concerned about always keeping the products offered as natural as possible, AGRO'NOVAE, under its **Comtes de Provence** brand, offers a wide range of **Organic (NB) products** certified by the independent organisation **ECOCERT**, including recipes with Superfruits or dried fruit, for enhanced nutritional qualities.



2 - OUR COMMITMENT ... Tradition and Quality for all

High Quality at the right price

Ethical and committed, **Comtes de Provence** brand makes it a point of honor to market products at a fair price, accessible to the consumer and fairly remunerating the various parties involved in the production process.

To achieve this, AGRO'NOVAE works in partnership with its suppliers to find a balance between purchase price and volume to ensure constant quality and stability of the final price over the medium/long term..

The company also relies on "lean management" to optimise its costs and avoid any type of waste. It allows unnecessary tasks to be identified and production to be reorganised to eliminate them. It also helps to reposition teams on higher value-added tasks, renewing their motivation within the company, and avoids passing on too high a processing cost to the consumer.

The company is very attentive to its energy consumption, both with a view to preserving the environment and optimising production costs.



WATER CONSUMPTION -44%

In favor of the new cooling tunnel

GAS CONSUMPTION ONLY +2,9%

Heat recovery from refrigeration units
used for preheating

ELECTRIC CONSUMPTION ONLY +1,6%

New chillers and installation
of a new production cooling
tunnel.

3 - OUR METHOD ...

Innovation and win/win collaboration

Technological and marketing innovation as a driver for progress

Forward-looking and innovative, Yves Faure has **skilfully combined his taste for meticulous craftsmanship with the technological potential of industry**. Opting for custom-made machines and developing an exclusive hand-mechanised process, labelled “Entreprise du Patrimoine Vivant” (EPV - Living Heritage Company), he recreates in his precision laboratory the ancestral gestures of the jam makers and provides them with the security of a product manufactured in the strictest respect of the food industry standards..

The company is constantly evolving and has recently invested €1 million in production tools to improve its performance while minimizing its impact on environment. The company is equipped with:

- **A cooling tunnel** adapted to large containers savings in water consumption: - 44%.
- **A cardboard case packer:** to replace all plastic blisters. Savings in plastic consumption: 5 tonnes per year
- **A latest generation palletising robot**
Gain: elimination of strenuous workstations and reassignment of personnel to tasks with greater added value.

As a member of the Innov'Alliance competitiveness cluster, AGRO'NOVAE closely follows market trends and consumer demands. Particularly sensitive to the question of the **nutritional quality of its products**, a major societal issue, the company participates in collaborative R&D programs with its network, giving rise to technological or product innovations.

This proximity to customer expectations is reinforced by the development of **direct sales to consumers (factory shop, online shop, etc.)**, which now represents **5 to 10% of the company's turnover...**



Entreprise
du Patrimoine
Vivant

L'excellence
des savoir-faire
français




3 - OUR METHOD ...


Innovation and win/win collaboration


RECYCLABLE PACKAGING

setting of a new robotic cardboard box
former
100% cardboard pack



100% recyclable packaging
Glass jar, metal cap,
100% «wrap around»
cardboard box without any plastic





NEW PACKAGING

**Minus 5T of plastic
per year**

On the strength of all these assets, the company was selected to become a **member of the prestigious BPI EXCELLENCE network**, from which it receives global support (financing, innovation, export development, training, etc.). This has enabled it to join a national agrifood growth accelerator, benefiting from around thirty days of advice, 8 seminars in 2 years, and participation in various events, thus connecting AGRO'NOVAE to the best of French industry, represented by the FRENCH FAB.



3 - OUR METHOD ... Innovation and win/win collaboration

A network of partners for a virtuous ecosystem

The success of **Comtes de Provence** brand would not have been possible without the active support of a loyal and attentive distribution network. **Yves Faure** has been working with some of them for three decades, hand in hand, for a fruitful and lasting collaboration.

This collaboration takes shape in the direction of manufacturer > distributor first of all: by guaranteeing a very high service rate (98%) and by ranking among the top 10 best-selling organic products (source: Nielsen 2020 study), **Comtes de Provence** guarantees the distributor excellent sales, financial profitability and satisfaction of the end consumer.

And secondly, in the direction of distributor > manufacturer: AGRO'NOVAE pays the greatest attention to feedback from its distribution network and does not hesitate to engage in R&D in partnership with some of them to develop new recipes. This is how AGRO'NOVAE won the Innovation prize at the AUCHAN RETAIL France NATIONAL SALON in 2020, in partnership with the FEEF (Fédération des Entreprises et Entrepreneurs de France).

As a member of the latter, AGRO'NOVAE is at the heart of discussions between French agri-food manufacturers and distributors and participates actively in forward-looking working groups on distribution, food, health, organic produce, etc. It is similarly committed to the Club Agro-Développement, which brings together 50 family-run companies in the food sector and fosters the quality of relations between manufacturers and retailers.

This partnership philosophy is also reflected in the choice of local service providers for support services: with the aim of being a committed player in the economic development of the region, AGRO'NOVAE selects, as a priority, very small and medium-sized companies located close to its site, thus injecting wealth into the local economic fabric, banking on the **creation of a virtuous and supportive ecosystem**.




agro'novae
développement



FEEF
Fédération des Entreprises
et Entrepreneurs de France



POUR UN MONDE
PME+
+ ENGAGÉ

3 - OUR METHOD ...

Innovation and win/win collaboration

AGRO'NOVAE: a player in tourism in Haute Provence

Since 2011, AGRO'NOVAE has participated in the creation and animation of **the Flavours and Scents Route in Haute Provence**. Promoting economic and industrial tourism, this route brings together 16 companies from the Haute Provence region that meet strict specifications allowing visits to their facilities.

AGRO'NOVAE, like the 15 other companies on the Route, has a factory shop where it welcomes tourists to Provence. With their passport, they can taste, buy and accumulate points to win a gift basket made up of the gourmet and fragrant riches of each member company.

Through its commitment to this community, AGRO'NOVAE is once again banking on the synergies between territorial players who share the same taste for excellence, to collectively support the economic development of the "Val de Durance" river.

Promoting industrial tourism, AGRO'NOVAE has opted for the "Quality Tourism" label, which it has successfully obtained. By reservation, it organises factory visits for its consumers, who can thus discover the entire production process of their favourite jams: from the reception of the raw materials to their dispatch. The visits are of course punctuated by a tasting in her real factory shop located in the village of Peyruis.



LES COMTES DE PROVENCE
Manufacture de Confitures depuis 1986

« La visite de nos ateliers vous invite au cœur des secrets de fabrication des confitures au chaudron. Que vous soyez plutôt à la recherche des saveurs « d'antan » ou amateur de compositions surprenantes, lors de la dégustation, vous retrouverez à coup sûr la saveur des fruits sublimée ». *Cassandra*



Du lundi au vendredi de 9h à 17h

Visite guidée des ateliers
tous les mardis matin à 9h30
sur réservation au 04 92 33 23 00
(10 ans min) - 2€
Dégustation gratuite sur demande



11 Espace Saint Pierre
04310 Peyruis
04 92 33 23 00
www.comtes-de-provence.fr



4 - OUR PHILOSOPHY ...

Human values as a pillar of our organisation

Confidence, Loyalty and Perseverance as levers of motivation

AGRO'NOVAE places the human factor at the heart of its work philosophy. As a committed and responsible company, it makes the value of "trust" the cornerstone of the relationships established with the various stakeholders in its ecosystem: suppliers, distributors, end consumers, but also employees, who are given a **principle of subsidiarity** in their mission, thus developing **autonomy and responsibility** in the exercise of their functions.

The loyalty of the employees (half of the company's workforce has been with the company for more than 15 years) illustrates the ever-renewed motivation of the teams, who are proud to contribute actively to all the processes that structure the company: commercial, financial, administrative, HR or industrial.

As an integral part of the dynamic of excellence, the staff is recruited with high standards and trained throughout their career, in order to perpetuate the know-how of excellence developed by the family business. In 2020, 100% of the company's staff received training. The employees are thus fully committed to a virtuous circle producing quality and safety.



4 - OUR PHILOSOPHY ...

Human values as a pillar of our organisation

Yves FAURE engaged entrepreneur

In line with the importance given to human values, Yves FAURE is heavily involved in economic development through multiple and complementary socio-professional mandates.

As President of the Innov'Alliance Competitiveness Cluster since 2017, he has created a new dynamic :

- by carrying out an ambitious merger between the PASS cluster (Pôle Senteurs et Saveurs in Grasse) and the Terralia cluster (in Avignon).
- by offering a strong regional dimension to the new Innov'Alliance cluster that was born;
- and by restructuring the service offer for the benefit of members.

In 2021, he also became president of the European University of Scents and Flavours in Forcalquier (Provence countryside) with the ambition of positioning the school as the number one training center in France for the soap and cosmetics professions.

Very attached to transmission and training, he is also a **member of the board of directors of the University of Avignon and of the foundation of the ESTIA engineering school**. Through his involvement, he hopes to inspire engineering vocations in the agri-food sector and to give another vision of French industry: an industry that does not deny its past and knows how to use all the technological advances to always better satisfy the consumer.

For Yves FAURE, these mandates are simply the **extension of a more personal philosophy of life**, which is illustrated by his religious commitment as an **oblate of the Benedictine Abbey of Ganagobie**. In particular, he shares the values of stability, progress and attentive listening which are well reflected in AGRO'NOVAE's Quality Charter.



INFO CONTACTS

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