

CSR* REPORT

2015 - 2016

climate
RESPONSIBILITY *committed*
french **SOLUTION**
research **ORGANIC** *human*
environment *local* agroecology
innovation
QUALITY
social



* Corporate social responsibility

picard

Chaque jour a un goût nouveau



PHILIPPE DAILLIEZ
Picard CEO

Picard, a committed company



When I assumed my current position as CEO of Picard, one year ago, I was pleased to confirm how widely our company had integrated sustainable development issues in its culture as well as in its growth model. This commitment is rooted in our belief that quality, security, health and progress are inseparable from the respect of humans and their environment. A commitment that goes way back but is more than ever alive, creative and radiating as these new initiatives launched in 2016 go to show: the conception of healthier, more natural products such as our new “Pure Selection” range of ice-creams and sorbets and our “Back from the market” prepared dishes; the desire to continue the reduction of CO₂ emissions as in our pilot store of Rueil-Malmaison; the desire to collaborate with local producers and promote a more sustainable agriculture through the development of our organic offer, but also our agroecologic approach and the projects supported by our Foundation... Every day, Picard remains committed to these sustainable development issues because every day, Picard must earn the trust of its partners and clients.



“ For the past five years, we have been publishing our CSR report and we’re happy to see how much we’ve accomplished in social and environmental improvements. The benefits are numerous, some examples include our energy reduction strategy (with the ISO 50001 certification), the reduction of our greenhouse gases, the creation of our Foundation to support agroecology projects, our partnership with the WWF, our actions against food waste and our efforts to constantly increase the quality of our products and their nutritional value... But in the end, the most ambitious projects are also the latest ones: our partnership with the National Federation of Organic Agriculture opens new perspectives for the development of local organic products. It’s a long-term project that we’re proud to begin since we believe it’s the duty of a sustainable company like ours. Our partnership with Ecovadis is also representative. Its ambition is to insure the social and environmental sustainability of our products by auditing our suppliers.

Picard has reached a level of real maturity in its social responsibility process and we’re ready for the next step, Sustainable Development 2.0 ! ”



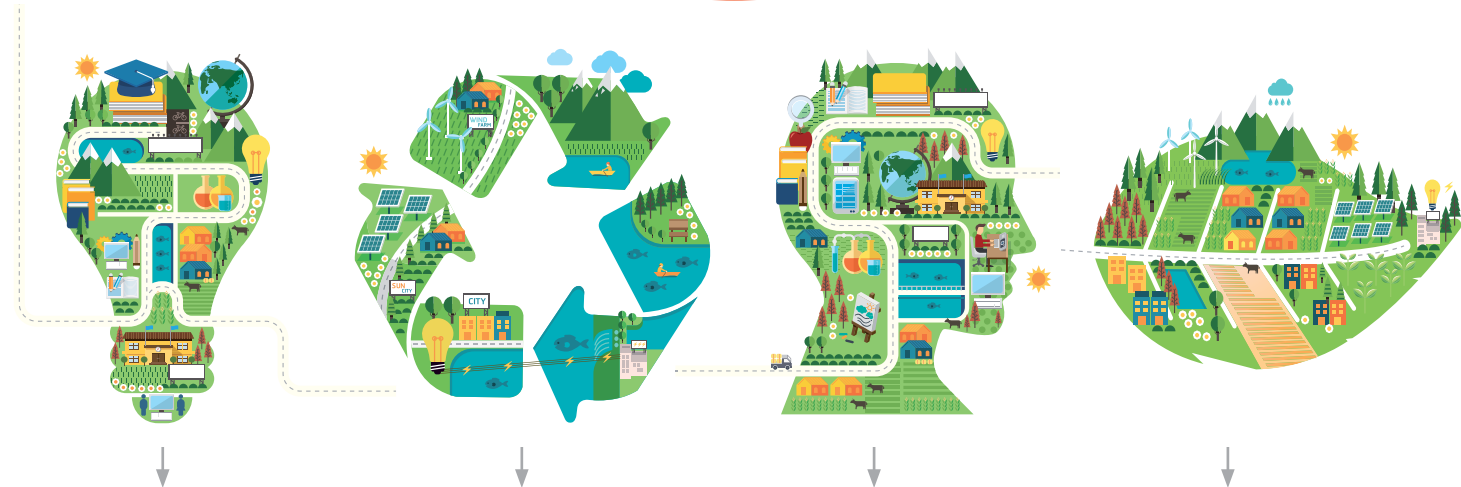
ARNAUD BRULAIRE
Head of Sustainable Development

ELIZABETH BOUTON
Director of Quality & Sustainable Development



Tangible progress

Step by step, year after year, Picard garners tangible results, whether in the fields of environmental sustainability, in dialogue with our partners or in supporting a new agricultural model. From the most modest to the most ambitious, all these actions add up to create a sustainable company.



A SUSTAINABLE COMPANY

- Healthy, local, organic: always more quality products!
- Picard has received the Sustainable Company label from the Sustainable Generation Club.
- A partnership with the WWF for a food supply more respectful of the environment.
- Very low and controlled food waste.

AN ENVIRONMENTAL PROCESS THAT BEARS ITS FRUIT

- Declining energy consumption and greenhouse gases.
- All the stores, the quality laboratory and the seafood transformation facility have been certified ISO 50001.
- Increasingly clean transportation.

CONSTANT DIALOGUE WITH ALL PARTIES

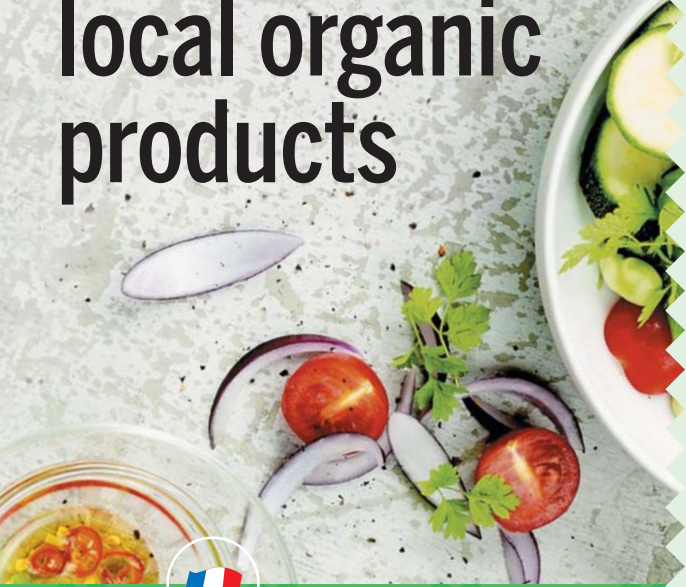
- Conversation with the general public during the COP21.
- A long terms relationship of trust with our suppliers.
- Audits to insure a more sustainable supply chain.
- Watchful of the work conditions, evolution and employability of our employees.

COMMITTED TO THE DEVELOPMENT OF A NEW AGRICULTURAL MODEL

- Four agroecology projects supported by the Picard Foundation.
- A partnership with the National Federation of Organic Agriculture (FNAB) to develop the organic offer.
- A project with the INRA (French National Institute for Agricultural Research) to produce with fewer pesticides.

PRODUCTS

An ambition for local organic products



French origin: always more!

Picard is committed to the development of French supply chains. In 2016, 70% of our products are made in France and only 14% are made outside of Europe.



70%
Percentage of our revenue coming from French suppliers



Organic, the future of the food-processing model

Conscious of the need to head towards a more sustainable agricultural model, Picard has signed a partnership with the National Federation of Organic Agriculture* (FNAB) and Ecoregions 21 in 2016. Our ambitions: to re-localize our supplies of organic products to France, create relationships with the first suppliers of the food-processing chain and weave tight partnerships with French producers specialized in organic agriculture. **In the long run, we aim to develop a range of organic products issued from a partnership between farmers, producers and stores on a local scale.** This new food-processing model implies that we will help different actors of the organic supply chain operate this change of scale. With this goal in mind, Picard has missioned the FNAB and Ecoregions 21 with a study to assess the feasibility and methods for its project of local supply chains.

Stéphanie PAGEOT

Director of the FNAB,
Manager of an organic milk-processing
firm in the Loire-Atlantic region



“ This unprecedented partnership with Picard is very interesting for our Federation, whose goal is to develop organic agriculture and help producers build fair and local supply chains. Our goals are clear: produce high quality food, sell it at prices that match the production costs of each region, maintain a great diversity of production in the farms and different regions to reinforce technical, climatic and economic resilience. This will be Picard's strength in the future and it will reinforce its sustainable process. Organic agriculture means 60% more work in farms, the absence of chemical products to maintain healthy natural resources like water, earth, air and biodiversity, and mostly to maintain consumers' health. ”

* A network of agricultural producers specialized in organic agriculture, counting 10 000 members.



A made in France range

An example of our will to develop French supply chains, “*Les bons petits plats Picard*” range has gained two new products in 2016: Beef Bourguignon with potatoes and carrots and Chicken with Pasta and Beaufort sauce. The range now has 6 products in total. These dishes are made with mostly French ingredients in a “home made” spirit.



Little baguettes, great quality!

Of the 4 little baguettes in our range, 3 have been reformulated in 2016: the cereal version, the country version and the “bakery” version. Recipe, look, shorter baking times, better organoleptic qualities thanks to the use of sour dough and stone ground rye flour for more flavor and better conservation... Everything has been reconsidered to make these products even higher in quality and sustainability.

BENEFITS

SMALL SIZES

limit waste

MADE IN FRANCE

100% French wheat, flours from mills in Brittany and the Loire Region favoring cereal grown in a regional food area (Vendée, Loire Region, Center of France), products made in Mayenne and the Loire Region

QUALITY

The wheat is Red Label certified and selected for its baking quality in a process of certified integrated farming (CRC).

NATURALITY

Products have no preservatives, emulsifiers, added fat or sugar

NUTRITION

Reduced salt content: 1/3 less salt than the usual amounts on the French market (source: Ciquai), a source of fiber for the small Country & Cereal baguettes (25% more than the national average for Country baguettes).

PRODUCTS

Simpler, healthier and more sustainable products

Pure selection, pure quality

The recipes of our Pure Selection range of sorbets and ice creams have been reduced to their simplest form: egg yolks, sugar, whole milk or cream, and these 4 ingredients are made in France.



Fabrice LEGAGNEUR
CEO of La Charlotte



“Our collaboration with Picard over the past 20 years is proof of the success of a long-term partnership based on innovation and a demand of quality. The Pure Selection brand is a great example of co-development. We wanted to offer our consumers a range based on excellence and quality. Each ingredient is carefully selected to be integrated into these very simple recipes. The triple goal is authenticity, quality and naturality.”

BENEFITS

Only sugar is used: no glucose-fructose syrup or glucose syrup!

For the fruit recipes, the taste comes exclusively from fruit purees in very high quantities (65% strawberry puree for the strawberry sorbet).

A high net weight (380g for 500ml): little air incorporated for an even more intense taste of real fruit!

No additives: zero artificial flavoring, zero artificial texturizers!

Traditional pies: full of benefits!

The traditional savory pies range – 7 products in total – has been completely reformulated for superior health benefits.

BENEFITS

Made in France

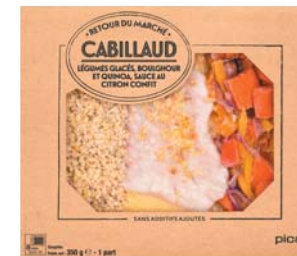
Pure butter crust: guaranteed without palm oil!

A focus on animal well-being: eggs from free range chickens

French pork for the Quiche Lorraine

Two products suitable for an ovo-lacto-vegetarian diet

The “Back from the market” range: always more natural



This new range of 6 products was created with a focus on natural ingredients: no additives, no artificial flavors, no additional starch. Special attention was paid to create nutritionally healthy and balanced recipes. The “Back from the market” range answers the recommendation of the National Nutrition and Health program on these 3 points:

- varied recipes that all contain protein (red meat, white meat, fatty fish, lean fish), carbohydrates and vegetables.
- a limited fat and salt content: an average of 3,7% fat content.
- less than 450 kcal per 350g portion.



Justine PRESSE
Marketing
Product Manager

Séverine COLLANGE
Head of projects, Research
and Development, Picard

“We tried to formulate these common dishes the way we would do at home. In order to do that we created products with simple ingredient lists and we revisited the formulation of the recipes in order to use only ingredients without additives. We also gave our industrial partner nutritional specifications with our goals and the maximum amounts that shouldn't be exceeded in this range.”

Sustainable fishing: a strong commitment

The MSC eco-label guarantees sustainable and carefully managed fishing practices. In 2016, Picard offers 43 MSC labeled products, meaning 38% of its sea food and 35% of the range's revenue.

Number of MSC products
% of our sea products that are MSC certified



Agroecology: an innovative partnership



A 3-year-
long research
project

3 PARTNERS:
PICARD, INRA, ARDO

4 BRETON
FARMERS

1 INRA ENGINEER
HEAD OF PROJECT



Creating a sustainable farming system together

This project, conceived in 2014 with the partnership of one of our suppliers, ARDO as well as the French National Institute for Agricultural Research (INRA), became operational in 2015. Our goal: to stir our suppliers toward farming practices more respectful of the environment by reducing the use of mineral fertilizers and phytosanitary products as much as possible. For this purpose, experiments are conducted over the 2015/2018 period with 4 very different Breton farmers. The intervention methods are proposed and defined during meetings with different participants: farmers, experts, INRA, Picard and ARDO representatives...

Producing with fewer pesticides: it's possible!

Our first experimentation on pea cultures shows promising results.

The issue

The aphid, the main plant pest threatening pea cultures in Brittany, can lead to up to 85% of losses in production. The pesticide treatment is often unavoidable in case of an infestation.

The solution suggested

In order to limit chemical treatments, the idea is to encourage the presence of the aphid's natural predators in the environment: ladybugs, golden ground beetles, marmalade hoverflies... A seeding of flower strips along the pea fields was set up to encourage these predators' presence near the cultures.

An encouraging analysis

Following this test, it appears that the absence of pesticide treatment doesn't reduce production. The INRA is analyzing this success story in order to apply it to other farms!

Bernard de LA MORINIÈRE
Farmer



“ We began the year with a reflection on our culture system and its possible improvements. Our ambition: how to get better performances, both in terms of yield and in terms of impact on the ecosystem. As an experiment, I sowed 4 flower strips on 4 different plots (peas and corn, with a projection of sowing peas next year). As we decided, I didn't treat for the Sitona and it didn't have any consequences. As for the Aphid, the auxiliary insects in the flower strips controlled their spread on the test plots. ”

Sylvain Le SAOUT
Engineer, Fruit & Vegetable sector, Picard



“ The past year has been rich in discoveries! The farmers, their cooperative, the producer ARDO as well as ourselves, as a distributor have invested our energies in something that feels like a real little revolution for this sector. The technical changes initiated already seem full of promise. Furthermore, the farmers involved in the project really appreciate that a company like ours is at the source of such a project. It's a chance for them to show their commitment to the consumer and to evolve towards practices that are more respectful of the environment. ”

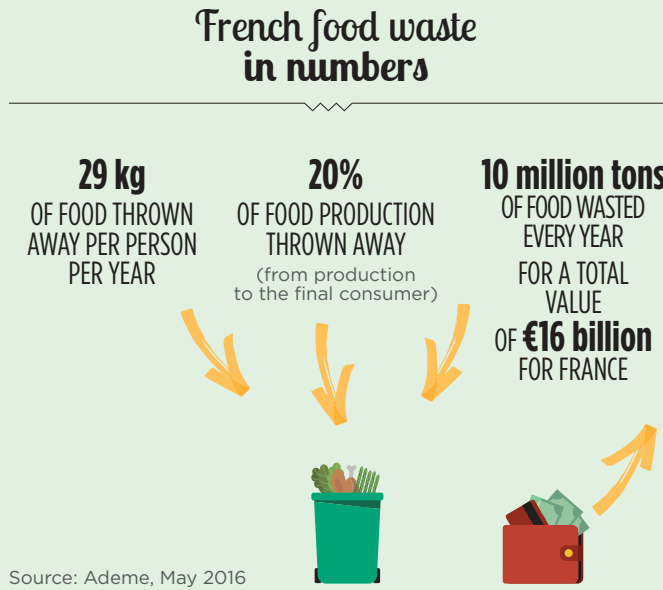
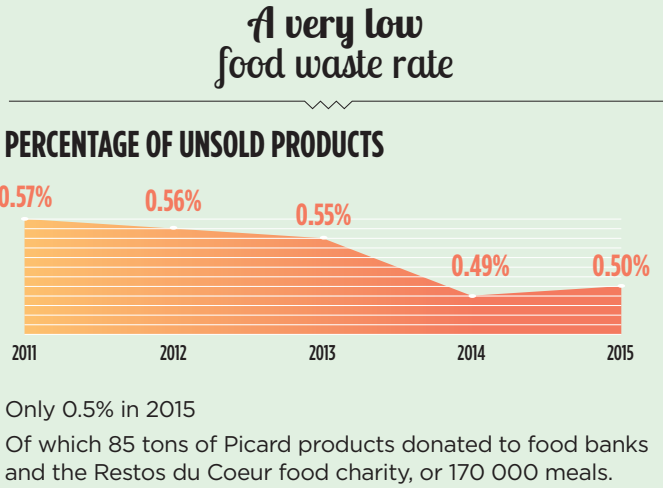
PRODUCTS

Stop food waste!

❄️ Picard makes a tangible commitment

On August 27th 2015, we signed the voluntary convention to fight against food waste, following the specifications of the law for energetic transition for green growth. A team of 10 people, coming from different sectors of the company, has been assembled to reflect on this issue. The following actions have been defined by order of priority:

- ❄️ the prevention of food waste.
- ❄️ using the unsold products fit for human consumption through donations or transformation.
- ❄️ repurposing for animal consumption.
- ❄️ using as compost for agriculture or energetic repurposing through anaerobic digestion.



A trust relationship with our suppliers

Picard's commitment in terms of sustainable development affects its whole ecosystem, from the product to the relationships with all parties concerned: clients, suppliers, partners... For this reason, we've decided to make our purchases a major component of our strategy. The trust that we place in our suppliers, most of whom we've been working with for more than 15 years, is a real asset to deploy a policy of sustainable purchasing.

75% of our revenue IS CREATED WITH PARTNERS OF MORE THAN 10 YEARS

50% of our revenue IS CREATED WITH PARTNERS OF MORE THAN 15 YEARS

PRODUCTS

For a sustainable supply chain

❄️ Audits that go further

Since 2016, we've initiated a process of social, ethical and environmental audits destined to control all of our purchases and all of our production sites on these issues. Our responsibility starts with the vegetable and livestock farmers and fishermen. We entrust EcoVadis with this mission. This CSR specialist will first and foremost evaluate the CSR performance of our suppliers, then help them improve in this field. In the long run, we want to cover an increasing and representative part (in terms of purchases, size and geographic location) of the purchasing volume with these suppliers. These audits will be an integral part of the supplier selection made by Picard and will play a part in the follow up that we do with our existing suppliers.

Aymeri de MAULÉON
Program Manager, EcoVadis



“ Picard decided to begin by assessing its most exposed suppliers in terms of CSR. This strategy, which is harder to deploy, is representative of the brand's strong commitment to create a sustainable supply chain. Thanks to the trust relationship that Picard has with its suppliers, the launch of this ambitious program has exceeded all of our expectations. **With an excellent participation rate – more than 95% of suppliers invited to do so completed the audit – and general performances above the EcoVadis average, the process is already showing signs of being a real success.** It's an excellent starting point for its future deployment. ”

Picard present at the COP21



Arnaud BRULAIRE
Head of Sustainable Development



“ Participating in an event like the COP21 in Paris was a challenge that we gladly took part in. It was an amazing time to meet the general public and the chance to explain what we’re doing in terms of CSR. It was a success, since we met more than 1,500 people in one week! Congratulations to our 30 volunteer staff members who came in to help out and host our booth. ”

Meeting the general public

Picard is proud of its participation in the Paris Climate Conference (COP 21) that took place from December 4th to the 10th 2015, an event that led to an unprecedented global agreement. The goal: to limit the global warming of the planet to 2°C by 2100.

On this occasion, we reassessed our contribution to the preservation of the planet as well as our other commitments:

- The fight against food waste.
- Reducing our energy consumption and our greenhouse house emissions in stores.
- Our actions for agroecology.
- Our partnership with the WWF to reduce the environmental impact of our products...

Halimatou CAMARA
Project Manager
Sustainable Development



“ Picard’s presence at the Grand Palais was a chance to prove our commitment to the climate to the general public. The activities we offered were very successful, especially the virtual visit of the pioneer store of Rueil-Malmaison, that attracted more than a thousand visitors. Internally, COP21 was also an opportunity to communicate on our actions to reduce the impact of our activity on the climate, therefore offering more visibility and legitimacy for CSR within the company. ”

A winning process

Picard received two prizes given by the Sustainable Generation Club, an association that supports the innovative sustainable development of companies.



The **Sustainable Company Label** (level 1) rewarded our actions in terms of energy, reporting (annual CSR report) and our agroecologic research project in partnership with the INRA and one of our vegetable suppliers.



The **R Award in the Energy category** rewards our ISO 50001 certification awarded to all of our French stores and our exemplary pilot store of Rueil-Malmaison, whose carbon footprint was divided by two.



A **televised panel discussions** allowed us to explain **Picard’s commitments** in its fight against global warming.

Jocelyne LEPORATTI
President of the Sustainable Generation Club



“ Our association encourages the sustainable development of companies by creating a privileged framework for exchanging ideas and the discovery of good practices. **Since its arrival in the Club in 2009, Picard has been strongly invested.** In April 2015, Picard assessed its desire to sign the Convention of volunteer engagement of Organized Commerce elaborated by the association with the support of the Ministry of Ecology, of the French Franchise Federation and of the Federation of Associated Commerce. Picard committed to results on pointed actions, therefore joining a group of the first 8 companies to obtain the Sustainable Company label in December 2015. The company took an active part in the group action created by the Sustainable Generation Club during the COP21 in the Commerce and Climate section. The company was able to share tangible operational solutions and the volunteer commitments of commerce professionals in favor of the climate with the general public by retracing the life cycle of a product. ”



TO KNOW MORE ABOUT **PICARD’S COMMITMENTS**, SCAN THE CODE BELOW.



TO KNOW MORE ABOUT **THE ACTIONS OF COMPANIES**, SCAN THE CODE BELOW.



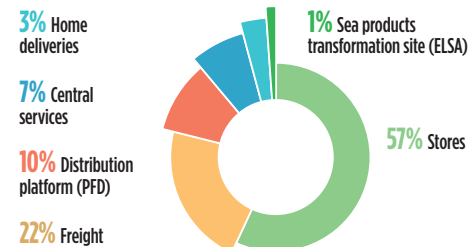
CLIMATE

Carbon emissions and energy consumption: always less!

Carbon accounting: significant progress

While they account for more than half (57%) of our greenhouse gas emissions, our stores show a clear decrease in their carbon accounting: their CO₂ emissions have decreased by 4.4% between 2011 and 2015. To a constant number of stores, the decrease would be 10.6% over the same period.

REPARTITION OF THE CO₂ EMISSIONS PER SECTOR (2014)



THE SEA PRODUCTS TRANSFORMATION SITE AND THE QUALITY LABORATORY:

AN ENERGETIC CONSUMPTION REDUCED BY 6%

This result is explained by the implementation of a number of technological solutions on the sea products conditioning site and in the Nemours laboratory:

- adaptation of the transformation site's cooling areas.
- progressive implementation of a free-cooling system (natural ventilation at night to cool the site without using air conditioning).
- progressive installation of a LED lighting system in the quality laboratory.

An efficient and robust process

These results prove the relevance of Picard's process, whether it's our action on liquid refrigerant, our energetic performance policy or recently deployed technical solutions.

LIQUID REFRIGERANTS: A CONSTANT CHASE FOR LEAKS

The first sector, liquid refrigerants, represent 30% of greenhouse gas emissions. We are developing more and more refrigerating equipment using natural liquids (propane or CO₂) and taking actions to stop leaks, which have significantly decreased. In the end, CO₂ emissions due to liquids, to constant number of stores, have decreased more than 32% on the 2011/2015 period.

PRIORITY ON ENERGETIC PERFORMANCE

All Picard stores, as well as our seafood transformation site and our laboratory are certified ISO 50001, level 2 since 2015. This process gives us a framework to maximize energetic performance and already translates into tangible results: to constant climate and stores, our energy consumption has decreased 3.5% between 2012 and 2015.

ALWAYS MORE MODERN EQUIPMENT

Each store renovation or creation means equipment that consumes less energy. An example is freezers using propane, a gas that is much less harmful for the climate than the previous liquid and allows more energy savings (-30%) since it works with more efficient compressors. An important note: the average age of the freezer fleet has gone from 7 to 6.2 years in the past 4 years. LED lighting is systematically adopted, also allowing us to reduce our electric consumption.

Ambitious goals



A model store

Renovated in the summer of 2015, the pilot store of Rueil-Malmaison combines a number of innovative technological solutions to reduce its environmental footprint: natural refrigerating liquids, a double system for evacuating the heat generated by the freezers, solar panels, LED lighting... With tangible results: the store's energy consumption has been reduced by 35% on a comparable period, and even up to 45% if we reduce the part of the electricity produced by the solar panels.



CLIMATE

Always cleaner transport!

NIGHTTIME URBAN DELIVERIES: PROMISING TESTS

Less traffic, better driving conditions, less fuel consumption... these are the positive results of the experiment on urban deliveries led in the region of Lyon in 2014-2015 in partnership with the Club Déméter. In 2016, we continue this experiment in another French region to evaluate all aspects of the model.

TOMORROW, BIOGAS TRUCKS?

Picard has approached several companies to test trucks running on biogas: Fonroche Biogaz (the 1st builder of methanisers in France), the transporter STFV and GrDF, the results of the experiment should follow in 2017.

ALTERNATIVE TRANSPORTATION: TWO SOLUTIONS BEING STUDIED

In 2016, Picard has partnered with the transporter NJS Farmina and the Saroul company to compare 3 types of trucks: classic diesel trucks, gas fueled trucks, trucks running on Biogas B30. Meeting the latest pollution regulation EURO 6, the three trucks are equipped with electric refrigerating units that allow reduced fuel use and reduced sound emissions. The project is followed by ADEME and Cemafroid, who are in charge of assessing the polluting emissions and the impact of each of these solutions on climate change.

Optimized home deliveries



100% OF DRIVERS FOLLOW OUR ANNUAL ECO-DRIVING PROGRAM



100% OF DELIVERIES ARE DONE WITH VEHICLES MEETING THE EURO 5 NORM

These measures, as well as an optimization of rounds, have allowed a 13% reduction of fuel consumption per delivery between 2011 and 2015.

In 2016, the Picard home delivery service has partnered with the Center for Social Orientation - a center for professional learning and re-adaptation in order to help the professional and social re-insertion of people looking for work.

Goals

GAS TRANSPORTER

-80% CO₂ emissions compared to diesel
fine particles: -70%
NOx: -50

B30 BIO-FUEL TRANSPORTER

-13.5% CO₂ emissions compared to diesel

Standards, communication and simplicity at work



Our priority: our clients' satisfaction

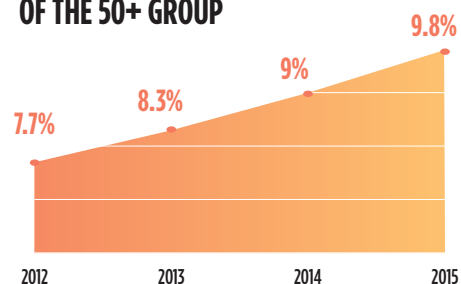
- 38 complaints per million of products sold in 2015 (against 49 in 2011).
- 60 000 product analyses per year.
- Our customer service is always available for advice and to answer our clients' requests: more than 50 000 client contacts by phone or by Internet.



Favoring inter-generational work

In the past three years we have hired about a hundred young people in work/study training programs. When it comes to the employment of people over 50-years-old, it has been made tangible by the recruitment of more than 15 employees in long-term contracts each year for the past 4 years.

EMPLOYMENT RATE OF THE 50+ GROUP



Developing skills

Because the experience acquired in our company is worth a degree, Picard helps its employees all along their process for Professional Experience Credited Towards a Degree (VAE): making connections with specialized centers, help from the HR department...

In 2016, 20 employees are finishing their VAE process (mostly for baccalaureates and certificates in commercial management).



31,500 h TRAINING HOURS IN THE E-LEARNING ROOM



74% OF MIDDLE MANAGERS FOLLOWED A TRAINING PROGRAM ON DIVERSITY
THE GOAL: 100% BY THE END OF 2018



100% OF MIDDLE MANAGERS WILL FOLLOW A TRAINING PROGRAM ON PSYCHO-SOCIAL RISKS BY THE END OF 2017

Changing our outlook on disability

While 18,5% of the French population is faced with a disability, whether it's hearing related, visual or physical, Picard reinforces its action. The two people in charge of disability questions as well as a human resource team trained on the subject, are committed to this issue. In store, in order to ease the reception of our disabled clients, we installed an e-learning program with advice and key points. Our communication regarding disability has improved.

"Picard strengthens its disability approach by strengthening its internal communication and improving its ability to welcome its clients."

Emmanuelle MERVILLE
Director of HR (DHR),
Picard



Simplifying life in stores

Picard strives to improve work conditions in its stores with simplified inventories for example, or more effective technologies. Several systems are tested or being deployed:

- simplified orders on digital tablets (tested in 50 stores).
- auto-defrost freezers (1,000 freezers already in store).
- wireless auto-washers.

90%

OF STORE MANAGERS ARE ISSUED FROM INTERNAL PROMOTION

SOCIAL ACTOR

Picard Foundation: ideas and tangible progress!

Food that is respectful of nature and humans

Involved at the heart of its ecosystem, Picard created its foundation in 2014. Operating under the authority of the Fondation de France, it supports 4 projects aiming for sustainable food production, more respectful of men and the environment. They all follow a common ambition: to promote a new agricultural model, founded on the principles of agroecology.

THE 4 PROJECTS SUPPORTED:

- The micro-farm of the Bec Hellouin
- The agro-forestry project Arbratatouille
- The creation of a “payculteur” guide
- The creation of an agroecologic reference center at Biovallée

Bec Hellouin: farming systems inspired by nature

Since 2011, a research program led at the Bec Hellouin farm (in the Eure region), shows that 1,000 square meters farmed with principles inspired by nature can create a decently paying job. Other research projects have been launched for the 2015-2017 period in order to better understand the permaculture micro-farm model and ease its spread.

Louise GÉHIN
Coordinator of the research programs, Sylva Institute



“ We want to evaluate the sustainability of two agricultural systems inspired by nature: the permaculture micro-farm and the forest-garden. The study on the permaculture micro-farm analyzes its ecologic performance. Two of its positive effects will be studied more precisely: carbon sequestration and biodiversity. Regarding the forest-garden, we will study the pertinence and economic performance of this kind of agroforestry inspired by tropical regions for tomorrow's Europe. ”



Arbratatouille: innovating with agroforestry

This project that began in Roumassouze (in the Gard region) unites a group of framers and researchers concerned with improving their knowledge regarding agroforestry, meaning the associations of trees and vegetable farming.

Fabien LIAGRE
Head of Research and Development, Agroof



“ The first results show that temperature is cooler during the day and warmer at night. This benefits production as well as biodiversity. The biologic control of pests by auxiliaries seems efficient. In case of strong heat, the agroforestry production is more economic in terms of water and offers a superior production than a comparative plot without trees. We still need to understand the interaction mechanisms between the trees and the vegetables to further improve the system, such as variety selection. ”



Fermes d'Avenir: the “payculteur” guide

The Picard Foundation contributes to financing a free access guide, available starting in October 2016, destined to help the installation of “payculteurs”. This new profession is the missing link for the wide spread deployment of agroecologic micro-farms.

Maxime de ROSTOLAN
Founder of the Fermes d'Avenir association



“ Farming attracts less and less young people. We have therefore imagined and structured the profession of “payculteur”. The latter is an entrepreneur that coordinates and pools together the resources of several farms – purchases, commercialization, accounting, administrative... – in order to optimize the model and lighten the producers' work. This guide is the fruit of our field experience and brings together a number of tangible tools that will help people launch their projects! ”



An agroecologic reference center at Biovallée

This project combines the action of three pioneer agroecology organizations: Terre & Humanisme, Lea Amanins and L'Université de l'Avenir – who are creating an French reference agroecology center in the Biovallée domaine (100 communes in the Drôme valley).

Pascal de MONTMORILLON
Agro Coordinator Université de l'Avenir



“ Thanks to the Picard Foundation, we were able to recruit a partnerships coordinator. Since then, the three organizations have begun a common reflection and actions to make our commitment tangible: trainings, meetings, product exchanges, sharing interns, and good practices... The construction of the agroecology center has already begun with three families moving into the ferme des Buis. ”



SOCIAL ACTOR

A partnership with the WWF for sustainable consumption



Taking action and educating the general public

In 2015, Picard signed a partnership with the WWF to broaden its action in terms of sustainable development. A long-term project in three great steps:



REDUCING THE ECOLOGICAL FOOTPRINT OF FOOD PRODUCTS



LOWERING OUR ENERGY CONSUMPTION AND OUR GREENHOUSE GAS EMISSIONS



ENCOURAGING A SUSTAINABLE CONSUMPTION WITH OUR CLIENTS

SOY, THE FIRST CAUSE OF DEFORESTATION

Théo CIZERON
Head of relationship with the commercial sector, WWF



“ Mostly imported from South America, soy is an essential part of livestock diet, but also the main source of deforestation caused by Europeans. Since the demand increased dramatically in the past few decades, the production surfaces increased too, often at the cost of the Amazonian forest or other unique ecosystems. For this reason, Picard decided to partner with the WWF to establish an action plan to limit the impact of our diet on the forest ecosystems of South America. Among the solutions considered: reducing our consumption of meat and animal protein (eggs, milk products, farmed fish), favoring protein rich legumes such as lentils, peas or soy (the latter is often produced in Europe and organic when meant for human consumption). ”

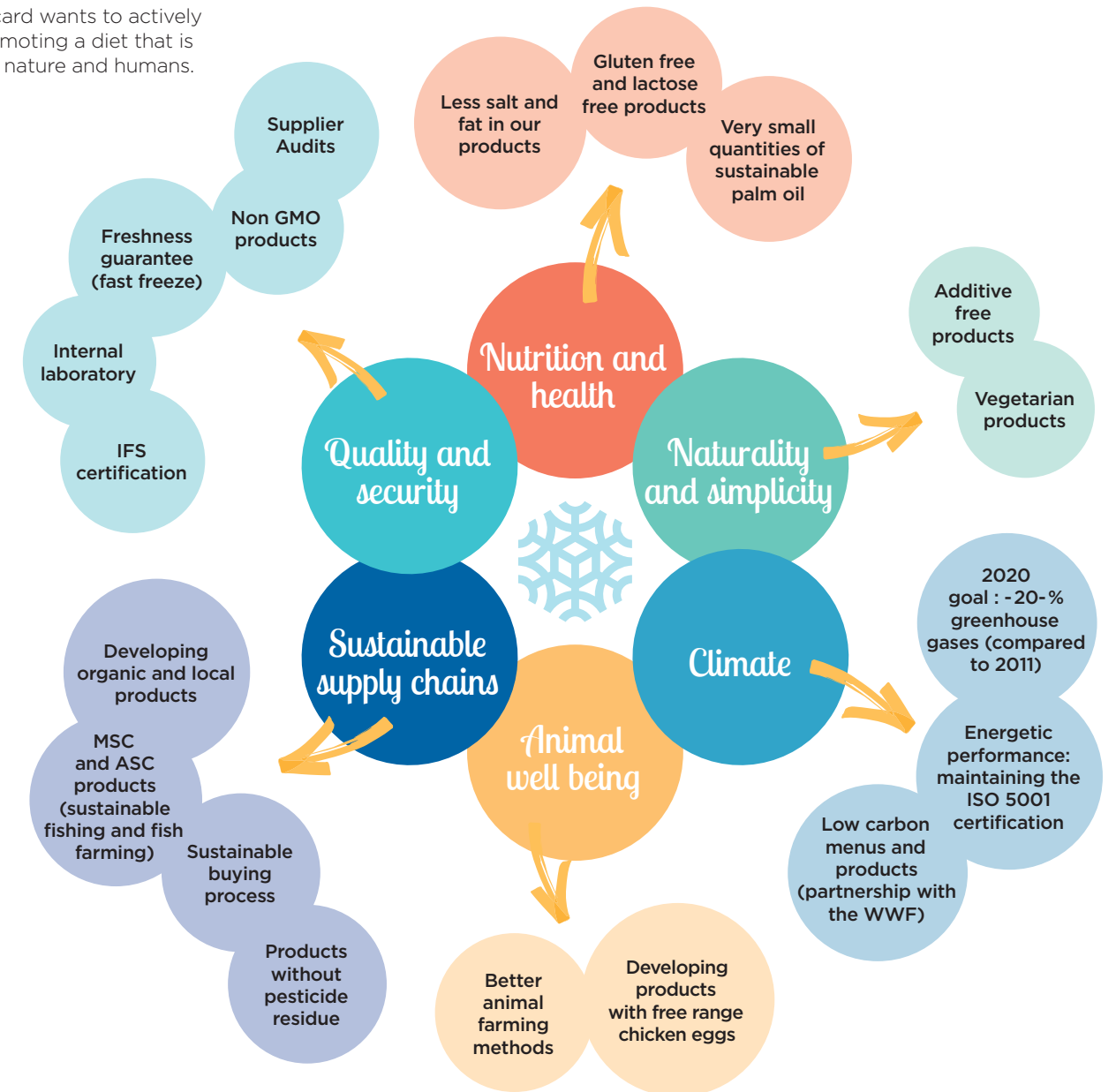
Arnaud BRULAIRE
Head of Sustainable Development, Picard



“ We share the WWF's ambition to reduce the environmental impact of our diet. The Picard product range already offers interesting alternatives: a variety of vegetables, vegetarian products, organic products... In order to go further, we are working on the creation of menus with a low environmental impact and want to guide our clients towards a sustainable consumption, a project we'll be leading with the WWF starting in 2017. ”

Our commitments for tomorrow

By 2020, Picard wants to actively continue promoting a diet that is respectful of nature and humans.



CSR indicators

BY DECEMBER 31ST 2015

GLOBAL ACTIVITY

PICARD INDICATORS	2013	2014	2015
Revenue (in M€ taxes incl.)	1,323	1,358	1,369
Number of stores (au 31/12)	914	926	945
Number of employees (au 31/12)	4,475	4519	4534

SOCIAL

GRENELLE INDICATORS*	PICARD INDICATORS	2013	2014	2015
Total number and distribution of employees by gender, age and geographical area	Share of men	29.8%	29.9%	30.7%
	Share of women	70.2%	70.1%	69.3%
	Share of CDD au 31/12	6.3%	7.5%	7.1%
	Share of 16 to 25-year-olds	23.6%	22.8%	20.2%
	Share of 25 to 35-year-olds	40.6%	39.1%	39.9%
	Share of 35 to 55-year-olds	33.6%	35.1%	36.6%
	Share of 56-year-olds and above	2.2%	3.0%	3.3%
	Total hires in CDI	556	524	495
Hiring and dismissal	Transformation of CDD to CDI	212	204	207
	Total dismissals	235	227	254
Wages and their evolution	Number of internal promotions	165	189	259
	Average annual salary (payroll € / employee monthly average full time equivalent)	25,212	25,797	26,028
Organization of work time	Number of part time employees (CDI population)	1,338	1,110	1,098
Organization of social dialogue	Participation in elections of employee representatives	Not applicable	Not applicable	38%
	Number of meetings with employee representatives	186	165	161
Results of collective agreements	Agreements signed in the company during the year	6	2	2
Health and safety conditions at work	Rate of frequency of workplace accidents (number of accidents / number of working hours x 1 000 000)	45	40	49
	Employees trained in safety during the year	1,354	1,309	1,393
	Company safety expenditure (in K€)	5,976	4,451	4,485
Policies implemented for training	Payroll devoted to training	3.31%	3.38%	3.0%
	Total number of training hours	37,748	36,548	31,430
Measures in favor of male/female equality	Percentage of women on the management committee	36%	36%	45%
	Percentage of women among employees	70.5%	70.1%	69.3%
Measures taken in favor of employment and inclusion of people with disabilities	Rate of employment of handicapped workers at 31/12	5.70%	6.80%	5.60%
Policy against discrimination	Number of executives trained in diversity management	21	40	31

*article R. 225-105

ENVIRONMENT

GRENELLE INDICATORS*	PICARD INDICATORS	2013	2014	2015
Preventative measure for recycling and elimination of waste	Rate of freezers given a second life (gifts to charity organizations, low price sales)	98%	98%	98%
	Recycling rate of cardboard boxes used in stores	100%	100%	100%
	Picard waste rate (warehouses + stores + food bank)	0.48%	0.39%	0.39%
	Percentage of (T8) lighting tubes recycled after use	100%	100%	100%
Water consumption and water supply depending on local constraints	Water consumption per store (m³)	52	ND	30 m³ (550 stores excluding rental charges)
Consumption of raw materials and measures to improve efficiency in their use	Annual weight of commercial publications (tons)	4,879	4,336	4,898
	Percentage of PEFC certified paper in commercial publications	100%	100%	99.8%
	Packaging rate (g. of packaging per kg of products sold)	88.1	89	88.7
	Packaging weight saved through eco-conception (tons)	1.5	0	0
Energy consumption, measures to improve energy efficiency and use of renewable energy	Energy consumption of stores (100% electricity) in Mwh	169,849	172,439	173,073
	Energy consumption per store (in Mwh)	186	186	183
	Percentage of renewable energy used	0	0	100% (origin guaranteed) since November 2015
Greenhouse gas emissions	Picard Carbon results (excluding products) in equivalent CO ₂ tons (T.eq CO ₂)	224,000	221,230 Teq. CO ₂ (year 2014)	Next carbon report 2016
	Carbon results per store (T.eq CO ₂ /store excluding client travel)	137	129 Teq. CO ₂ /store (year 2014)	
	Carbon footprint per € revenue (g.eq CO ₂ /€ HT)	99	93 (year 2014)	
Measures taken to preserve or develop biodiversity	Number of organic products	34	37	37
	Number of MSC products	23	24	43

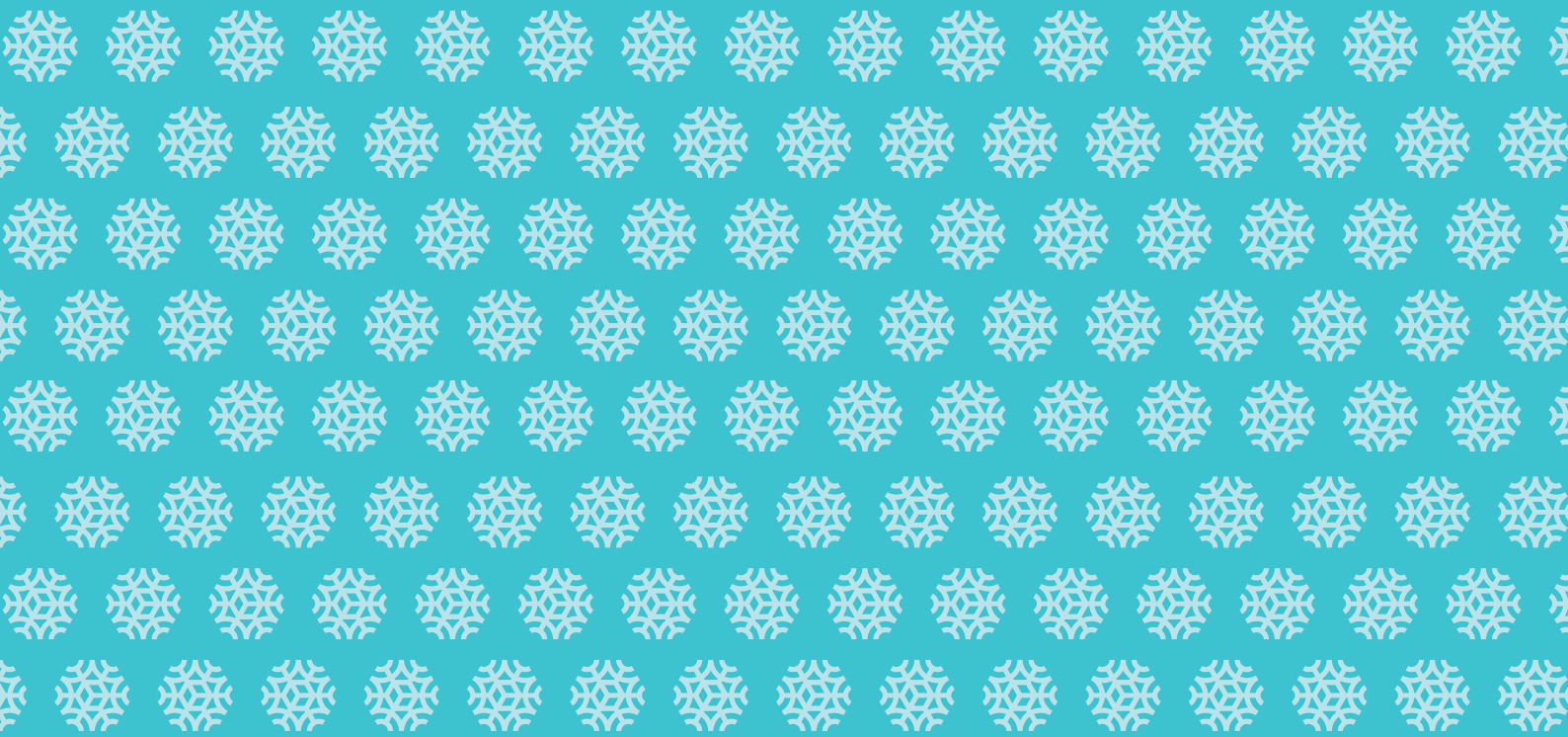
GRENELLE INDICATORS*	PICARD INDICATORS	2013	2014	2015
----------------------	-------------------	------	------	------

SOCIAL COMMITMENTS

Regional employment and development measures	Percentage of revenue made with French suppliers	69%	70%	70%
Partnerships and sponsorships	Donations to the Restos du Coeur charity and food banks (tons)	194 (or 386,000 meals)	63 (or 126,000 meals)	85 (or 170,000 meals)
	Activity in favor of the Telethon (€)	85,001	81,286	64,274

*article R. 225-105

Design and production: INCREA
Photo Credits: Jean-Claude Amiel, Martin Balme, Philippe Deas, Jean-François Mallet, Michael Roulier, Shutterstock



Direction Développement Durable
19 PLACE DE LA RÉSISTANCE, 92446 ISSY-LES-MOULINEAUX
www.picard.fr #PicardFood

picard
Chaque jour a un goût nouveau