

## Greenyard and Eureden embark on strategic alliance

Sint-Katelijne-Waver / Mellac, Belgium / France, 2 February 2026

**Greenyard and Eureden today announce the successful completion of their previously announced project, resulting in the creation of a strategic alliance in the frozen vegetable sector in France, with Greenyard as the majority shareholder. All regulatory approvals have been obtained, and customary closing conditions have been completed. This alliance brings together Gelagri Bretagne, the French frozen vegetable activities of Eureden (3<sup>rd</sup> French diversified agri-food cooperative), and Greenyard Frozen France, a subsidiary of the Greenyard Group. By combining their production, processing, and commercial capabilities, the new organisation is ideally positioned to strengthen the supply of frozen vegetables of French origin, while reinforcing the economic and agricultural significance of the Brittany region.**

This strategic alliance unites the complementary strengths of Gelagri Bretagne and Greenyard Frozen France to create a stronger and more resilient long-term actor in the frozen vegetables sector. It builds on the companies' strong base of growers, vast industrial expertise and extensive commercial reach and Integrated Customer Relations with leading retailers in France and internationally. Together, these stakeholders form a "tri-partite" platform to deliver added value to customers and consumers in a market with growing demand for healthy, sustainable, pure-plant foods of French origin, especially in the frozen category.

By formally joining forces, the partnership between Greenyard and Eureden builds scale, stability, and innovation across the entire value chain, supporting the ambition to become the leader in frozen vegetables in France.

Both companies remain fully committed to their customers, growers, and suppliers, with close and integrated relationships at the heart of the operational model, from Fork-to-Field. For customers, the alliance offers a broader and more innovative frozen product range, reliable availability, consistent quality, and competitive pricing, supported by a partner able to anticipate and respond to evolving consumer needs. For farmers and suppliers, it strengthens long-term demand, preserves trusted relationships, and supports sustainable agriculture through better planning, fair value creation, and shared benefits.

Marie-Gabrielle Daniel, CEO of Eureden, commented: *"The completion of this partnership confirms the strategic importance of this activity for our cooperative and its growers. Through this partnership, we are creating a solid platform for long-term development, rooted in our production areas and open to European and international markets."*

Francis Kint, CEO of Greenyard, added: *"We are pleased to officially welcome Gelagri Bretagne to Greenyard. Our longstanding relationship with Eureden, built on trust and shared values, now enters a new phase. We will further co-create our future in France and reinforce our sourcing and production capabilities while, together with our customers, we continue to grow the consumption of tasty, nutritious frozen foods, fully aligned with Greenyard's mission."*

The new partnership is effective as of today and will operate from four Breton sites in Moréac, Loudéac, Saint-Caradec, and Landerneau with a clear shared ambition to create sustainable value for consumers, customers, growers, and the wider region.

**Key figures**

- 900 employees
- 4 sites in Brittany (Moréac, Loudéac, Saint-Caradec and Landerneau)
- Marketed products: frozen vegetables, gratins, ready meals, soups, purées, fruits...
- Markets: retail, food service, freezer centers, export
- Sales in the Frozen Division 80 countries (EU, USA, Canada....)

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**About Eureden**

The Breton cooperative agri-food group Eureden brings together 16 000 farmer-members and 8 000 employees around a shared ambition: "Eating well for all," with a constant commitment to meeting consumer and societal expectations. The Group is structured into five activities (Agriculture, Eggs, Meat, Vegetables & Ready Meals, and Distribution) along with a downstream dairy activity via Laïta. Eureden operates 40 industrial sites and 150 stores dedicated to both farmer-members and the general public. It also features a portfolio of brands such as d'aucy, Jean Nicolas, Globus, Paysan Breton, Cocotine, Aubret, Point Vert, and Magasin Vert.

[www.eureden.com](http://www.eureden.com)

**About Greenyard**

**Greenyard** is a global market leader in fresh, frozen, and prepared fruit and vegetables, flowers and plants. Counting Europe's leading retailers amongst its customer base, Greenyard offers efficient and sustainable solutions to customers and suppliers through best-in-class products, market leading innovation, operational excellence and outstanding service. Its vision is to make lives healthier by helping people enjoy fruit and vegetables at any moment, easy, fast and pleasurable, while fostering nature. With more than 10 000 employees operating in 25 countries worldwide, Greenyard identifies its people, and customer and supplier relationships, as the key assets which enable it to deliver goods and services worth around € 5,3 billion per annum.

[www.greenyard.group](http://www.greenyard.group)