



# 2025 Sustainability Progress Report

September 1<sup>st</sup> 2024 to August 31<sup>st</sup> 2025

**FruitdOr**



# Key Accomplishments

For 2025

Caring for Nature



Annual reduction of  
900,000 L of wastewater

through the installation of a clarifier and a settler

Water Conservation

490 tons of organic  
matters

valorized through anaerobic digestion

Organic Waste Recovery

An irrigation  
management tool

developed to support growers

Water Conservation

90% of cranberries

with at least one environmental certification

Biodiversity and Ecosystem Protection

Caring for People



2 new products

Promoting health: Blue d’Or™ Vitality, a new nutraceutical ingredient with functional benefits, and FruitCran™, new reduced-sugar snacks

Health Innovation

*Wild Adds Wow*  
campaign

in North America and Europe to promote the benefits of wild blueberries in the diet

Promotion of Healthy Products

100% of managers trained

on psychosocial risk (to comply with new regulations)

Workplace Well-Being

56% of women

in management position

Balanced Representation of Women

Caring for Communities



95% of our suppliers  
committed

to the Supplier Code of Conduct for responsible sourcing

Responsible Sourcing

More than half of our  
grower-partners

of cranberry have been assessed on their sustainable practices

Responsible Sourcing

68% of our purchases

incurred within a 100km radius of our headquarter

Local Supply



Progress on our

# Commitments

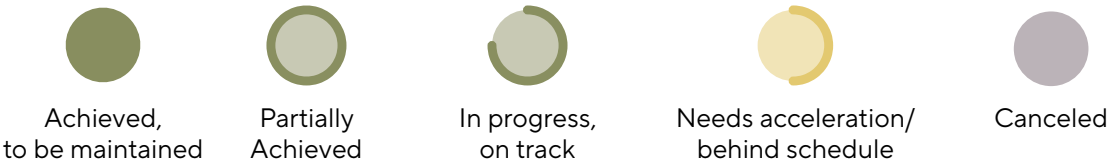


Priority	Commitments	FY 2023	FY 2024	FY 2025	Target	Target Year	Status
Preserve Biodiversity, Ecosystems and Natural Resources	Achieve 95% of cranberries purchased with at least one environmental certification <sup>1</sup>	94%	87%	90%	95%	2026	
	Maintain at more than 60% our purchasing share of the Quebec organic cranberry market	55%	60%	52%	≥ 60%	2026	
	Carry out at least two projects for agronomic research aimed at preserving or restoring ecosystems	-	1	1	≥2	2026	
	Reduce by 12% potable water consumption in our plants compared to 2023 (in intensity)	1.688 liters / lb of fruit entering	-0.7%	+10.6%	-12%	2026	
	Reduce by more than 13% our plants wastewater compared to 2023 (in intensity)	1.708 liters / lb of fruit entering	-0.06%	+13.75%	-13%	2026	
Fight Climate Change	Reduce by 49% our GHG emissions (scope 1 and 2) compared to 2023 (in intensity)	0.0782 kg of CO <sub>2</sub> -eq / lb of fruit entering	-2%	+2.81%	-49%	2030	
	Reduce by 21% our total GHG emissions (scope 1 and 2) by September 2030 compared to 2023 (absolute)	7,968 MT of CO <sub>2</sub> equivalent	-2.2%	+7.5%	-21%	2030	
	Set reduction GHG emissions targets for our scope 3 by September 2025	-	-	-	Established targets	2025	
	Review our reduction targets (scopes 1, 2 and 3) with the Science Based Targets Initiative	-	-	-	Revised targets	2026	
	Reduce by 24% the energy consumption in our manufacturing plants by September 2030 compared to 2023 (intensity)	0.00270 GJ / lb of fruit entering	0.74%	+7.16%	-24%	2030	
	Increase by 15% the share of renewable energy in our energy supply by September 2030 compared to 2023	40.97%	0.9%	+4.59%	+ 15%	2030	
Reduce Our Residual Materials	Carry out a comprehensive assessment of our residual materials (organic and inorganic) for each of our 2 sites by September 2024	-	Assessment conducted	n/a	Assessment conducted	2024	
	Fix targets for improving residual materials (organic and inorganic) management for our 2 sites by September 2024	-	-	-	Established targets	2024	
	Establish at least one new solution for organic waste recovery by September 2024	-	1	1	1	2024	
Make Our Packaging More Sustainable	Integrate an eco-design tool into packaging decision-making by September 2024	-	Partially integrated	Integrated tool	Integrated tool	2024	
	Identify innovative and eco-responsible packaging solutions that will minimize our environmental impact	-	0	0	≥ 1	2026	
	Implement measures to promote the recycling of our packaging intended for our customers (businesses) as well as our consumers	-	0	0	≥ 1	2026	

<sup>1</sup> Volume from Canada

Progress on our

# Commitments

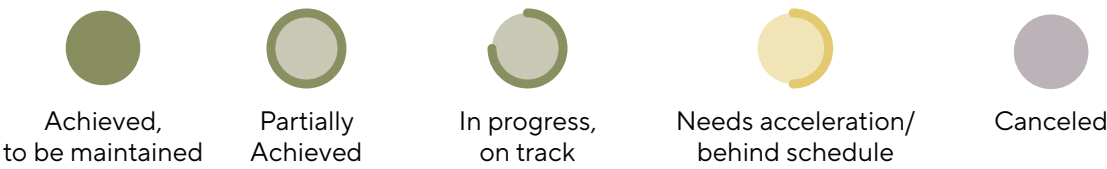


Priority	Commitments	FY 2023	FY 2024	FY 2025	Target	Target Year	Status
Promote the Consumption of Healthy Products	Launch 3 new ingredients with functional benefits for the <i>nutraceutical</i> business segment	-	0	1	3	2026	
	Promote healthy eating through the promotion of the "Better for you" line of products (aim for one promotional campaign per year)	-	1	1	1 per year	Per year	
	Achieve 65% of products in the retail brand portfolio that are sugar-free or reduced in sugar	44%	47%	56%	65%	2026	
Promote an Equitable, Diverse and Inclusive Environment	Train 100% of our employees on unconscious biases related to equity, diversity, and inclusion (EDI)	-	0%	0%	100%	2026	
	Maintain a balanced representation of women in management positions:  - Senior management positions: 50% - Management positions: 50%	Senior management: 50% Management: 52%	Senior management: 56% Management: 50%	Senior management: 33% Management: 50%	Senior management: ≥ 50% Management: ≥ 60%	2026	
Ensure a Healthy and Safe Workplace for All	Achieve a frequency rate and a severity index of work injuries lower than the provincial average	Villeroy: Freq. 0   Sev. 0 Plessisville: Freq. 13.4   Sev. 21.53	Villeroy: Freq. 6.5   Sev. 48 Plessisville: Freq. 18   Sev. 28.9	Villeroy: Freq. 7.64   Sev. 99 Plessisville: Freq. 6.87   Sev. 48.64	Prov. Frequency 5.4 Prov. Severity 21	2026	
	Train 100% of managers on psychosocial risks, to ensure the well-being and emotional health of our teams	-	0%	100%	100%	2026	
Support Employee Development and Encourage Commitment to Our Purpose	Train 100% of managers on kindness at work	-	0%	0%	100%	2026	
	Achieve a Net Promotor Score (NPS) at a « Good » level (between 21 and 30) for each of our sites <sup>1</sup>	n/a	n/a	Villeroy: 49 Villeroy Factory: 24 Plessisville: 19 Saint-Hyacinthe: 13	NPS = Good (between 21 & 30)	2026	

<sup>1</sup> Commitment revised in 2025, previously: *Measure employee engagement rate by October 2024*



Progress on our  
Commitments



Priority	Commitments	FY 2023	FY 2024	FY 2025	Target	Target Year	Status
Strengthening the Resilience of Agricultural Growers	Maintain an increased rate of 2% in agricultural yields for the cultivation of conventional cranberries compared to the 6-year average <sup>1</sup>	-	+6%	+11%	+2% than the average of the last 6 years <sup>2</sup>	Per year	<div></div>
	Maintain agricultural yields for growing organic cranberries above the 6-year average <sup>1</sup>	-	-28%	+1%	> than the average of the last 6 years <sup>2</sup>	Per year	<div></div>
	Support at least 3 growers whose average crop yield <sup>2</sup> per acre is below the sector average <sup>3</sup> by developing an agricultural yield improvement plan <sup>4</sup> .	n.d.	n.d.	n.d.	≥3 agricultural yield improvement plans	Per year	<div></div>
	Promote the electrification of cranberry farms by deploying a support guide for growers	-	-	-	Guide developed	2026	<div></div>
Ensure a Responsible Supply Chain	Require all of our suppliers and grower-partners to adhere to our supplier code of conduct by September 2025	-	100% of grower-partners 0% of suppliers	100% of grower-partners 92% of suppliers	100%	2025	<div></div>
	Engage 100% of all our suppliers likely to have poor ESG performance in a CSR assessment program	-	0%	0%	100%	2026	<div></div>
	Systematically integrate sustainable development criteria into the selection of all suppliers		-	-	Responsible sourcing policy developed	2026	<div></div>
Increase Our Involvement and Investments in Our Communities	Define a philanthropic strategy based on an analysis of the social, environmental and cultural needs of the communities where we work by September 2024	-	-	-	Strategy developed	2024	<div></div>
	Gradually increase our contributions to charitable causes aiming for an increasing percentage of our revenue, up to 0.1% of our revenue for the year 2026	n.d.	0,16%	0.07%	0,1%	2026	<div></div>
	Encourage community involvement among our employees by offering scholarships to the most involved employees, so that they can give back to their community by September 2025	-	0 scholarship	0 scholarship	≥ 1 scholarships	Per year, from 2025	<div></div>
	Continually get involved in improving the context and social and environmental performance of our industry	Nbr of hours: n/a Nbr of projects: n/a	Nbr of hours: n/a Nbr of projects: n/a	Nbr of hours: n/a Nbr of projects: n/a	Nbr of hours: n/a Nbr of projects: n/a	Per year, from 2025	<div></div>
Support and Contribute to Local Economic Vitality	Formally commit to purchasing more than 50% of our core products within a 100 km radius of our head office	67%	66%	68%	≥ 50% Formalized commitment	2026	<div></div>
	Maintain at 100% the proportion of employees paid above the minimum viable wage for the city of Trois-Rivières	100%	100%	100%	100%	Per year	<div></div>

<sup>1</sup> Volume from Quebec  
<sup>2</sup> Six-year Olympic average

<sup>3</sup> Six-year Olympic average, by crop type, among grower-partners  
<sup>4</sup> Commitment revised in 2025 to allow a more personalized plan for growers with below-average yields. Previously: *Develop an access program to new varieties of cuttings for cranberry growers whose yields per acre are less than 25% of the average.*



Committed  
to the future

*Always*  
be better for the environment.

It is our commitment to continually  
push the boundaries of sustainable  
innovation in agri-food.

Because together we can *always*  
be better for the well-being  
of everyone.

FruitdOr