

MEET WITH A COMMITTED ENTREPRENEUR: Yves Faure, President of AGRO'NOVAE



PME+: What do you expect from the PME+ label?

The SME+ label establishes a relationship of trust with our consumers, our distributors and our suppliers, whom we wish to inform about our responsible actions. The SME+ label allows us to remain attentive and to continuously improve our CSR approach, to integrate a network of excellent SMEs and to differentiate ourselves from large industrial groups.

PME+: What are your commitments?

We have chosen to evolve by putting quality at the heart of all our actions and to develop a company with values. We work according to a «Global Responsibility» approach and a management on 3 major axes:

- Human, by developing the skills of our employees, promoting stability and the pleasure of working together within a professional community.
- Economic, by developing our brand with natural and quality products, as well as by being involved in our territory and our region of Provence.
- Environmental, by limiting our impact on our environment and minimising our energy consumption.

PME+: Could you give us some examples of your good CSR practices?

We are involved in increasing the wealth of our territory by promoting the attractiveness of Provence through industrial tourism. We are also involved in partnerships and networks that boost innovation in our region (Innov'Alliance competitiveness cluster, OIR Naturalness and Industry of the Future, etc.). Within the company, we work according to the principle of subsidiarity, placing trust in our employees at the heart of our management. It is important that they feel well in their working environment and can live and work sustainably in our region. We are also committed to protecting the environment: for example, we have installed heat exchangers on our refrigeration units to recover energy and reduce our consumption. We favour zero plastic in our packaging. Finally, we place the search for the greatest possible naturalness at the heart of all our actions.



"Les Comtes de Provence®" is a trademark registred by AGRO'NOVAE SAS capital €2 000 000 - 338 635 063 RCS Manosque 11, espace Saint-Pierre - 04310 Peyruis en Provence - France Tél. +33(0)4 92 33 23 00 - Fax +33 (0)4 92 33 23 08 commercial@agronovae.com - commandes@agronovae.com / www.comtes-de-provence.fr - www.agronovae.com



