THE LOUIS BONDUELLE FOUNDATION

Promoting sustainable eating habits

2017-2018 PRESS KIT
The ambition of the Bonduelle Group to become the world reference in “Well-living” through vegetable products means it has a valuable role to play in society. It was therefore a natural step to create a company Foundation, the Louis Bonduelle Foundation, set up in 2004. Its mission is to promote sustainable eating habits for the benefit of people and the planet. The work of the Foundation duly focusses on the major issues relating to sustainable food. This requires food systems to be implemented which are culturally acceptable, with a positive impact on the environment, and which contribute to food security and the health of current and future generations.

Christophe BONDUELLE
Chairman of the Louis Bonduelle Foundation
THE LOUIS BONDUELLE FOUNDATION: A FOUNDATION PROMOTING ACTION!

The Louis Bonduelle Foundation was set up in 2004, against a backdrop of a growing awareness among public authorities of health and nutrition issues. For the Bonduelle Group, vegetable specialists and strong proponents of the health benefits of eating vegetables, it only seemed right and just to join the debate. Since its inception, the mission of the Louis Bonduelle Foundation has been to promote sustainable eating habits for the benefit of people and the planet. Its work is based on three main pillars, namely informing and raising awareness among the population, supporting research, and taking action on the field.

Wherever it operates, the Louis Bonduelle Foundation has the same mission: Promote sustainable eating habits for the benefit of people and the planet.

In 2014, which marked the tenth anniversary of the Foundation, a study conducted by market research organisation Opinion Way showed that 91% of health professionals held a positive opinion of the Foundation, putting it on a footing with INPES*. This is a credibility which the Louis Bonduelle Foundation has gained among professionals as a result of its independence and expertise, acquired with recognised, independent scientists.

The Foundation’s Board of Directors consists of eight members appointed by the Founder. It consists of three individuals independently chosen for their proven aptitude in the company foundation’s field of work:

Abdelkrim Saïfi, Chairman of the Board for Fondation Cœur et Artères.

Marie-Laure Frelut, Paediatrician and member of the European Childhood Obesity Group (ECOG).

Béatrice de Reynal, Nutritionist.

And five Bonduelle Group representatives:

Christophe Bonduelle, Chairman.

Jean-Bernard Bonduelle, Member of the Board of Directors for Bonduelle SAS.

Gianfranco d’Amico, Director of Bonduelle Italy.

Christophe Château, Director of Communications and Sustainable Development.

Laurence Depezay, Scientific Relation & Communication department leader.

* INPES: French National Institute for Prevention and Health Education
The work of the Foundation

Through its work informing the public, supporting research and taking action on the field, the Louis Bonduelle Foundation covers a range of food issues at every step of the process:

BEFORE EATING
Because the quality of the food we eat is directly linked to managing and preserving resources.

DURING EATING
Because everyone’s eating habits are influenced by culture, biological factors, stage of life and experiences.

AFTER EATING
Because our diet has an everyday impact on our health.

INFORMING AND RAISING AWARENESS
The Foundation is aimed at health professionals, those in the food industry and anyone interested in food and dietary issues.

It offers comprehensive information on vegetables with the aim of helping to promote sustainable eating habits. From the "ABC of vegetables", to the "Magazine" section and details of the practical initiatives supported by the Foundation, the Foundation’s website provides a wealth of information easily accessible to anyone who wants to find out more about vegetables.

SUPPORTING RESEARCH
Supporting research is a crucial part of the Foundation’s work to advance knowledge in the field of sustainable food. The Foundation supports research both at national and international level, leads its own research projects and presides over the annual Louis Bonduelle Research Award.

This award is aimed at researchers under the age of 35 enrolled on a PhD program. It rewards research work on food and diet regardless of the scientific discipline concerned (medicine, physiology, sociology, agronomics, etc.). The prize is awarded every spring at the Louis Bonduelle Foundation annual Conference.

The Louis Bonduelle Foundation also organises various scientific events and exhibitions with the aim of sharing knowledge with its stakeholders. The "Louis Bonduelle Conference" is an annual discussion forum for experts and delegates on topical themes of interest relating to nutrition, eating habits and cultural aspects of food. In collaboration with scientific experts, the Foundation also publishes regular comprehensive reports on major topical food issues such as food waste or the place of pulses in the food industry.
The Foundation also funds practical local initiatives in order to help change eating habits and make vegetables more appealing. To achieve this, it relies on associations which are well-established as part of the socio-economic fabric of the areas in which they work. This allows the Foundation to support the greatest number of people on the path to developing more sustainable eating habits.

Every year, a call for proposals is launched which enables organisations with a project promoting healthy, sustainable eating to apply for funding from the Foundation. The Foundation also builds partnerships with nationwide organisations.

SUPPORTING RESEARCH

The Foundation supports the following organisations:

**ECOG (EUROPEAN CHILDHOOD OBESITY GROUP)**

This organisation is committed to tackling childhood obesity and consists of scientists, researchers and clinicians who work at European level to share good practices and take action. Their work includes the publication of the first ebook on childhood and adolescent obesity, which is free to access on the internet (ebook.ecog-obesity.eu).

**THE “HEART & ARTERIES” FOUNDATION**, of which the Louis Bonduelle Foundation is a co-founder, supports research programs on cardiovascular diseases and related metabolic diseases (diabetes, obesity, dyslipidaemia, etc.). Its aim is to strengthen the basic scientific and medical knowledge necessary to develop new care and prevention strategies.

**THE ANCA CHAIR**

The ANCA Chair is a French training and research unit, set up in 2011 and led by the AgroParisTech foundation. It is an innovative teaching laboratory and develops activities, serious games, e-learning modules and videos, such as that developed in relation to vegetable proteins.

**EPICURIM**

Epicurium is a vibrant museum dedicated to plants which invites children to take part in educational workshops. The Louis Bonduelle Foundation studies the impact of these workshops on the eating habits of the children.
The Foundation supports associations on the field by providing financial assistance to local groups to create or develop projects relating to food and diet.

Example of two projects supported by the Louis Bonduelle Foundation:

**IN FRANCE:**
The project entitled **Rediscovering vegetables: for our health and the planet’s (“A la reconquête des légumes: pour notre santé et celle de la planète”)**
Launched by “Éco-Citoyennetés”, an association promoting the environment and sustainable development, this project introduced 256 French secondary school pupils to sustainable consumption. The aim was to change their perception of vegetables, and thus increase their vegetable intake, through education on flavour, nutrition and the environment.
Farm visits, opportunities to meet local producers and a “hands-on” approach developed through cooking workshops encouraged the pupils to make recipes for themselves at home.
In collaboration with their school, the pupils were able to eat local, seasonal food throughout the school year. They had the opportunity to eat different vegetables, and learned to adopt a more balanced diet and act as responsible citizens.

More information on the project here:
http://bit.ly/2JTNy5y

**IN CANADA:**
The project entitled **Green Class (“Classe Verte”)**
In the spring of 2016, the Foundation gave 500 pupils in Montreal between the ages of 6 and 12 the opportunity to enjoy a new outdoor project which involved creating a garden where they could grow different varieties of vegetables and herbs.
The initiative was based around four workshops representing the different steps of cultivation: sowing seeds in March; transplanting seedlings in mid-April; preparing the soil and learning the concepts of pollination and acclimatisation of seedlings in late May; and finally planting the seedlings in June. The project educated the pupils on agriculture and enabled them to develop a taste for growing and eating vegetables – a real source of pride for them.

Since it was set up in 2004, the Louis Bonduelle Foundation has supported over 200 projects worldwide like those mention above.

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