

# Groupe JEAN HÉNAFF

La Bretagne, notre nature

Corporate social  
responsibility report

2020



# CONTENTS

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• Foreword	• 4
• Our strategy Be Good 2030	• 5
• About our group	
• Our heritage	• 6
• Jean, André, Christine and the others...	• 8
• Our corporate governance	• 10
• Our DNA	• 11
• 2020 – Latest news of the group	• 12
• Overview – Quantified data	• 16
• Our Be Good 2030 approach	• 18
• 2020 highlights: measuring our triple bottom line	• 19
• Joining the UN Global Compact	• 22
• Be Good 2030, a five-pillar strategy with 14 priority commitments	• 24
• Evaluation 2019-2020	• 26
• <b>Pillar 1 – Guardians of our Breton environment</b>	• 28
• Combating climate change	• 30
• Protecting water resources and biodiversity	• 33
• Expanding the circular economy	• 36
• <b>Pillar 2 – Committed to our Hénaff community</b>	• 38
• Being a responsible employer	• 40
• Staying the #1 partner for our suppliers	• 46
• Setting up new partnerships (NGOs, consumers...)	• 48
• <b>Pillar 3 - Pioneers of a territory in the forefront</b>	• 52
• Highlighting local resources	• 54
• Carrying on being the “pilot-fish” of the Breton economy	• 56
• Contributing to the dynamism of the territory	• 59
• <b>Pillar 4 – Respect for animals and living things</b>	• 62
• Pig meat, A key sector	• 64
• Ensuring pigs welfare throughout their lives	• 66
• Participating in the boom of responsible fishing practices	• 70
• Ensuring the quality of our supplies	• 72
• <b>Pillar 5 – Demanding for all our products</b>	• 74
• Offering healthy and gourmet products	• 76
• Innovating for the food of the future	• 80
• Conclusions and outlooks	• 83
• Cross-reference table	• 84
• Partnerships table	• 86

# Foreword

Since 1907, the Jean Hénaff group has been  
a key player in Brittany's economy..

Convinced that our economic and extra-financial  
performances are closely linked, we launched,  
in the recent years, an in-depth process  
to have a better understanding  
of the impact of our activities.

Longstanding signatories of the  
United Nations Global Compact, we wrote our  
first CSR report in 2011. We enrich and update  
our report every year with our progresses regarding CSR.

This CSR report shares our whole efforts  
and projects led, especially our new strategy called  
Be good 2030 established in 2019 and shown to  
our stakeholders for the occasion.

2019 has also been an important year in the  
history of the company as we decided to add  
a new term to our articles of incorporation (article 3)  
to specify that: « the company is run considering  
its social interest, taking into account the social  
and environmental impacts of its activity».

With humility, we are pleased to show you our CSR report.  
It can be improved but it is the reflection of our group,  
its way of working, its style, its state of mind  
and of which each employee is a part.

In 2020, despite the Covid-19 pandemic,  
we had the same strong will to pursue our efforts  
as we are deeply convinced that it is time to  
transform the economic activities.

We want our actions to take part in the complete  
transition unavoidable to create a more sustainable world

*Completed on June the 7th 2021*

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# Our strategy Be Good 2030

## Manifesto Be good 2030

Since 1907 and the establishment of our company founded by my great-grandfather Jean Hénaff, our aim has always been to focus on our land. His outlook was to ensure a wealthiest future for the Pays Bigouden, Breton territory located in the French department of Finistère, literally meaning "the far end of the world". From canned vegetables to the famous Pâté Hénaff, created in 1915, without forgetting the current activities made possible thanks to our Breton resources, we are still focused on that original belief.

In the early days of the company, it was no mention about local food networks, circular economy, positive effects or even environment protection. However, these aims remained our guiding principle over the past 114 years and one of the reasons why we are still in activity today. Nowadays, willing to make things right is not enough anymore, we have to foresee what is coming next. We want to develop our business controlling our expenditure as we would like to take care of our grandchildren, of our future as well as making benefits. We are not the only company thinking this way but this feeling seems to be stronger here than anywhere else. Brittany is our solid base, either geographic or cultural. Brittany is our nature. Des défis majeurs nous attendent collectivement ; le changement climatique en est l'illustration alarmante de ce qui doit nous motiver. Together, we will face serious matters: climate change is one of them and have to make us feel concerned. We decided to seriously take up these challenges and despite we are a quite small company, we endeavour to act for a sustainable future.

Be good 2030 (pun with the word "Bigoud" > "Bigouden" referring to the name of our territory) is an ambitious program. This strategy is focused on sustainable development concerns with long-term and measurable goals. We are not the first ones adopting this change strategy but we would like to pave the way for many others. Our Jean Hénaff group is proud of its strong history and plans to set an example for Breton companies in the future. I am convinced that the Be Good 2030 commitments will create positive effects on our territory, for our partners, employees and colleagues in everyday life, but also for our community, for all the people who want to join us on the way to creating a positive innovation. Thanks to its history, its vision, its mission, its ambition, its values, its ability to mobilize people and its small size, the Jean Hénaff group is able to set up local partnerships. These are the keys to transform, step by step, with demanding criteria, the food-processing industry. I would like to write what Jean Hénaff would have probably written in 2019. I want to leave my mark today and tomorrow, regarding the current activities but also for the future of this one-hundred-year-old company. I would like our stakeholders to be proud of our history but not only, I want them to feel proud of our contribution, of the way we are going to achieve our ambitious goals over the next ten years.



Abae krouidigezh an embregerezh e 1907 gant va zad kuñv Jean Henaff eo bet troet hor selloù war hor bro. Kemer hol lod e berzh Bro Vigouden, un douar e penn ar bed, sed aze e vennad kozh. Deus al legumaj e boest-mir, dre ar formaj-kig «Paté Henaff» krouet e 1915 ha betek hor produiadurioù a-hiziv bet ganet diwar binvidigezhioù Breizh, bis-koazh n'eo bet torret ar c'hredennoù. Gwechal, ne oa ket anv deus ar rouedadoù bihan, deus an ekonomiezh kelc'h, deus skog pozitivel, na deus an doujañs evit an endro.... Hogen, nadozvor hon embregerezh int bet a-viskoazh

abae he ganedigezh, 114 bloaz 'zo. Ha setu unan deus an abegoù a zispleg perak emaomp atav amañ.

Hiziv an deiz, n'eo ket ken a-walc'h bezañ gant ar youl d'ober mat an traoù, ret eo sellet pelloc'h c'hoazh. Kreskiñ, ya, ha neket forzh penaos avat. Un embregerezh, em spered, a rank bezañ ken kiriek deus ar remziadoù o tont ha deus he gounid. N'omp ket ar re nemeto o tifenn ar mennozh se, met o dason, a zo marteze kreñfoc'h amañ eget e lec'hioù all. Breizh a zo hor c'havell deomp-ni. Ur c'havell hag a zo hon douaroù hag hor sevenadur, hon anien eo-hi.

Ul lanv daeou a dal ouzhip-holl ; kemmoù an hin a zo ur skouer kreñv ha trubuilhus a rank luskat ac'hanomp. An daeou-mañ, dibabet hon eus degemer anezho a-drovriat ha, daoust d'hor ment, e stourmimp evit dougen uhel gouestloù hir-badus.

Ur strategiezh uhelek eo Be good 2030. Gant metodologiezh ha spered kent e vo kemeret e kont daeou an diorren padus ouzhpenn ma enframmo palioù war an hirdermen muzuliabl. N'omp ket ar re gentañ da enframman ar cheñchamant paradigm-se, c'hoant hon eus diskouez an hent d'ar re all. Kreñv diwar e istor, ar strollad Jean Hénaff, a venn kenderc'hel gant e labour dañvad-penn.

Kendrec'het on e c'hell an endalc'hoù-se, degas ul lusk pozitivel d'hon tiriad hag ivez d'hor genlabourerien, d'hon implijidi en o buhez pemdeziek, d'hor c'humuniezhoù... ha d'an holl re o do c'hoant heuliañ ac'hanomp war hent an nevezziñ pozitivel.

A-drugarez d'e istor, d'e weled, d'e gefridi, d'e youl-sevel, d'e dalvoudoù kenkoulz ha d'e vent bihan, e c'hall ar strollad Jean Hénaff sevel kevelerezhioù a-dost. Anezho un diviz rekis evit treiñ tamm-ha-tamm, ha strizh war un dro, tachenn an agroboued. C'hoant em eus skrivañ hiziv ar pezh en dije skrivet sur a-walc'h Jean Henaff e 2019. C'hoant em eus degas ur roud kempredel hag hirbadus d'an embregerezh kantvloaziek-mañ. Ouzhpenn bezañ lorc'h enno a-ziwar hon istor, e fell din e kavfent hon implijidi hag hor c'henlabourerien lorc'h gant ma ouifemp tizhañ palioù uhel e-kerzh an 10 bloavezh o tont.

### Loïc Hénaff

Translated into breton by Paul Favé, Intern at the CSR department in 2019 and former student of the bilingual school Diwan (Breton-French).

# Our heritage



1907

Jean Hénaff founded the company, originally a vegetable cannery, in Pouldreuzic, department of Finistère - Brittany.



1915

The famous Hénaff pork pâté is created, symbol of the company in its blue and yellow can.



1970

The fish and vegetable canning activities stopped.



1984

Marie and André Lagrange took the Kervern company over in Grand-Fougeray, department of Ille-et-Vilaine - Brittany. Pioneers in 100% organic delicatessen meats.



1986

Christine Le Tennier created the Globe Export company in Rosporden (Finistère department). Pioneer in seaweed gastronomy.

1994

The Jean Hénaff group welcomed two new shareholders, Arkéa développement and Unexo, two Breton companies and long-term financial partners.



1995

The Hénaff fresh pork sausage is created in Pouldreuzic. The first sausage free of colorings and preservatives.



2007

100th birthday of the Jean Hénaff company. The Hénaff museum opens for the occasion in Pouldreuzic.



2017

Hénaff takes over Globe Export which becomes GlobeXplore to Christine Le Tennier and Mathieu Isoard. Our manufacturing facility of spirulina is created in Chatillon-en-Diois (department of La Drôme - France).



2018

Hénaff takes over Kervern to Marie et André Lagrange.



2019

We launched our Be Good 2030 strategy for a responsible development and a general positive impact in 2030. New terms added in the article 3 of our articles of incorporation.



# Jean, André, Christine and the others...

## OUR JEAN HÉNAFF GROUP IS A “BRETON MANUFACTURER AND DESIGNER OF HIGH-QUALITY FOOD PROCESSING PRODUCTS.”

The company, an independent family business, was founded in 1907 in Pouldreuzic - Finistère. It is run by Loïc Hénaff, member of the Hénaff family, great-grandson of the founder.

The group is made of four companies:



### J E A N H É N A F F

DEPUIS 1907

**Jean Hénaff** is the historic company of the group, specialized in the manufacturing of agri-food products (terrines, rillettes, spreads and fresh sausages). Created in 1907 by Jean Hénaff, the company was a pioneer developing what we now usually call CSR (Pouldreuzic, Finistère department).



### KERVERN

BIO depuis 1984

**Kervern** is specialized in the production of 100% organic delicatessen meats. Created in 1984 by Marie and André Lagrange, committed to making a “human, sustainable and connected agriculture” by becoming pioneers of organic delicatessen meat production in Brittany (Grand-Fougeray, Ille-et-Vilaine department).



### GlobeXplore

depuis 1986

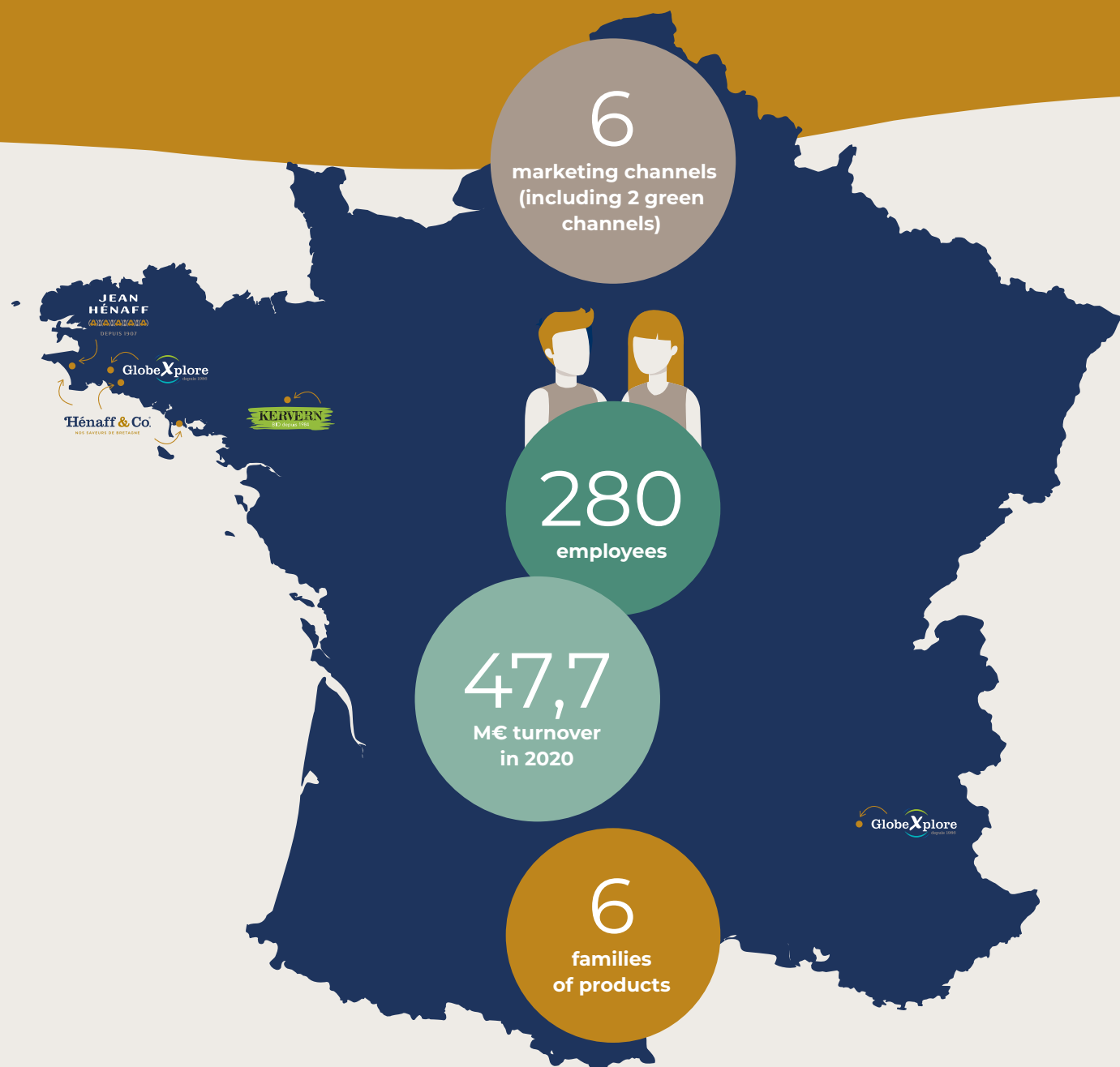
**GlobeXplore** is a company specialized in harvesting, transforming and marketing edible high-quality algae (Rosporden, Finistère department). It also produces spirulina inside greenhouses (4,000 m<sup>2</sup>) in Châtillon-en-Diois (Drôme department).



### Hénaff & Co.®

NOS SAVEURS DE BRETAGNE

**Hénaff & Co** is specialized in selling Breton premium products. You will find a wide range of mouthwatering products made by local producers, with passion and know-how, in the different Breton stores of La Trinité-sur-Mer, Pont-Aven and Pouldreuzic, and online on [www.henaffandco.fr](http://www.henaffandco.fr)



Today, we are a **key player** in manufacturing products such as terrines, rillettes, seafood spreads, fresh sausages, organic traditional delicatessen meats but also seaweed-based products and creative gastronomy ones.



To ensure the quality of our products, most of them have a certification label (eg : **"Bleu-Blanc Coeur"**, **"Label Rouge"**, **"organic farming"** or **"Le porc français"**). We also got **IFS** and **USDA** certified. Plus, the company has been officially registered as an **Entreprise du Patrimoine Vivant (EPV)** - a certification label delivered by the French Minister of Economy and Finance to reward unique know-hows.

# Groupe JEAN HÉNAFF

La Bretagne, notre nature

**JEAN HÉNAFF**  
DEPUIS 1907

**GlobeXplore**  
depuis 1986

**Hénaff & Co.**  
NOS SAVEURS DE BRETAGNE

**KERVERN**  
BIO depuis 1984

**37** FAMILY  
SHAREHOLDERS

**2** FINANCIAL AND  
LOCAL SHAREHOLDERS

**1** MANAGEMENT BOARD



**2** subsidiary boards:  
GlobeXplore & Kervern

**1** strategic planning  
committee



**1** BOARD OF  
SUPERVISION  
(6 men/3 women)

**1** nomination and  
compensation committee

In April 2021, a new governance has been voted by the shareholders of the company. The Jean Hénaff business corporation ("the Jean Hénaff group") is once again a company run with a Board of Directors. This change marks the end of a long process of family transmission. Loïc Hénaff has been appointed as the chairman and chief executive officer of the Jean Hénaff business corporation. He presides over the Board of directors, made up of former members of the Board of Supervision, apart from Jean-Jacques Hénaff who formally left the company's bodies.

# Our DNA

## OUR AMBITION *Hor Vennad*

**Growing our business** while remaining a human-sized company.

**Intending to play a leading role** in Brittany regarding responsible innovation for premium quality services and products.

*Lakaat da greskiñ Jean Hénaff  
en ur strollad a ment denel a c'hall bezañ e penn  
an neveziñ kirieg war dachenn an bouedañ a galite.*

## OUR VISION *Hor Gweled*

**Living and working in Brittany is a great opportunity!**

We have to preserve our cultural, food and environmental heritage producing "good and healthy products."

*Ur bed nevez a tiwan tal ouzhomp,  
ur bed lec'h ma vo ret produiñ mat ha yac'h.  
Un hegoulz dibar eo bevañ ha labourat e Breizh.*

## OUR VALUES *Hon Talvoudegezhioù*

Responsibility

Innovation

Loyalty

Know-how and know it well

Conviviality

*Kiriegezh / Neveziñ / Fealded / « Gouzout ober mat » / Kengouvielled*

## OUR MISSION *Hor Mision*

**Feeding the people well while developing our territory.**

To create, manufacture and distribute high-quality agri-food products to people for them to feel good while ensuring a long-term positive impact of our actions on environmental and social aspects.

*Magañ mat an dud ha kemer holl lod e diorrenadur  
hon tachenn Krouiñ, oberiañ ha dasparzhañ  
produoù agrobouedel a galite, kement yec'hedel,  
magerien ha plijus hep dilezel hor mision levezoniñ  
war an tu mat hon endro kement sokial ha naturel.*

# 2020: latest news of the group

January  
2020



## HÉNAFF IS AWARDED THE PRIZE "COUP DE CŒUR" FOR THE FOOD INDUSTRY

The prize "Coup de Cœur" delivered by the jury of the EY Food Industry Award is the recognition of the performance of a company. It rewards the food-processing industries for their committed actions for a national or international development, for their job creations and their societal commitment.

January  
2020

## HÉNAFF SUPPORTS THE ORGANIC PEPPER-CORN COOPERATIVE OF SAO TOME

The visit of the Minister of Agriculture of São Tomé and Príncipe has been the perfect occasion to reassert our commitment with this community.



February  
2020

## THE FRENCH NATIONAL CENTRE FOR SPACE STUDIES (CNES) AND THE JEAN HÉNAFF GROUP MAKE THEIR PARTNERSHIP OFFICIAL!

The R&D team works close with the CNES (National Centre for Space Studies) in order to optimize the production of sterilized meals for the ISS (International Space Station) and to find new food solutions for the next flights for the Moon and Mars explorations.



June  
2020



## HÉNAFF & CO SETTLES IN LA TRINITÉ-SUR-MER

In accordance with our general goals set up for 2020, we pursue our investments in our own distribution channels with the opening of the third Hénaff & Co store.

June  
2020

## HENAFFANDCO.FR IS ONLINE!

We are very pleased to let you know the launching of our online store Hénaff&Co:  
[www.henaffandco.fr](http://www.henaffandco.fr)



May  
2020

## 100 YEARS, HAPPY BIRTHDAY!

In 1917, right in the middle of the WWI, the quartermaster gunner Joseph Le Douce sent a letter to Jean Hénaff: his comrades-in-arms and he would like to permanently stock-pile cans of Hénaff pâté onboard the battleship Justice. The order was sent but delivered too late, the battleship had cast off...Finally, the first official order from the French Navy is delivered in May 1920: it is the beginning of a long partnership. The Hénaff pork pâté becomes the pâté of the "mataf" ("sailor" - French Navy internal language).



# 2020: latest news of the group

Sept.  
2020

## BEST TINNED AND CANNED FOODS IN USA

Our French Pork Pâté de campagne (Country-side pate) and Les Mouettes d'Arvor Sardines Fillets in Olive Oil have been selected by the New York Magazine among the best tinned meats and fish available in the USA.



Sept.  
2020



## THE NEW ERIK ORSENNA'S BOOK TALKS ABOUT US!

The economist and famous member of the French Academy shows us the sixth edition of his "Handbook of Globalization" about the pork sector. Erik Orsenna, who visited us in 2019, has devoted two chapters to our company, our struggles and progresses.



Oct.  
2020



## SIAL PARIS: OUR SPIRULINA & SUPERFRUITS PRO- DUCTS REWARDED!

We are very proud to inform you that our GlobeXplore subsidiary has been awarded the #INNOVATION 2020 prize at the SIAL exhibition. A well-deserved recognition for its 100% eco-designed approach: Made in France spirulina, organic superfruit, biodegradable and compostable caps made from wheat or corn starch, kraft paper jar.

Oct.  
2020

## « ANIMAL RIGHTS FOUNDA- TION » SEMINAR

The Foundation for Animal Law, Ethics and Sciences, with its President Louis Schweitzer, invited us to attend a seminar on farm animal welfare in the Sorbonne Grand Amphitheatre of the prestigious university of Paris.



Oct.  
2020

## IN OCTOBER, HÉNAFF SEES LIFE IN PINK!

As in 2019, in 2020 a percentage of the profits made by selling the Hénaff Sélection products has been donated to the Foundation Against Cancer. With each purchase of Duck terrine with black figs in "Pink October" Limited Edition made, 1€ goes into the Breast Cancer Foundation via the Foundation Against Cancer. This operation follows on from the partnership made with the Hospital Centre of Douarnenez in 2019 in order to raise funds for cancer research.



# Overview

## Quantified data

In June 1907, Jean Hénaff founded a vegetable cannery in Pouldreuzic, Brittany, to help his farmer friends increasing their production of peas and green beans, combatting this way poverty and exodus from the Pays Bigouden. For more than a hundred years, our family business has worked in harmony with nature. Our ancestors didn't call this philosophy sustainable development, it was an instinct, the belief that it was the right thing to do. Today, more than ever, respecting the environment is critical. In the coming decades, loyal to our nature, we are committed to have a positive impact on our territory.

### COMMITTED BY NATURE...

**Here comes the Be Good 2030 strategy in 2019, our CSR strategy for a positive impact, based on five essential pillars, fourteen commitments and thirty-six goals.**

Our Be Good strategy brings our strong ambitions to light, whether economic, social or environmental ones. It also completes our group DNA of which each employee is a part, its way of working, its style, its state of mind.

The Covid-19 crisis has affected every part of the world and had a huge impact on our company. Some of our activities have been severely hit while others have been less affected, some of them benefit from the pandemic in a certain way. Our biggest pride is that no one of our employee has been infected by the virus and that, together, from the very beginning of the crisis, we had put into place measures to effectively protect every single one. The missions of our Be Good strategy have been suspended, then slowed and finally reactivated. In short, the results for 2020 are those from a committed company, which never forgets the meaning of its action. Yes, we have made some progress. No, it's not enough for our long-term objective, yet we are strong and firmly determined. We will provide ourselves with the means to achieve our goals.

GES.This CSR report is the second document made as a group, the Jean Hénaff one.

Due to the Covid-19 crisis, several projects have been suspended.

Examples: using renewable energies on our sites, compensating our greenhouse gas emissions. We will reprogram these projects.



Pouldreuzic beach



Washing of sea beans



Bay of Audierne



This year, we took time to understand what our strategy for a positive impact consists in thanks to the triple bottom line: economic, social and environmental values. The results have been published in last September, on the occasion of the exhibition *Produrable*, in Paris. With our activity in the food-processing industry, we created, in 2019, added value of up to 47.6 million euros thanks to a positive economic footprint but negative social and ecological ones. We are aware that reaching a positive environmental impact is almost impossible, as for all human activities, but we are deeply convinced that we can make progress year after year.

## ...IN THE POSITIVE DIRECTION



In this Covid-19 context, we are proud to have participated, in 2020, to the support and the dynamism of our territory thanks to its special events. As the Breton culture is an integral part of our roots, we decided to support some fests which were cancelled due to the pandemic. We also maintained 179 partnerships with local associations and companies (versus 200 in 2019). Concerned about the teaching and professional development of the young Breton people, we found essential to open our doors to them, especially in that time. We welcomed 43 young people in the group this year, 9 more from 2019. As we will soon pass them the baton, as they are our successors, we have to trust them. We know that a quality product is made of carefully selected raw materials. Working in partnership with breeders who care for their animals is essential to us. Committed to animal welfare standards, we launched in 2019 a project called FINARBED that we have continued to roll out in 2020. This ambitious program is aimed at combining quality product, respect for animals and respect for living things. This collaborative project, carried out over three years (2019-2022) is certified by the competitiveness cluster Valorial and mobilises numerous expertises from the Breton pig industry leading to operational solutions and putting an end to piglet castration. The recently acquired GlobeXplore and Kervern subsidiaries are at the first phase of the integration strategy. Indeed, if all the objectives have been defined in terms of quality, some of them are more complex and still in the design phase regarding quantity.



# Our Be Good 2030 approach

## An approach

**Be  
good  
2030**

### A path

**THE ISO 26000  
STANDARD  
ON SOCIAL  
RESPONSIBILITY**



### Some goals

**THE 17  
UN SDGS**



### A global commitment

**THE UNITED NATIONS  
GLOBAL COMPACT**

4 fields of activity / 10 principles



### A regional commitment

**THE PARTICIPATIVE  
APPROACH BREIZH COP**

3 major principles / 38 goals



## Measuring our triple bottom line

**T**riple bottom line is an accounting framework. This method enables measuring the socio-economic, social and environmental impacts. We decided in 2020 to measure this triple bottom line for the Jean Hénaff group in order for us to have a strong work base for a positive impact of our activities.

### The advantages of using the triple bottom line method:

- ▶ Decision making and long-term investments easier
- ▶ Better understanding of the socio-economic, social and environmental issues for the company, year after year
- ▶ Transparency with our stakeholders
- ▶ Evaluation of the way we progress in time
- ▶ Being more responsible and committed
- ▶ Being a pioneer and an example to follow in the use of this strategy on our Breton territory

## THE METHODOLOGICAL APPROACH

The results of this study for our main Jean Hénaff branch have been measured thanks to the Thésaurus-empreinte method by the Goodwill Management agency.

### What is the socio-economic footprint ?

It is measured in euros and takes into account the jobs created. It measures the jobs created and maintained plus the value created by an organization thanks to its activity on a given territory.

What is measured:

- ▶ **The direct impact** represents the direct contributions in added euros and jobs.
- ▶ **The indirect impact** represents the impact of the organization's purchases on its entire supplier chain.
- ▶ **The induced impact** represents the impact of household consumption and taxes.

**The total value-added impact and the total euro impact** of an organization are calculated as the sum of the direct, indirect and induced impacts.

### How to measure the socio-economic footprint:

#### The Leontief Thesaurus tool

This tool is based on the work of Wassily Leontief, known for his research on input-output analysis and who won the Nobel Prize in Economics in 1973. Combined with this calculation method, Leontief Thesaurus tool uses data from input-output tables provided by the European Commission for France as well as data from the National Institute for Statistics and Economic Studies regarding regional particularities.



The Pointe du Millier (Finistère)

**REMINDER :** The direct impact is the direct contribution in added value, in euros and in jobs within the company. The indirect impact is the organization's purchases on its entire supplier chain. The induced impact is the impact of household consumption and taxes.

# 2020 highlights: triple bottom line

## Social footprint, what is it?

It is measured in euros and reports the impact of the company on employees' quality of life and the impacts on the community. We measure:

- **The direct impact**, which represents the social impacts of the organization.
- **The indirect impact**, which represents the total social impacts of the organization's supplier chain.

**The total social value impact of an organization** is calculated as the sum of the direct and indirect social costs.

### Measuring the social footprint:

#### The RBC Thesaurus tool

To measure the social footprint, the method used is called "value creation" or "SROI" for Social Return On Investment.

This method is made of 3 steps. First, we need to identify the impacts in terms of quantity and quality, then we have to securitize this data in euros and finally make an economic progress report bound for the company and the stakeholders.



Cyril Taffineau, autoclave specialist

## Ecological footprint, what is it?

It is measured in euros and reports the environmental consequences of the activities of an organization. We measure:

- **The direct impact**, which represents the whole organization's consumption and discharges.
- **The indirect impact**, which represents the environmental footprint of the organization's purchases on its entire supplier chain.

**The total environmental value impact** destroyed by an organization is calculated as the sum of the direct and indirect impacts.

### Measuring the ecological footprint:

#### The Thesaurus-footprint tool

To measure the ecological footprint, we use the method called EP&L (Environnemental Profits & Losses) taking into account six impacts: air pollution, greenhouse gas emissions, land use and biodiversity, waste management, water pollution and water consumption. The impacts are thereafter securitized. This method, combined with the Thesaurus-footprint tool, enables calculating the environmental impact of the company's supplier chain.



Euphorbe du Pays Bigouden

# Triple bottom line: our first results

We conducted the assessment of the socio-economic, social and environmental impacts of the Jean Hénaff company in August 2020 based on 2019 data. This assessment was measured in euros. We don't have enough data yet to conduct this assessment for the whole Jean Hénaff group.

## Using assessment results:

The total impact of the company on its territory is the sum of direct, indirect and induced impacts. It is therefore normal that the total impact of the company is greater than the direct impact. The total responsible value of the company in 2019 was 47.6 million euros.

**It is measured in euros and in job terms.** It measures the jobs created and maintained plus the value created by the Jean Hénaff company. In total, our socio-economic footprint enabled creating **50 million euros of value and maintaining 704 jobs.**

**The ecological footprint** is measured in euros. It reports the environmental consequences of the activities of an organization on its territory. Almost none of human activity is able to have a positive impact so far. We have discovered the quantified assessment of this environmental cost, which represents the value destroyed on the territory. This cost was 1.2 million euros in 2019. We notice that our biggest impact is the one related to GHG emissions, 668,000 euros; followed by the one related to the discharge of pollutants into water, 222,000 euros and the one related to the discharge of pollutants into the air, 162,000 euros.

**The social footprint** is measured in euros. It reports on the positive and negative externalities of the Jean Hénaff company on the quality of life of its employees and the impacts on the community. Through this study, we discovered that **we had a total social cost of 1.2 million euros.** This result was a big surprise for us, as we were convinced that we probably had no impact at all.

We have since been working to have a better understanding of the different factors related to these costs, what they mean, and what corrective action plan could be launched.

Although wage differentials in our company are low, the social costs related to wage differentials represent the largest social cost factor in our total social footprint (company + supplier chain), 570,000 euros. It is followed by costs related to safety at work, which are 465,000 euros and costs related to job insecurity, 274,000 euros.

However, we can also note the factors that created a total social value of 206,000 euros. These factors, which are very positive for the good development of the company, should be continued. They mainly concern the value created in relation to the school-to-work transition, 153,000 euros; the value created by professional training, 32,000 euros and the value created by purchases from the protected sector, 12,000 euros.

## DIRECT IMPACT

of the Jean Hénaff company in France

**13,7M€** Responsible value directly created

14,1 M€  
202 jobs

Economic value created

0,3 M€

Social cost

0,1 M€

Environmental destruction value

- Données 2019

## TOTAL IMPACT

of the Jean Hénaff company in France

**47,6M€** Total responsible value created

50 M€  
704 jobs

1,2 M€

1,2 M€

If we compare social and environmental costs (direct impact), we notice that they are quite low (respectively 0.3 and 0.1 million euros). Yet, these costs were multiplied by four regarding the social cost at the supplier chain level (total impact) and by twelve for the environmental cost. The objective is therefore to reduce the social and environmental costs at the level of the entire supplier chain in order to obtain a lower social and environmental cost each year than the previous year. Finally, it is important to emphasize that good practice in one area does not compensate for bad practice in another area. **Our objective for 2021 is to understand this new ambition in order to influence our action plans.**

# Joining the UN Global Compact

United Nations Global Compact

In July 2000, Kofi Annan, Secretary-General of the United Nations spoke about “a global compact of shared values and principles, which will give a human face to the global market.” The Global Compact is the world's largest voluntary corporate citizenship initiative. It challenges companies to embrace, support and enact a set of core values within their sphere of influence, based on ten universal principles in the areas of human rights, labour standards, environment and anti-corruption. Currently 12,000 companies and NGOs in 170 countries around the world are members of the Global Compact. Signatories of the Global Compact since 2003, in 2018 we were appointed Global Compact France Ambassador in Brittany. As such, we have to promote and disseminate the values of the Global Compact and our commitments in our territory.

## Our CSR commitments

We published our first CSR report in 2011 and send an annual Communication on Progress as part of our membership of the Global Compact. During the last quarter of 2014, we wanted to consolidate the organizational framework of our extra-financial reporting in order to meet the expectations of our internal and external stakeholders. They want to know about our actions and results in favour of sustainable development. We conducted this work based on the Global Reporting Initiative (GRI-G4) framework, taking into account the regulatory framework and the Global Compact's communication on progress. In consultation with the members of the Management Board and Comex (Executive Committee), we determined the relevant information to be communicated in our annual Corporate Social Responsibility report. This annual reporting exercise is part of an ongoing process of continuous improvement. This is why, in 2020, in collaboration with Goodwill Management, we carried out an assessment of the social, economic and environmental impacts of the Jean Hénaff SAS company in order to measure the total responsible value created (we do not currently have enough data to do it for the Jean Hénaff Group).

To make the reading of our report easier, we created a cross-reference table which enables the information contained in this report to be linked to the information contained in the above-mentioned standards (GRI - Article 225 - Global Compact).



## THE TEN PRINCIPLES OF THE UN GLOBAL COMPACT



### HUMAN RIGHTS

- 1/ Support and respect the protection of internationally proclaimed human rights
- 2/ Make sure that they are not complicit in human rights abuses



### LABOUR

- 3/ Uphold the freedom of association and the effective recognition of the right to collective bargaining
- 4/ Uphold the elimination of all forms of forced and compulsory labour
- 5/ Uphold the effective abolition of child labour
- 6/ Uphold the elimination of discrimination in respect of employment and occupation



### ENVIRONNEMENT

- 7/ Support a precautionary approach to environmental challenges
- 8/ Undertake initiatives to promote greater environmental responsibility
- 9/ Encourage the development and diffusion of environmentally friendly technologies



### ANTI-CORRUPTION

- 10/ Work against corruption in all its forms, including extortion and bribery

The Ten Principles of the United Nations Global Compact are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

Our CSR approach is in coherence with our Be Good 2030 strategy and the Global Compact principles. Respecting the commitments of the Global Compact is one of our road map to achieve our goals regarding the Be Good 2030 strategy.

The ten principles of the Global Compact and the seventeen Sustainable Development Goals are the official settings of our CSR strategy. Each Be good 2030 pillar or goal responds to one or more of the SDGs or to the Global Compact commitments. As such, our CSR Report complies with the CoP (Communication on Progress) requirement of the Global Compact.

# Be good 2030

A five-pillar strategy  
with 14 priority commitments

## 1/GUARDIANS OF OUR BRETON ENVIRONMENT

- Combating climate change
- Protecting water resources and biodiversity
- Expanding the circular economy

We are committed to protecting **the exceptional nature of Brittany** by carrying out our activities in an exemplary manner, controlling our environmental footprint and managing the resources in an economical and innovative way. More generally, our duty is to **contribute to the daily fight against global warming.**



## 2/COMMITTED TO OUR HÉNAFF COMMUNITY

- Being a responsible employer
- Staying the #1 partner for our suppliers
- Setting up new partnerships (NGOs, consumers...)

We want to **keep our culture alive as it is already the case for more than a hundred years while adopting the current management and governance practices** based on wellbeing, respecting each other and listening to our employees, partners and suppliers, but also to our consumers and to the players of the civil society.





### 3/ PIONEERS OF A TERRITORY IN THE FOREFRONT

- Highlighting local resources
- Carrying on being the “pilot-fish” of the Breton economy
- Contributing to the dynamism of the territory

*We want to be a driving force and a key player in developing local dynamics on our territory. We participate in **making Brittany stronger faced with the challenges of the future** thanks to targeted actions: opting for proximity sourcing, investing in the innovation services, actively supporting our regional culture.*



### 4/ RESPECT FOR ANIMALS AND LIVING THINGS

- Ensuring pigs welfare throughout their lives
- Participating in the boom of responsible fishing practices
- Ensuring the quality of our other supplies

*We have our heart set on respecting the man who made the renown of our company: every day, we work for **better breeding conditions for pigs**. Let's do not forget that seafood is our second resource, **favouring responsible fishing practices**.*



### 5/ DEMANDING FOR ALL OUR PRODUCTS

- Offering healthy and gourmet products
- Innovating for the food of the future

*We take up current nutrition challenges thanks to a high level of quality and an exemplary food safety, and to **the continuous research for having tasty products with a nutritional balance**. Because tomorrow our food habits will be different from the ones we currently have, our research are based on **finding innovative ingredients and new feeding ways**.*

# 2019-2020 Evaluation

## GUARDIANS OF OUR BRETON ENVIRONMENT

- Combating climate change
- Protecting water resources and biodiversity
- Expanding the circular economy

## COMMITTED TO OUR HÉNAFF COMMUNITY

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- Staying the #1 partner for our suppliers
- Setting up new partnerships (NGOs, consumers...)

## PIONEERS OF A TERRITORY IN THE FOREFRONT

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- Ensuring pigs welfare throughout their lives
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- Ensuring the quality of our other supplies

## DEMANDING FOR ALL OUR PRODUCTS

- Offering healthy and gourmet products
- Innovating for the food of the future

Reducing our energy consumption		★☆☆
Encouraging renewable energy		★☆☆
Locally offsetting our greenhouse gas emissions		☆☆☆
Collaborating with an association for biodiversity protection		★★☆
Water management: being an example to follow		★☆☆
Maximizing the value of swine manure produced in Hénaff partner pig farmings on the territory		Under review
Making sustainable packaging and products		★★☆
Reduction and recovery of industrial and logistics-related waste		★☆☆
Promoting wellbeing at work		★★☆
Personalizing the career paths		★☆☆
Building teamwork and digital work		★☆☆
Driving some "communautés de progrès"		★☆☆
Ensuring a fair partnership		★☆☆
Collaborating with scientists and NGOs		★★☆
A two-way communication with our consumers		☆☆☆
Promoting local products (including packaging)		★★☆
Reaffirming our suppliers' territorial attachment		☆☆☆
Supporting a responsible entrepreneurial approach		★★☆
Enriching local training offers		★★☆
Investing in the Breton economy		☆☆☆
Enhancing the Breton culture and history		★★☆
Showing sustainable support for projects giving life to the territory		☆☆☆
Enrichment of the living environment		★★☆
Alternatives to painful conditions		★★☆
Housing of breeding sows		★★☆
Transport and slaughter conditions		★★★
Promoting sustainable seaweed harvesting and farming practices		☆☆☆
Responsible sourcing of fish		★★★
Supplying in meat under quality labels		★★☆
Maintaining our operational excellence		★★★
Developing quality recipes		★★☆
Developing « clean label » recipes		★★☆
Offering healthy products		★★☆
Making products designed for future challenges		★★☆





# 1/ GUARDIANS OF OUR BRETON ENVIRONMENT

# Combating climate change



## REDUCING OUR ENERGY CONSUMPTION

★☆☆  
2020 RESULTS  

### Goal of the Be good 2030 strategy

► Energy consumption: less than 1 kWh per kg of produced products

► 1,001 kWh/kg

Aware of the energy issues influencing the land, the environment and our products' competitiveness, we set goals to reduce our energy demand, especially fossil-fuel generated energy. From 2015, an energy audit has been conducted on our whole activities. Smart sensors have been installed to digitize the readings and manage them as best as possible. In 2020, our energy consumption is pretty much the same than in 2019 (it was 0.996 kWh/kg)

	2013	2014	2015	2016	2017	2018	2019	2020
kWh used per ton produced	790,5	815,5	815,3	853,2	987,3	988,8	996,7	1001

Since 2013, the energy consumption has increased by 26.6% due to the growing share of fresh products in our production and to cooling methods.

	2018	2019	2020
Boiler gas (in m3)	154 891	139 495	142 797

We use propane gas, supplied by the French company Primagaz, in order to supply our boiler and our hot-water tank. Our consumption between 2019 and 2020 has increased by 2.36% due to a higher production in 2020.



### PRODUCING GREEN ENERGY: BIOMETHANATION

We are involved with one of our farmers who installed a methanizer on his farm in Beuzec Cap Sizun, located at about 25km from our company. Every month, we send him about 50 m3 of grease coming from our water treatment plant. Grease is of interest for its high methane production potential. The methanation process converts farm waste into an energy source, biogas which enables producing electricity and heat. The methanation residue, called digestate, is recycled and applied on fields.

# Combating climate change



## ENCOURAGING RENEWABLE ENERGY



2020 RESULTS



### Goal of the Be good 2030 strategy

► Reaching 30% of renewable energy

► 7,40 %

Because of the Covid-19 crisis, we had to change our priorities and finally did not carry out specific actions regarding renewable energy. We naturally continued making efforts, in line with the progress made in 2019.

At the moment, at Pouldreuzic, we use both gas and electricity. The steam boiler has been replaced in 2018. It uses less gas and better distributes steam within the production area and has enabled reducing steam production. The equipment security has been improved in 2019, especially concerning noise pollution and technical monitoring. Maintenance technicians can work more effectively. We have also noticed this improvement with our teams in 2020.

A study has been conducted in 2019 to install a photovoltaic power plant on the roofs of the industrial production site. Unfortunately, the roof structure isn't strong enough to get

solar PV panels on it. We would have had to carry out very expensive reinforcement works.

We want to choose an electricity supplier that promotes small-scale renewable energy producers in the region. We are looking for a contract that can comply with our renewable energy transition while certifying the origin of the electricity. As we already do for our raw materials, pig, fish salt and pepper, certifying the electricity supply is essential to us in order to verify its origin. Our ambition for 2021 is to carry on sending fats from the water treatment plant to the methanizer to encourage a circular economy and make this energy recovery virtuous circle durable.



Pouldreuzic site

# Combating climate change



## LOCALLY OFFSETTING OUR GREENHOUSE GAS EMISSIONS

☆☆☆  
2020 RESULT

### Goal of the Be good 2030 strategy

► 100% of our residual emissions offset in France

► Project suspended due to the Covid-19 pandemic

This project is still under review in 2020, it could not be developed because of the Covid-19 crisis. Before offsetting, reducing is essential to us. Transportation and logistics are important lines for the Jean Hénaff group. In 2014, we got involved with FRET 21(\*) for a cut of 4.5% of our CO2 emissions. Integrating the EIG Chargeurs Pointe de Bretagne(\*\*) aimed to find common logistics solutions, Jean Hénaff company reached the objective planned in 2018 (- 4.6% of CO2 emissions).



#### FRET 21 focuses on 4 topics:

- Stocking rate
- Distance run
- Means of transportation
- Green purchasing



#### Within the company in 2020, we worked on:

- Sharing through the EIG Chargeurs Pointe de Bretagne
- Schedule review
- Accessing the CO2 informations of our providers

Thus, the result for 2020 is equivalent to 2019 for the Jean Hénaff company.

Our voluntary policy aims at favouring public transportation and vehicles with low CO2 emissions. During the Covid-19 crisis, the business trips of our co-workers have been sharply reduced. As we noticed, the business trips have been reduced by 26.5% in 2020.

	Plane				Train				Car			
	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020
<b>Km</b>	65 845	72 221	84 916	<b>35 938</b>	33 923	44 181	47 789	<b>8 961</b>	1 619 657	1 614 005	1 358 297	<b>1 088 310</b>
<b>Teq CO<sup>2</sup></b>	13,11	10,45	9,2	<b>7,031</b>	1,35	1,2	1,32	<b>0,188</b>	101,15	100,5	105,06	<b>109,59</b>

Compensating is the last solution to directly offset the greenhouse gas emissions. Once we have offset our carbon footprint, we need to deal with cutting the residual emissions.

Residual emissions are any emissions which remain after all technically and economically feasible opportunities to reduce them (trips, energy consumption, etc.). To reach 100% of our residual emissions offset in 2030, we are working on different projects. The priority is to invest in carbon sinks. Through photosynthesis, trees are a very good way to absorb CO2 emissions. The compensating project is at its definition phase. First of all, we are thinking about how to offset the emissions of air business travels. Of course, compensating will be certified to check the real offsetting and the traceability of our actions. To certify our project, we will choose a French company, a Breton one will be the ideal match. We are also thinking about offsetting our emissions by planting trees in a long-term vision.

# Protecting water resources and biodiversity



## COLLABORATING WITH AN ASSOCIATION FOR BIODIVERSITY PROTECTION

★★★  
2020 RESULTS  

### Goal of the Be good 2030 strategy

► Number of actions carried out with a biodiversity protection association

► 2 actions

The Hénaff company and the members of the association Bretagne Vivante first met in Pouldreuzic in 2019 during the presentation of its Atlas de la biodiversité communale. The Atlas de la biodiversité communale is the inventory of the environments and species on a given territory. This study modestly funded by our company marks the beginning of, we hope so, a long-term collaboration. Convinced by the work of the volunteer naturalists of Bretagne Vivante, Loïc Hénaff signed up for a long-term partnership.



Bretagne Vivante is an officially recognized non-profit organization. Created more than 60 years ago, the association has 3600 members and more than 60 employees working

in the five departments of the historical Brittany. The collaboration with the Bretagne Vivante association has been officially signed in 2020. We work together on our Be Good 2030 project. We are proud to exchange views, discuss and collaborate with a biodiversity protection association acting on the entire Breton territory. It is crucial for every company to collaborate with associations which protect living things in order to progress in a corporate sustainable approach.

ted birds nesting on the edge of the beach. This same year, the association conducted an inventory of plant life on the Pouldreuzic site, where the company is located. They gave us some advice on how to manage these natural areas.

A promising partnership. Alain Thomas, Bretagne Vivante vice-president, reminds that it is important for the association to «open its mind and risk developing partnerships with different organizations in order to understand their own different issues and, above all, to find solutions to solve those problems».

For the Jean Hénaff group, going into a partnership with a critical external organization is a very good way to have a realistic overview of its impact, especially for a site located at a very few kilometers from the baie d'Audierne (bay of Audierne) surrounded by protected areas. We have a converging way of thinking to protect the local biodiversity while keeping our activity.

#### ACTION PLAN FOR 2021 :

- Recommandations de composition végétale pour le site de Pouldreuzic favorisant la biodiversité
- Awareness campaigns
- Nature trips funded by the Hénaff company (employees, locals, visitors)
- CSR seminar in collaboration with Bretagne Vivante

In 2020, our GlobeXplore subsidiary joined the One Percent for the Planet movement with its complete Terraveda range (dedicated to the organic certified channel).



By joining this global movement, the subsidiary donates 1% of its turnover to environment protection associations. In addition to that, we are also glad to adopt new initiatives like eco-grazing in Rosporden (Finistère department). The initiative is called "Tontons tondeurs" (pun related to the famous movie "Les tontons flingueurs" - "tondeurs" meaning grazers.) Eco-grazing is the ecological and natural maintenance of our green spaces through extensive grazing by sheep. Animals enjoy the fresh grass while we avoid useless mowing.



Jean Hénaff's collaborators during a nature outing with Bretagne Vivante

Progressing in a long-term vision is made possible thanks to recommendations. In 2020, the Bretagne Vivante association lent us signs for a poster campaign within the Jean Hénaff company. It shown pictures of snowy plovers, protec-

# Protecting water resources and biodiversity



## WATER MANAGEMENT: BEING AN EXAMPLE TO FOLLOW



2020 RESULTS: = 😊

### Goals of the Be good 2030 strategy

- ▶ Optimizing the total water consumption
- ▶ Reducing to the minimum the chemical oxygen demand per kg of produced products

- ▶ Group : 79 437 m<sup>3</sup>
- ▶ 0,35 DCO/kg

Estimating a quantified target on the long-term is not an easy task. The aim is to keep the indicators of water consumption at their strict minimum. As this year we took into consideration the measures from the two subsidiaries of GlobeXplore and Kervern, our water consumption is higher than in 2019 (73 168m<sup>3</sup>). The chemical oxygen demand is quite the same. It was 0.37 COD/kg in 2019.

Water resource comes from our wells and drillings and is stored in our water tower. We are fully autonomous in water supply. The water quality is checked on a daily basis by our dedicated staff. The French Departmental Public Protection Directorate (DDPP) also makes some monitoring and testing to ensure a full transparency.

Thanks to regular reflections about how to manage water, the consumption is at its lowest level since 2014 with only a slight rise by 0.21% in 2020 compared with 2019.

This questioning has an impact on each grade within the company:

- Organizing the production to optimize cleaning
- Using more efficient cleaning tools
- Raising employee's awareness of reducing water consumption



Site of Pouldreuzic

### WATER CONSUMPTION ON THE JEAN HÉNAFF SITE

	2014	2015	2016	2017	2018	2019	2020
Total consumption in m <sup>3</sup>	88 802	91 103	82 250	78 780	73 372	73 168	73 328
Evolution	/	+ 2,52 %	- 9,7 %	- 4,21 %	- 6,86 %	- 0,27 %	+ 0,21 %

Water drinkability testing results shown the high quality of water. The French drinking water standards indicate that water is potable if it contains no more than 50 mg of nitrate per liter of water and 500 µg of pesticide per liter of water.

### EVOLUTION OF NITRATES AND PESTICIDES IN THE WATER ON THE JEAN HÉNAFF SITE

	2018	2019	2020
Nitrates evolution	25,1 mg/l	25,1 mg/l	20 mg/l
Pesticides evolution	0,57 µg/l	0,56 µg/l	0,56 µg/l

Waste water is biologically treated in our water treatment plant. Water is whether discharged into a stream or applied on nearby farmlands.

The quality monitoring is ensured by a third party that makes sure there is no negative impact on the environment or on the health of living beings.

# Protecting water resources and biodiversity



## MAXIMIZING THE VALUE OF SWINE MANURE IN PIG FARMINGS

2020 RESULTS: 📈😊

### Goals of the Be good 2030 strategy

- ▶ Reducing the quantity of swine manure produced per kg of pig purchased
- ▶ Reducing the quantity of nitrogen in the swine manure spread

▶ Awaiting results of life-cycle analysis screening

Swine manure is an agricultural effluent, composed of a liquid mixture of animal excrements. It is used as fertilizer in the fields. There is no liquid manure in organic pig farmings, only manure. Rules are strict about land application of swine manure. To ensure soil and water conservation, each farmer must apply the manure at proper rates, respect the location, the calendar and the incorporation period.

Swine manure, as a valuable source of nitrogen, is used as an agricultural natural fertilizer, essential to the plant growing. Yet, when overconcentrated, nitrogen can't be completely absorbed by plants and remains as nitrates in water through the soil leaching due to rain. This phenomenon is called "eutrophication" and refers to an excessive concentration of nutrients, especially compounds of nitrogen and phosphorus accumulating and disturbing the aquatic ecosystems. It is characterized by the excessive development of algae which grow thanks to nutrients, absorb an excess of oxygen when dying and then decompose. The green algae blooms growth is due to the combination of specific conditions (temperature, sunshine, etc.)

The Jean Hénaff group and its partner hog breeders are working on a common project: setting up strict rules on the management and loss of production, the control of manure storage and use. As hog buyers, we have the responsibility to help breeders limiting as much as possible pollution from nitrates of agricultural origin. We must act where our contribution is possible.

Today, we want to reduce the negative impact of manure on our territory but also to know it better in order to act accordingly. We focus on both quantitative and qualitative aspects of manure. We encourage breeders to increase the value of manure while reducing its production.



Audierne bay

# Expanding the circular economy



## MAKING SUSTAINABLE PACKAGING AND PRODUCTS



### 2020 RESULTS



### Goals of the Be good 2030 strategy

- ▶ 100% of recycled materials for our packaging
- ▶ 100% of sustainable packaging (recyclable, reusable, biodegradable, eco-designed)

#### Group :

- ▶ 91 % of recycled materials for our packaging
- ▶ 74 % of sustainable packaging (recyclable, reusable, biodegradable, eco-designed)

The SOcisse eco-design project was launched in 2019 and is a cross-disciplinary project within the company. Through this concept and starting with our Hénaff fresh sausages (\*), we want to develop the eco-design of products in order to optimize the environmental impact of our sausages and to learn about eco-design so it can be applied to other ranges.



According to the French Standards Association, « Eco-design consists of integrating environmental protection criteria over a service or a product's lifecycle, from its creation to its final disposal (LCA). » (AFNOR 2004). The project is led in close partnership with the Agency for Environment and Energy Management (ADEME) and the company O2M from Rennes – capital city of Brittany. They provide us with a methodological support to make this ambitious program a success.

According to the Agency for Environment and Energy Management (ADEME), sustainable diets are "diets with low environmental impacts that contribute to food and nutrition security and to healthy life for present and future generations. Sustainable

diets are protective and respectful of biodiversity and ecosystems, economically fair and affordable while optimizing natural and human resources."

Thanks to the progress made in 2020, we have identified that the most important impact today is the one linked to breeding. We therefore set up an LCA both at the level of the farmers and at the level of the company's transformation process. As we did not yet have the data for an LCA at the level of the farmers of the Pig Communauté de Progrès, we measured it with generic data from Agribalyse. At the same time, we carried out explanatory work with the Evel'up farmers. As a result of this life-cycle analysis, two important points in the transformation process stood out: cold storage and unsold products in the shop.

The major activity of the Jean Hénaff company is to make sterilized products in metal cans or glass jars. These containers are 100% recyclable. Sorting waste, when correctly done, will enable manufacturing new packaging from these.

Today, facing corporate expectations, the tin can is in the spirit of the times.

It preserves nutritional qualities, taste, ensures a safe and strict transformation process, is made with endlessly recyclable metals and have different sizes to help combating food waste. For all these qualities, the tin can is a key player in sustainable diet. Aiming for adopting 100% responsible packaging within the Jean Hénaff company would mean replacing the packaging of our sausages. Our trays have been made of recycled and recyclable PET for many years. This would be a long and complex project, which we are planning to undertake between now and 2030 in order to meet our Be Good goal. However, we have seen a two-point increase in 2020 in the use of responsible packaging, which is very encouraging. The percentage of recycled materials in our mass packaging remained at 91% in 2020. Finally, in 2020, our GlobeXplore subsidiary developed Terraveda, its eco-designed brand:

- Packaging made of biodegradable material
- Bagasse labels
- Kraft or recyclable bags
- Single-material plastic bag/ aluminum caps

	2017	2018	2019	2020
Recyclable packaging	86 %	83 %	85 %	85 %
Non-recyclable packaging	14 %	17 %	15 %	15 %

# Expanding the circular economy



## REDUCTION AND RECOVERY OF INDUSTRIAL AND LOGISTICS-RELATED WASTE



### 2020 RESULTS



### Goals of the Be good 2030 strategy

- 0,15 kg of waste per kg of produced products
- 95 % of recycled wastes

#### Group :

- 0,32 kg of waste per kg of produced products
- 87 % of recycled wastes

In 2020, the proportion of waste per kg of products produced increased compared to 2019 (0.27kg) due to the increase of finished products in 2020.

« Producers or holders of waste must treat it themselves. They are responsible for the conditions in which it is collected, transported, disposed of or recycled » (art. L.541-1 of the Environmental Code).

It is essential to us to inform, raise consumers awareness of selecting and recycling wastes. That's why 100% of our products show the recycling instructions.

CITEO is a non-profit company created by companies to reduce the environmental impact of packaging and paper. CITEO offers to companies several solutions so that 100% of their packaging are reusable, recycled or recyclable. In 2020, the Jean Hénaff company paid 111 625.17 € of packaging taxes. Contributing to the packaging tax enables CITEO to finance the collection and sorting of packaging.



Waste retention area on the Pouldreuzic site

### OUR WASTE RECOVERY TABLE

Organic waste	Waste reclamation
Category 2 material (unfit for human consumption)	Incineration of meat-and-bone meal Use of fats for biofuel production
Category 3 material (offal and leftovers)	Animal feed
Non-hazardous waste (NHW)	Waste reclamation
Recyclable waste	Recycling industry Transformation industry
Non-recyclable waste (domestic waste)	Incineration
Hazardous industrial waste (HIW)	Waste reclamation
Packaging soiled with hazardous products (empty containers of cleaning products)	Recycling or transformation industries by specific services providers

It is also crucial for us to raise awareness among our partners for them to reduce and sort waste on site. As a consequence, partners must treat waste themselves. Waste sorting garbage bins have been installed: bins for used face masks, cups, recycling, organic waste.

Kervenn also counted «co-products», organic waste that is a large part of our waste.

We are working on the installation of a skip bucket for common industrial wastes (all the non-inert and non-hazardous wastes). Up to now, we sort paper and dispose recycling waste to recycling centers.

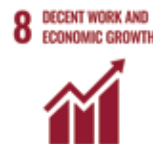




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COMMITTED  
TO OUR HÉNAFF  
COMMUNITY

# Lean Management



## PROMOTING WELLBEING AT WORK

★★★  
2020 RESULT  

### Goals of the Be good 2030 strategy

- ▶ Employee's wellbeing at work estimated at 95%
- ▶ Onboarding experience:  
95% of our employees start with an induction program
- ▶ Occupational injuries: frequency rate = 10 / severity rate = 1

- ▶ No investigation made in 2020  
**95% of employees from the Jean Hénaff group declared feeling well at work (in 2019)**
- ▶ Jean Hénaff : 98,7 %  
Kervern : 80 % - GlobeExplore : 100 %
- ▶ Groupe : TF = 46,51 - TG = 0,80

In 2019, employee's wellbeing at work was estimated at 95%. Regarding our two subsidiaries, Kervern and GlobeExplore, we didn't receive any information whether about a deterioration or an improvement of well-being at work. Considering the pandemic crisis, we preferred focusing on investigation about telework. This investigation was in progress in 2021 for the two subsidiaries. We are very pleased to notice that the frequency rate and severity rate of the occupational injuries slightly decreased in 2020. The frequency rate was 86.73 in 2019 versus 46.51 in 2020. The severity rate was 1.55 in 2019 versus 0.80 in 2020. We have to maintain these results in 2021.

	2018	2019	2020
Number of permanent contracts at the employment date	221	212	207
Integration	6	17	15
Termination	16	20	18
« uncontrollable » turnover	7,24 %	9,43 %	8,70 %

« uncontrollable » turnover: only permanent contract leavings/  
number of permanent contracts at the employment date

We pay attention to the indicators measuring the wellbeing of our workforce. Despite an increasing turnover over the past two years, employees' seniority remained stable over the past four years.

We also notice that 25% of our employees joined the company less than five years ago and that 25% work within the company for more than 25 years.

### HIGHLIGHT ON THE INDUCTION PROGRAM AT KERVERN

In our Kervern subsidiary, specialized in organic delicatessen meats, located in Grand-Fougeray – Brittany, 80% of the employees start with an induction program. The characteristic of this program is that each employee, regardless of the job for which he or she is recruited, works in pairs for one or two days in the production area. The objective for this small structure is that each employee can understand how the company works as a whole. During their integration process, new employees are welcomed; they are provided with a uniform according to their position and with a swipe card to access the site. A presentation of the company's operations and a site visit are conducted.



Preparing pork rillettes

## PROMOTING WELLBEING AT WORK

### The commitment and satisfaction of a co-worker...

#### Philippe Chancerel

Jean Hénaff group scientific director, co-worker for 30 years



#### What does a scientific director work on?

As a scientific director since 2015, I mainly work on medium and long-term projects. Before working on research and development missions, I work on collaborative projects, within the company but also with external partners. The topics are various: supporting the peppercorn cooperative of Sao Tomé, helping the GlobeXplore subsidiary regarding algae but also being a key player in major collaborative projects such as the partnership with the European Space Agency.

#### When did you join the Jean Hénaff company?

I joined the company in 1991, almost 30 years ago and worked until 1994 as a production manager for the Hénaff pork pâté, as fresh sausages did not exist yet. In 1994, Jean-Jacques asked me if I wanted to assume the duties of his oldest brother,

Michel, who was a technical manager, which meant to become a research and development manager, working for purchases and quality control. They put their trust in me and it meant a lot to me as it was a very big challenge. All the technical aspects leaned on me and on Rachel. The two of us dealt with these missions for more than 25 years.

#### Why did you chose to join the Jean Hénaff company?

I chose to join the Hénaff company for three main reasons. First of all, it was a big challenge to me as in my previous position, I worked on research and development and here I was going to work on production. Then, just evocating its name, Hénaff was and still is a very famous brand and finally because it was a family business, that was essential to me.

#### In 30 years of time, you had the occasion to work with two generations of the Hénaff family, Jean-Jacques and then, his son, Loic. How can you describe, in a few words, the two managers?

To describe Jean-Jacques's personality I would use the words: perseverance, stubbornness, curiosity, humanity and humanism. Actually, I could use the same words to describe Loic Hénaff, I will add his capacity for adaptation which enables the company looking towards the future.

#### What are your best memories?

The point is that I have so many memories that I can't chose one of

them. Yet, I have one in mind which is a real story now and which means a lot to me. I joined the company in 1991 and at that time Jean-Jacques told me that I would have to work hard to launch, as soon as possible, a range of fresh sausages. In 1992, six months after I joined the company, he told me: "We are going together to the USA". I told myself that it was pretty cool joining the Hénaff company, it was a great challenge. We left one Sunday afternoon, from the airport of Pluguffan. My wife and my daughter dropped me off and wait with me until I left. Jean-Jacques was already waiting with his suitcase outside the airport. My wife and my daughter didn't know him yet. Suddenly, Jean-Jacques said he didn't remember where his passport and boarding pass were. He opened his suitcase, directly on the pavement, and unwrap all his stuff. I remember quite well at that moment, my wife and my daughter looked at me and asked "But is he really your boss?" I answered "Yes, he is my boss and he is an exceptional person".

#### Anything else to say?

The group must continue on its way with stubbornness, perseverance, patience, even if this last word isn't often used in the current society. History proves us that we sometimes have to be patient. We also have to act with care and find a way to make the difference.

# Lean Management



## PERSONALIZING THE CAREER PATHS



2020 RESULT



### Goals of the Be good 2030 strategy

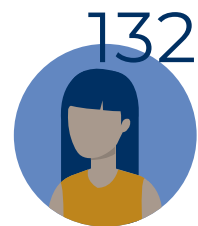
- ▶ 8 % of employees having changed occupations within the company
- ▶ 95 % of co-workers in versatile production cost centres performing several roles
- ▶ 30 % Percentage of interns, apprentices and professional trainee contracts back to the company after their studies

- ▶ Jean Hénaff : 4,79 %  
Kervern : 25 % - GlobeXplore : 12 %
- ▶ Jean Hénaff : 89,55 %  
Kervern : 100 % - GlobeXplore : 100 %
- ▶ Jean Hénaff : 20 %  
Kervern : 3,03 % - GlobeXplore : 6 %

### GENDER EQUALITY INDEX FOR THE GROUP

According to the French Ministry of Labour index, we calculate and annually publish our score regarding **gender equality**. This year, our score is **95/100 for the Jean Hénaff group**. It was 92 in 2019 which is very encouraging. We are aware that this very high score forces us to maintain a certain level of excellence.

95/100



28  
people

### RECRUITING AT THE JEAN HENAFF COMPANY

For 2020, we list **3 promotions**, i.e a change of position with a salary increase or an advancement. We also recruited **28 employees, 12 of whom from our breeding ground** (interns, or from temporary work or temporary contracts, etc.).

### Canelle Bellesœur

Started as an intern, then hired as a communication officer with a permanent contract



*"Joining the Jean Hénaff company for my final year internship, I wasn't expecting to live such a great experience. The Research, Marketing, Development & Innovation service welcomed me with open arms: goodwill and good mood are two words perfectly describing this team and the whole staff. Thanks to their advice, I came out of my shell, developed my skills. At Jean Hénaff, every single employee is important and plays a role in the development of the company. Today I am proud being a member of the Hénaff family and working for a company which highlights the Breton know-how while affirming its commitment for a sustainable development."*





## PERSONALIZING THE CAREER PATHS

### Valérie Le Du

R&D technician at the RMDI service

*"I was at the bottom of the ladder and I climbed it, step by step to finally have the position I have today. I have been able to progress and hold my current position thanks to the goodwill of my managers but also to my motivation, my dynamism and my curiosity.*

*What do I like in my job? As an R&D technician, I like the variety of my missions. It is a new challenge to take up every day and it enhances my knowledge!"*



Meal prep for the National Centre for Space Studies (CNES)



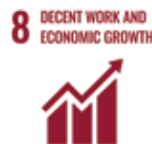
### Romain Buenafuente

Operator and in maintenance training for the GlobeXplore subsidiary



Washing of sea spaghetti

*I started as a temporary worker at the shipping department. Five months later, I was offered a short-term contract in molecular production. Four years later, I had the chance to become more flexible with a position at the production of seaweed tartare. Here I am, nine years later, in maintenance training. I am happy about the way I advance in my career. I want to thank the managers for their trust, my colleagues for their training. I won't be there without them. Now I am living a brand-new experience.*



## BUILDING TEAMWORK AND DIGITAL WORK



2020 RESULT



### Goals of the Be good 2030 strategy

- ▶ 12 interservice and intercompany groups working together on social issues
- ▶ 100% of services adopting a « Lean and sustainable management » (lean and green practices)
- ▶ Indicative investment in digital work methods

▶ Project suspended, Covid-19

▶ Jean Hénaff: 100 %  
Kervern: 80 %  
GlobeXplore: 100 %

▶ 25 070.56 €

**M**otivating our human capital to involve it in its career path and in the company's development is not an easy task. This is why we are demanding in terms of personalizing employees' career paths and giving them access to training.

To this end, we have offered all employees the benefit of a professional assessment by an outside firm for them to personalize and co-construct their career path. More than forty assessments were completed in 2020 thanks to the application of the Agil'Agro programme.

#### INTERSERVICE COLLABORATION...

**The Agil'Agro charter is a scheme gathering several agri-food players in South Finistère.**

It aims to provide long-term support for employees of signatory companies in their professional careers.

Thanks to this programme, employees of GlobeXplore and Jean Hénaff were able to review their professional expectations, take a step back, identify their skills and think about the development of their job.

A tailor-made programme was offered to them according to their profile and expectations.



Matthieu Le Maguer – Product manager

In 2020, due to the Covid-19 crisis, we did not organize any inter-service working groups. We are working on the creation of an internal CSR committee «Be good 2030» with the aim of developing a participative dimension to the project. It is very important for us that every employee feels involved in our Be good strategy.

Interservice and inter-company employees will lead the committee. The objectives are to rely on collective intelligence, to get all the group's employees involved in the Be good 2030 goals, to act as much as we can on the Be good general issues. The final goal is that the committee members become internal ambassadors of the Be good 2030 action plan.

#### ... THE RMDI SERVICE IN PRODUCTION

Interservice collaboration is a key principle in our family group. Being able to count on versatile employees is a necessity for the proper functioning of the group. The evolution of the tasks and missions of each employee enables us to adapt to our customers' needs as well as being more resilient in times of crisis.

For example, during the first lockdown in March 2020, employees from the RMDI service went to work in production to overcome the lack of staff at that time of the crisis.



Jildaz Colin – Consumer and community manager

## BUILDING TEAMWORK AND DIGITAL WORK

### LEAN AND SUSTAINABLE MANAGEMENT IN POULDREUZIC : IN 2020, VISUAL MANAGEMENT TECHNIQUES ARE BOOMING

**I** Devoting time every day in departments and workshops to report problems and ideas for improvement and monitor their implementation, this is the everyday challenge of ongoing improvement. The objective is to remove the "thorn" that hurts, on the field and at every level of the organization. Each employee is responsible for an action and the way it implements it.

In 2020, these daily points, known as D points (D for Day), were set up at all operational levels, the associated visual management system makes it possible to decide on and monitor action plans. Topics such as safety, quality, activities and deadlines are systematically addressed.

The management of development projects, which require multiple participants, also has its own weekly ritual that enables monitoring actions, respecting deadlines and building constructive exchanges. Beyond performance, these methods are a driving force for learning, they force us to get experience in the field to understand the problems and find the best solutions, to make decisions with the players and implement actions quickly."

**Dominique Crico, production manager and project manager in charge of developing lean management in Pouldreuzic**



### INDICATIVE INVESTMENT IN OUR DIGITAL WORK METHODS

**I**t is now crucial to carry on digitalizing our work methods, and even more in these times of crisis. Mobilizing our financial capital to digitalize our working tools is essential. This must be done through a digital inclusion process, reinforced by training for all.

In 2020, we continued to deploy Hubspot, our customer relationship management (CRM) software, for more interaction and links with our customers.



Internally, we continued the deployment of Notilus, the expense report manager, and Kernet, the intranet, which has been widely opened up within the subsidiaries GlobeXplore SAS and Kervern SAS.

In order to respond to the increase in the number of teleworking employees, we have acquired various equipment such as dual monitors and business telephones for a better quality of work. In times of teleworking, it is important that the group's employees can make a real difference between their private and professional lives.

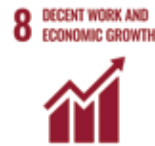
For internal communication and video conferencing meetings, our employees are all equipped with a Microsoft Teams licence.

To keep their passwords in a «safe place», we also invite employees to use a dedicated application.

Those who wish can be trained in the use of the software, but also in other working software such as our ERP or traditional office tools.

Finally, to improve the quality of our induction training for newcomers, we have invested in more ergonomic and intuitive touch-screen tablets enabling to follow trainings in the best conditions.

# Staying the #1 partner for our suppliers



## DRIVING SOME COMMUNAUTÉS DE PROGRÈS



2020 RESULT



### Goals of the Be good 2030 strategy

- ▶ 100% % of our suppliers of the 4 priority sectors committed to a coworking progress plan (pig, fish, seaweed and white pepper)

- ▶ 5 committed suppliers

To make the manufacturing of our flagship products durable, we identified four priority sectors: pig, seaweed, fish and white pepper. We want to gather the suppliers of these four activities in collaboration groups called communautés de progrès in order to set up, together, some plans to progress (plans de progrès).

We need to give priority to these topics with our suppliers in order to serenely develop a common activity. The Covid-19 crisis has confirmed once again that it is essential today to

have a solid and lasting relationship based on trust with our suppliers. For example, we purchase our raw materials from sustainable and local agriculture.

We are very pleased to have welcomed in 2019 three groups of hog breeders (organic and conventional) in a communauté de progrès to think about how to improve animal welfare. In 2020, the adventure continues with the final selection of the last breeders to join the pig Communauté de Progrès.

	Stakeholders	Commitments by signature	Signatures on the progress plan
	APAK* Armement des Pêcheurs Artisans de Lorient Kéroman	x	x
	✓	CEPIBA Cooperative in Sao-Tomé-and-Principe	✓
	✓	BRETALG Company in Brittany (edible algae)	x
	✓	EVEL'UP** Porc Armor Evolution Bretagne Viande Bio	In progress

\*APAK is a Breton fishermen's organization to share tools and resources. \*\*EVEL'UP is a network of companies, cooperatives for an organic farming



# Staying the #1 partner for our suppliers

1 NO POVERTY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



## ENSURING A FAIR PARTNERSHIP



2020 RESULT



### Goals of the Be good 2030 strategy

- 25 % % of our purchases are made under multiyear contracts (APAK, Sao Tomé...) to ensure appropriate salaries

► Jean Hénaff : 1 %  
Kervern : 70 %  
(implied multiyear contract)  
GlobeXplore : 8,5 %

Through our Communautés de Progrès, we put into place multi-year contracts to help our suppliers meet our raw material requirements. Multi-year contracts enable us to create a fair-trade relationship based on trust with our suppliers.

All the pepper used in our recipes comes from the small islands of São Tomé and Príncipe, one of the smallest countries in Africa, located in the Gulf of Guinea. Long a Portuguese colony, this country declared its independence in 1975. Each year and for 11 years now, the island of São Tomé - 200 000 inhabitants - full of natural resources, provides us with 12.6 tons of peppercorns. Respecting the terms and conditions of our multiyear partnership, we give a financial advance to the producers and assure that a fixed price is paid. Thanks to these actions, 400 families decently grow pepper on the island.

The belief of this small country is quite the same of ours. According to Francisco Martins, the Minister of Agriculture of Sao Tomé, « our aim is to focus on quality, not on quantity ». We were very lucky meeting Francisco in January 2020, it strengthened our link and commitments with this Communauté de Progrès collaborating with the NGO AGRISUD International and the company Hom&Ter Développement which organizes distribution channels for organic products. Sao-Tomé has 63 % of organic agricultural area.

The country's aim is to become 100% organic in the next ten years. The unique flavours of this pepper are mainly due to the growing and harvesting methods (climatic conditions, soil quality and optimization of the different steps - pepper should be matured, soaked, washed, drained, dried, etc.). Mastering these skills is the quality assurance.

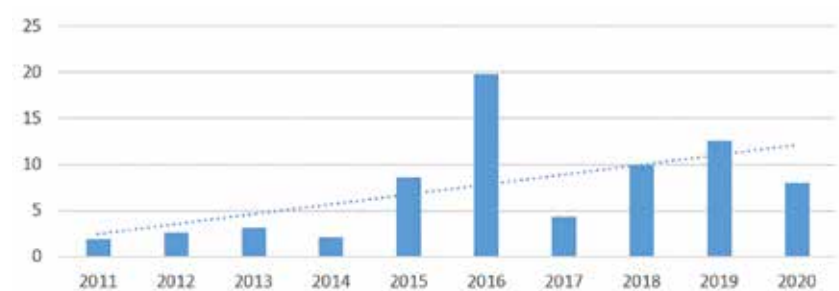


Peppercorn growers of Sao Tomé



Peppercorn sun drying process

### OUR PEPPER PURCHASES IN TONS



# Setting up new partnerships



## COLLABORATING WITH SCIENTISTS AND NGOS



RÉSULTAT 2020  

### Goals of the Be good 2030 strategy

- Maintaining a significant number of projects carried out in collaboration with scientists and/or academics and/or NGOs and the like.

- 8 projects in progress

**T**o stay innovative and master our jobs, we collaborate with scientists and NGOs. These partnerships help us remaining the originators and responding to the changes in consumer expectations. We make sure to comply with their recommendations to anticipate regulatory and societal changes.

#### THE FINARBED PROJECT DEVELOPED IN 2020

This ambitious project is initiated and led by the Jean Hénaff group as part of its Be Good 2030 strategy to combine product quality, respect for animals and respect for living things. Over three years (2019-2022), this collaborative project, approved by the Valorial competitiveness cluster, mobilizes the various expertises of the Breton pork industry to come up with operational solutions and put an end to piglet castration.

#### THE MEATYLAB PROJECT DEVELOPED IN 2020

Due to the covid-19 pandemic, the end of the Meatylab project has been rescheduled six months later (end 2020).

Within the framework of this project, Jean Hénaff was in charge of preparing sterilized products including sunflower protein produced by the Solina and Avril companies. Our objective was to link the design of experiments and the use of this vegetable ingredient to the development of a range of vegetable spreads. In 2020, prior to receiving the protein, we carried out R&D works about the formulation of clean label vegetable spreads. The

aim was to improve our knowledge in this area and to be operational to start the **design of experiments with sunflower protein**. The development of Solina's vegetable protein was not successful. Nevertheless, based on other clean label formulation principles, we succeeded in developing two ranges of vegetable spreads in 2020: Apérosurprise and Apéroclastique, marketed in April 2021.

#### THE SPHYDRO PROJECT DEVELOPED AND CERTIFIED IN 2020

This project aims at developing new spirulina-based vegetal ingredients. SPHYDRO is conducted by the companies GlobeXplore and Triballat Noyal and the research center of the INRA (National Institute for Agricultural Research). It focuses on the **development of new processed food products of spirulina** obtained from an enzymatic hydrolysis process. Thanks to this project, new preparation and processing methods are being studied to simplify the uses and digestibility of spirulina.

#### THE NUTRICIC PROJECT DEVELOPED IN 2020

This «pre-competitive» project, labelled Valorial, is supported by the CHIC

(Quimper Cornouaille Hospital Centre), the LEGO (Western Economics and Management Laboratory) and a number of industrialists, including Jean Hénaff. Its aim is to **reflect on the diet of people staying in EHPAD or in hospital**. Thanks to this project, a study on the nutritional needs of patients has been launched. As an expert in the agri-food sector, we participated in steering committees and collective work. In 2020, trials with a suggestion of menus and standard products were set up. The aim is that these menus should be good on both aspects: nutrition and taste.

#### THE DEVEX PROJECT HAS BEEN SUSPENDED IN 2020

We have reallocated our researcher Nicolas' time to other research projects. Project objective: for a better control of the quality, quantity, and long-term sustainability of our fresh seaweed supply, GlobeXplore has launched a research project to **develop a process for the water culture of seaweed**.

# Setting up new partnerships



## COLLABORATING WITH SCIENTISTS AND NGOS

### THE SOCISSE PROJECTS DEVELOPED IN 2020

This ecodesign project in collaboration with the French Agency for Ecological Transition (ADEME) consists in **producing a range of fresh sausages with the best possible environmental impact**. To do so, we conducted a life-cycle analysis in 2020 on both farmers and company's transformation process. As a result of this analysis, three key points in the processing process stood out: cold, breakage and reduction during cooking.

### THE SPILIFE PROJECT IS COMPLETED

Spilife was a collaborative project with the companies GlobeXplore, Jean Hénaff, Adria and the ESA (École Supérieure d'Agriculture) in Angers. Jean Hénaff and GlobeXplore decided to work, within a 3-year R&D project, on **the exploitation of fresh spirulina**, which normally has a shelf life of no more than forty-eight hours after harvest. The objective was to set up products and marketing logistics with a minimum use-by date of eight weeks.

### OUR COLLABORATIONS IN 2020

- ▶ CNES CADMOS  
- Space programs
- ▶ ADEME - Environment and Energy Management
- ▶ Bretagne Vivante  
- Nature & wildlife protection
- ▶ Pôle Valorial - Food innovation
- ▶ The Explore endowment fund/planet protection
- ▶ UBO (ESIAB) - Agro-industry



The development team: Jean Hénaff



Two members of the development team



Preparation of a zero-gravity flight

## Highlight on the Advanced Systems Space Food project

In 2018, we launched work on «activities to prepare astronaut food solutions for future flights and exploration». This project explores all fields of agri-food with:

- Ingredients (including production of salad, spirulina, etc.)
- Kitchen process equipment
- Processes, which are the procedures (e.g. emulsion)
- Packaging

In line with our Be good 2030 approach, this project focuses on human nutrition, health safety (pathogens), circular economy, human psychology (relationship with food) and the increasing innovation for man on earth.

We were able to realize these ideas in 2020 through two concomitant projects. Firstly, throughout the year 2020, with optimization work in parallel with meal production. This includes the organoleptic optimization of the existing system, the study of new solutions and the optimization of the production laboratory.

The second project was our participation in 0 G parabolic flights. A zero-gravity flight is a flight where pilots make a specific maneuver to recreate a state of weightlessness inside the aircraft for 22 seconds. The flight is divided into three stages: the parabola pull-up, the parabola and the parabola pull-out. This flight enables carrying out research and scientific projects without going into space. Thanks to this process we were able to test our products and their reactions in zero gravity.



# Setting up new partnerships



## A TWO-WAY COMMUNICATION WITH OUR CONSUMERS



2020 RESULT



### Goals of the Be good 2030 strategy

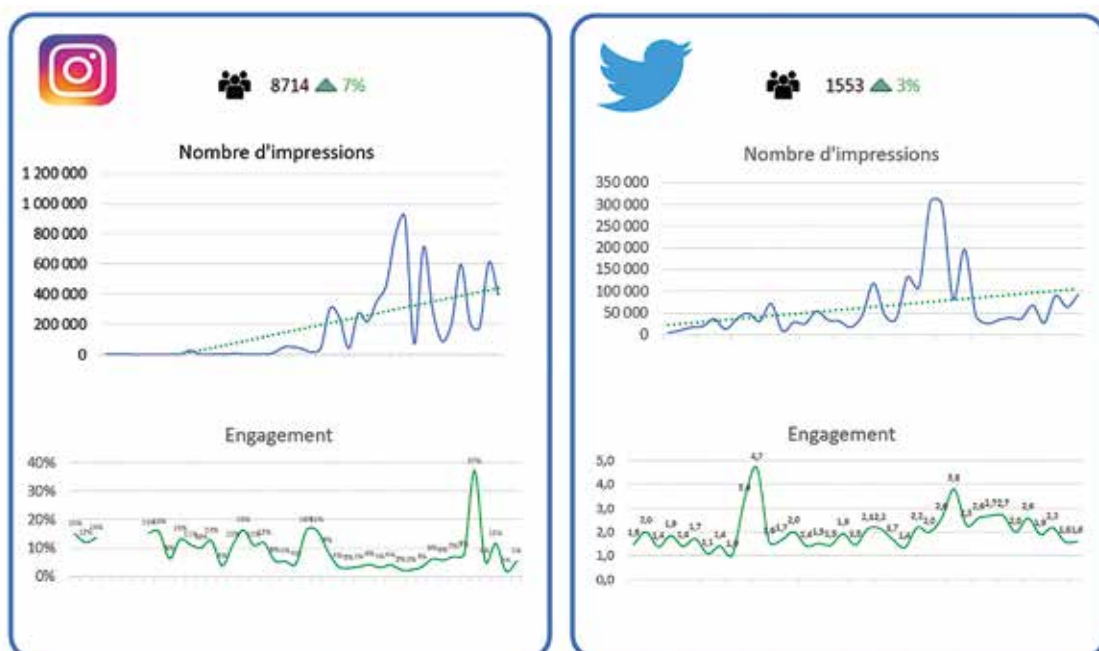
- ▶ 3 workshops per year between Hénaff and its consumers
- ▶ An annual communication from the Jean Hénaff group about the achievement of commitments

- ▶ Project suspended – Covid-19
- ▶ Writing of the 2019/2020 CSR report

**T**he Jean Hénaff group feels concerned about its consumers and its mutual relationships. Listening to them and answering their questions is part of our priority missions and is the way we imagine the link between us and our consumers. We are constantly on the lookout for new ways of communicating to provide the best answers possible to our clients' questions.

In 2019, we conducted our first discussion workshop enabling meeting with consumer groups. This exchange has been beneficial in identifying the expectations regarding our products and innovations. In 2020, due to the pandemic, we could not initiate meetings. This workshop has therefore been postponed to June 2021.

In relation with consumer groups, the workshop will focus on the future Hénaff products. However, we carried out a qualitative study with consumers to gather their opinions on aperitif innovations. The information gathered enabled us to rework the concepts and the packaging. In 2020, we developed our social media strategy to be closer to our consumers on social networks. The objective was to give a more human dimension to our Instagram account and get closer to our Hénaff community. This strategy has borne fruit, as we have been able to assess a higher rate of engagement and impressions on our publications, particularly on our Twitter and Instagram pages.



# Setting up new partnerships



## A TWO-WAY COMMUNICATION WITH OUR CONSUMERS



## SHARE AND TALK ABOUT THE BE GOOD 2030 STRATEGY WITH OUR COMMUNITY

Sharing about how we progress in our strategy is essential. Since 2003, we are signatories of the United Nations Global Compact. Since 2011, we communicate about our actions regarding CSR. Presenting to the general public our Be good 2030 strategy, in May 2019, has been a major event in the new success story of the company. In 2020, we continued to communicate on our CSR report from the previous year with the first distribution of the CSR report to our employees, shareholders, suppliers and customers of the group.

Our group website was also launched in 2020 ([www.groupe-jean-henaff.bzh](http://www.groupe-jean-henaff.bzh)). It seemed essential to us to communicate our CSR approach and to publish the report for 2019. Our membership of the Global Compact ([www.globalcompact-France.org](http://www.globalcompact-France.org)) has also enabled us to publish our report on their website.

Finally, in 2021 we plan to communicate on our 2020 CSR report with the creation of a COP (Communication on Progress) through an in-person event with all our stakeholders.





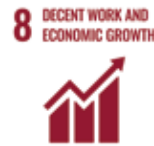
Petit Minou lighthouse – Plouzané, Finistère département



3/

# HIGHLIGHTING LOCAL RESOURCES

# Highlighting local resources



## PROMOTING LOCAL PRODUCTS (INCLUDING PACKAGING)



2020 RESULT



### Goals of the Be Good 2030 strategy

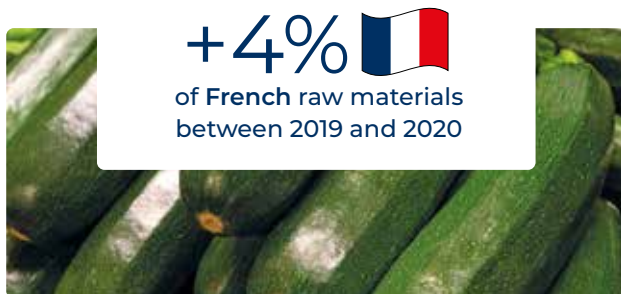
- ▶ 93% of purchases made to French suppliers
- ▶ 85% of purchases made to Breton suppliers
- ▶ Setting up the most partnerships with companies which are members of the Produit en Bretagne network\*

- ▶ Jean Hénaff : 91 %  
Kervenn : 90 % - GlobeXplore : 90,7 %
- ▶ Jean Hénaff : 80 %  
Kervenn : 50 % - GlobeXplore : 27,1 %
- ▶ 86 companies

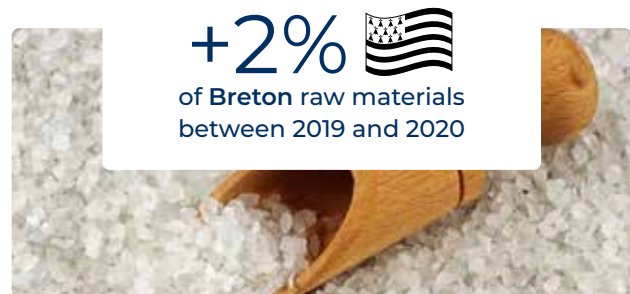
\*Made in Brittany - Association, network of companies promoting Breton know-how and responsible values

Local sourcing perfectly matches with the history and values of our group. In 1907, Jean Hénaff created the company to make his territory flourishing while transforming locally-produced vegetables. Today, we still trust in our local know-how as 80% of our purchases are made in Brittany.

### EVOLUTION OF THE RAW MATERIALS – JEAN HÉNAFF



For the Apéro surprise range, we use 100% French vegetables



In 1994, Jean Hénaff became member of the **Produit en Bretagne** network. Sharing common values, willing to galvanize and to be a standard-bearer of the Breton economy: for all these principles, we wanted to become a member

since the very beginning.

Since 2016, Loïc Hénaff has been the President of the **Produit en Bretagne** association. Joining the network is a way to share know-how and highlight Brittany-made products. This reflection on defending local purchases is concretely applied through a partnership with a third of the network's member companies.

Consuming locally also makes it possible to integrate and limit as much as possible the risks linked to crises, as we experienced in March 2020 with the Covid-19 crisis.

With the aim of always improving, we wish to integrate the notion of responsible commitment in selecting our suppliers. At present, the selection of suppliers is based on quality, location and traceability of the meat.



Erik Orsenna and Loïc Hénaff at the 2020 general assembly of Produit en Bretagne

# Highlighting local resources



## REAFFIRMING OUR SUPPLIERS' TERRITORIAL ATTACHMENT



2020 RESULT



### Goal of the Be Good 2030 strategy

- ▶ Encouraging 100% of our suppliers to locally work and supply
- ▶ Maintaining long-term relationships (over 10 years) with 50% of our suppliers

▶ Project suspended - Covid-19

▶ Jean Hénaff : 68 %  
Kervern : 80 %  
GlobeXplore : 72 %

The Covid-19 crisis had a major impact on our actions and on the way we planned to progress. We didn't communicate with our suppliers to invite them to get their supplies locally in 2020. Since our creation, we are located in the heart of the Pays Bigouden. We are committed to maintaining and developing our relationships with the local economic environment and believe in the virtues of proximity with our partners. By transforming raw materials from our region, we enhance local production and contribute to maintaining and developing know-how.

In our GlobeXplore subsidiary, our seaweed are picked by hand thanks to the development of our own network of seaweed harvesters. Our seaweed is harvested in the North Finistère, in the "Iroise Natural Marine Park" (biosphere reserve - UNESCO). We encourage our suppliers to have a local sourcing method by seeking and sealing our own local partnerships.

75%

of our **packaging** come from Brittany

78%

of our **raw materials** come from Brittany



David Le Chéard, harvester for GlobeXplore  
Sea lettuce picking in the Molène archipelago



2019 was the centenary year of the business relationship between the Jean Hénaff company and the Franpac one (Massilly Group).

The producer of our metal cans since 1919 is located in Douarnenez, 17 km from our company.

Our relationship is based on sustainability and responsibility as we supply in high-quality 100% recyclable steel boxes.

# Carrying on being the “pilot-fish” of the Breton economy



## SUPPORTING A RESPONSIBLE ENTREPRENEURIAL APPROACH



2020 RESULT



### Goal of the Be Good 2030 strategy

- Participating and acting in the main Breton economic bodies (Produit en Bretagne, ABEA, Investir en Finistère...) to contribute to the transition towards more responsibility

- Group: 24 bodies of the Breton economy

Working collaboratively with other companies is stimulating. It forces us to be aware of the external environment and enables us discovering many opportunities. We wish to be able to expand on a territory in favor of our companies. We dedicate part of our time to building relationships there. To do this, we join organizations that match with our DNA and our Be good 2030 strategy. We are also involved in different projects, and even in the governance of associations. We believe it is important to take part in the development of our sectors and our businesses

In 2020, due to the Covid-19 crisis, our actions were reduced but we still provided assistance to several bodies with:

- Our participation in the ABEA's AGIL AGRO program and its work in human resources and management
- Our participation in the Produit en Bretagne project and on its responsibility with the creation of the territorial certification label Bretagne 26000
- Our support for the EIG Chargeurs pointe de Bretagne with the works aimed at developing the logistics pooling of our fresh products and the chairmanship by Jean-Jacques Hénaff

Our Kervern and GlobeXplore subsidiaries are also committed to participate in the Breton economy. Indeed, Kervern is member of the board of directors of Initiative Bio Bretagne and GlobeXplore is a member of Produit en Bretagne, Finistère 360, Valorial, Adria and the Pôle Mer.

In 2021, we want to strengthen our links with the region's CSR players and, to this end, obtain the new territorial certification label Bretagne 26000 from Produit en Bretagne. We are part of the first year, first class of companies to be sent to obtain this label.



Chargeurs  
Pointe de  
Bretagne



INVESTIR EN  
FINISTÈRE



Valorial  
OSONS L'ALIMENT PLUS INTELLIGENT



FINISTÈRE  
Tourisme, Nautisme  
& Territoires 360°



# Carrying on being the “pilot-fish” of the Breton economy



## ENRICHING LOCAL TRAINING OFFERS

★★★  
2020 RESULT  

### Goal of the Be Good 2030 strategy

- ▶ Creating and maintaining several regional academic and institutional partnerships
- ▶ 40 young people trained for our professions each year

- ▶ Group: 1 partner
- ▶ Group: 43 young people

Like Jean Hénaff who cared about the children's schooling of Pouldreuzic, we do consider that we have to welcome interns and recruit apprentices and co-op students. In 2020, we welcomed **43 young people, 30 interns and 13 co-op students** within our group, more than in 2019 (34) and more than the goal fixed in our Be Good strategy. We are aware that the Covid-19 crisis had a huge impact on the professional projects of young people who had to do an internship in a company. As a responsible company committed to our Breton students, we felt it was essential to open our doors to them. **"It is unacceptable that a young Breton cannot find an internship today"** says Loïc Hénaff. Firstly, as a sign of solidarity and support, and secondly because we felt it was very important for these young people to learn how to work in a company in times of crisis.

#### COMMITTED TO ESIAB

Since October 2019, Philippe Chancerel, the group's scientific director, has been elected chairman of the school council of ESIAB, the Brest school of agri-food engineering (Finistère-Brittany). ESIAB is a component of the University of Western Brittany (UBO). The school council includes elected members who are representatives of users, representatives of local authorities and chambers of commerce, as well as external personalities appointed in a personal capacity, elected according to their career. It is important for

the members that the elected members are part of companies that count in the territory.

#### APPRENTICESHIP TAX

The education and training of young people in Brittany is essential for us. Because these young people are our future and our successors, it is particularly important to us that they have the best possible training and in the best conditions. That is why, in 2020, we donated 90% of our apprenticeship tax to Breton establishments.

## Matthieu Le Guenno

Follows a work/study training program at Jean Hénaff



*«I graduated in Applied Sciences Ecology and Society in 2019. I wanted to continue my studies in sustainable development with the aim of joining a company as a co-op student. I applied for a master's degree in Ecology and Sustainable Development in Angers (Maine et Loire department) and, at the same time, I applied for a work-study offer from Jean Hénaff to work as an «Environmental Performance Officer». My mission is to support the SOcisse project as well as setting up other projects (waste sorting, eco-grazing).*

*Proud to be a born and bred Breton, I was very pleased to join the Jean Hénaff group, to discover its know-how, its dynamics, its policy based on its territory and on the environment. I've been working for the company for almost two years now, under the responsibility of Dominique Crico, and I've been working on the supply chain platform with a superb team. I rapidly gained confidence and experience in project management. Hénaff enables and supports young people to get a foot on the ladder. This experience will be a springboard for my career and future professional choices.»*

# Carrying on being the “pilot-fish” of the Breton economy



## INVESTING IN THE BRETON ECONOMY



2020 RESULT



### Goal of the Be Good 2030 strategy

- 50% of our strategic investments made in Brittany
- 50 associations or local companies supported

- Project suspended - Covid-19
- Group: 179 partnerships

The Jean Hénaff group has relationships with many Breton associations and companies. However, in 2020, due to the pandemic, we have greatly reduced our interactions with the members of our network, respecting the traffic restrictions. The crisis also cancelled the extension project of a hard-hit site. We were unable to make this strategic investment. 409 local associations approached us in 2020 and **we responded positively to 179 of them**.

Despite this obstacle, we continued to develop our relationships with our partners. In 2020, our GlobeXplore subsidiary supports various associations such as Enfants de l'Océan, One Percent For the Planet and the Lorient Athletics Association.

The Jean Hénaff group also supported the **Basket aux Pieds (BAP) association**, this sports association entertains children in hospital with long-term illnesses and relieves them by offering a trip to discover nature and landscapes seen from the sky with virtual reality headsets.

This association is led by the actor, producer and TV host Antoine Bonnefille-Roualet, an ultra-trail addict. In times of pandemic and health crisis, this support takes on its full meaning and we are proud to participate, as best as we can, in making these children smile and escape their everyday life for a while.

We got into a new adventure collaborating with **Ian Fontaine, a surfer from Plozévet, Finistère**. We supported a mini web-series, “I will sleep at your house” with Ian and his band of Finisterian surfers.

This web series aims at supporting tourism and the attractiveness of our region, showing that even in times of health crisis when we cannot travel very far, we can go and discover our neighbourhood and its little hidden treasures.



In 2020, we also celebrated a special birthday, our oldest partnership, **100 years of collaboration between us and the French Navy**. Well-known and appreciated by French sailors since 1920, the French pork pâté travels with them on – and under - the world seas. So appreciated that it is informally nicknamed «the Pâté of the mât» - « mât » meaning « sailor » in the French Navy (internal language), the Hénaff pork pâté is said to be the best remedy for sea sickness. The Hénaff pâté goes with “Zérak” (“de zéro à quatre”) when sailors are on watch from 0 am to 4 am, known as the toughest watch of the day. In 2019, to commemorate the centenary of the complicity between a great army corps and the little blue box, Hénaff approached the Armed Forces Information and Public Relations Service to produce a limited edition of 80,000 copies in 2020. This limited series was a great success with sailors (active and retired) and the general public: it strongly engaged the community on the French Navy social media Facebook and Instagram during 3 contests in May, July and December 2020.

# Contributing to the dynamism of the territory



## ENHANCING THE BRETON CULTURE AND HISTORY



RÉSULTAT 2020  

### Goal of the Be Good 2030 strategy

- ▶ Receiving over 7,000 visitors to the Maison Hénaff museum
- ▶ Strongly supporting a local cultural association

- ▶ 4,928 visitors
- ▶ Loan of a building for the Heritage association of Pouldreuzic

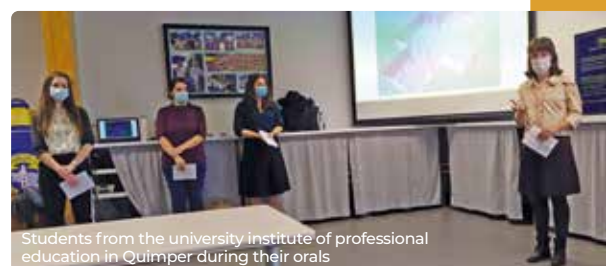


The museum visiting was greatly reduced due to Covid-19 restrictions. However, we have decided to keep this essential reception area open to transmit the values of the company. We have continued and completed our collaboration with the Heritage association of Pouldreuzic. The shed that houses the association's collection of agricultural machinery and that we financed on the museum's land will soon be completed. To highlight this place, we have also worked with students in a first year of master's degree in Management of Architectural Heritage and Cultural Heritage (University institute of professional education in Quimper). They provided us with recommendations based on «Animation and development of the Hangar's collection of agricultural equipment and tools».



To give the shed and the association a visual identity, the students created a logo. They also determined two main themes: «from grain to bread» and «from farm to food» and defined five themes:

- **The work of the land**, with most of the big machines.
- **The forge**, where we find equipment linked to metal work, some of which belonged to the Guichaoua family and to the Hénaff canning factory.
- **De fil en aiguille**, space dedicated to textile crafts and clogs.
- **Cider**, with machines used to make it.
- **From grain to bread**, located near the oven, where the machines, thresher, fanning mill and grain mill can be found.



### CULTURE ALSO MEANS SPEAKING BRETON

Breton culture is promoted through its use. Loïc Hénaff has decided to continue translating our key documents into Breton. The "DNA" section (page 11 of the report) has been translated into Breton to support the Bigouden language. It may seem minor, but maintaining regular initiatives to support the transmission of the Breton language is essential.



### MEMBERSHIP MAINTAINED

The cultural federation **Startijenn Ar Vro Vigoudenn** created the official logo of the Pays Bigouden. It was created in 2005 thanks to the support of a hundred or so Bigouden economic and political partners, including the Jean Hénaff company. «Adorned with traditional colours, conveying the strength and dynamism of the Pays Bigouden, this logo is now an indisputable and protected image of the territory in which we work.»

# Contributing to the dynamism of the territory



## SHOWING SUSTAINABLE SUPPORT FOR PROJECTS GIVING LIFE TO THE TERRITORY

☆☆☆  
2020 RESULT

### Goal of the Be Good 2030 strategy

- Share of turnover invested in sponsorship in the Jean Hénaff Foundation, which is run by our community and guarantees balanced support for the promotion of heritage and artistic creation
- Carrying on supporting popular regional events

- Project suspended - Covid-19
- 5,725 visitors

**T**he Jean Hénaff group has helped many local associations over the last few years to carry out a wide range of projects. The Be good 2030 strategy invites us to intensify our actions for a greater impact on a reduced number of projects. We now prefer to sign up for long-term partnerships.

The 5 pillars of the Be good approach guide us in this objective. We would like to create a corporate foundation which would enable to increase the number of decision-makers on the various choices we will have to make. This wider circle could include new stakeholders: shareholders, non-shareholder members of the Hénaff family, academics, qualified personalities. In 2020, due to Covid-19 crisis, the project was suspended. Work will resume in 2021.

### A GROUP THAT SUPPORTS SPONSORSHIP

We donated the unsold food that was not marketable but still met our organoleptic quality standards to the food bank. 2020 is a year in which the most disadvantaged people have been particularly affected. Carried by humanistic values, it seemed essential to us to donate and even more in times of crisis.

Proud of our marine territory, **supporting the SNSM (National Sea Rescue Association)** is part of our Breton roots and culture. We have decided to make financial donations to the Douarnenez branch, located 17 km from our headquarters in Pouldreuzic, as well as to the Quimper training and initiation centre, which has contributed to the creation of a new centre in 2020.

We also continued our donations in 2020 to the **Skeaf association**. This association promotes social inclusion by sailing the largest classic Breton sailing boat for people who receive help from social or medico-social structures. Through this initiative, Skeaf wishes to teach these apprentice sailors to reconnect with their bodies, minds, to other people and nature through sailing with the belief that «the boat unbalances the body and rebalances the mind».

Finally, we also support **Fonds Explore**, an initiative to «develop real solutions for our society to create a new model where man and nature have their full place». This project supports and promotes low-tech techniques, that we particularly like.



SNSM Search and Rescue patrol boat



Skeaf, the largest classic yacht sailing in Brittany and on the Atlantic coast



Roland Jourdain, French navigator and Sophie Vercelleto, co-founders of the Explore Fund with Loïc Hénaff

# Contributing to the dynamism of the territory



## SHOWING SUSTAINABLE SUPPORT FOR PROJECTS GIVING LIFE TO THE TERRITORY

### A GROUP THAT SUPPORTS SPONSORSHIP

We have always supported festivals and popular celebrations. They are the life of our Breton region. Supporting such partners is necessary to ensure the existence of many events. These festivities are an opportunity to have our products tasted and to test our local offer. In 2020, due to the Covid-19 crisis, many of the events we supported were cancelled. Proud of our contribution to the prosperity of these convivial and festive events, we have decided to provide boxes of Hénaff pork pâté with the colors of the festivals **Temps Fête** and the **Festival Interceltique de Lorient**. Thanks to these gifts, the organizers were able to resell the products to their various supporters.



In 2020, we couldn't travel or celebrate so we did it our own way by sending boxes of Hénaff pork pâté across the Atlantic to take part in the **Garden Pâté of the Breton people living in New York**.



In October 2020, between two lockdowns, the festival "**Les Aventuriers de La Mer**" was held at the Cité de la Voile in Lorient. We were happy to contribute in the event by support-

ing them. The 2020 edition was very successful, the sea-related festival attendance doubled between 2019 and 2020. 5,725 people, including 404 secondary school students, came to

visit eight different boats, took part in workshops, film evenings, live shows, exhibitions and themed meetings with great navigators, adventurers or scientists.





Two piglets in a partner organic farm of Kervern



# 4/ RESPECT FOR ANIMAL AND LIVING THINGS

# PIG MEAT

## A key sector



### OUR APPROACH

In recent years, we have become aware that our responsibility goes beyond our legal commitment. In the past, we had focused, with a strong will to do things right, on topics related to our direct perimeter, on our pig slaughter house in Pouldreuzic and on the quality of the meat. We had regular interactions with the OABA (farm animals protection association) and, of course, with the IFIP (Institute for pig chain).

Our historical collaboration with local pig farmers, both in conventional and organic farming at Kervern, has progressively confirmed that we should strengthen our links and conduct regular audits to assess the progress made. We are also aware that our social responsibility has expanded, which is the reason why we have launched an extensive process of investigating on our approach based

on a unique model made possible thanks to our small size. This approach is now focusing on live pigs. It consists in developing the dedicated Communauté de Progrès, visiting pig farms, increasing exchanges on these topics with the company's employees, particularly the youngest, and strengthening partnership with the groups, the FINARBED project and the SOcisse project.

Hénaff pig Communauté de Progrès	A new generation approach	Partnerships with groups	FINARBED project	Socisse project
Define, establish and monitor progress plans for conventional and organic farmers supplying live pigs	Bringing out the vision of a young generation on the upstream sector (expectations, knowledge, sensitivity...)	Working with groups on topics related to purchases of live pigs	Innovating to stop pig castrations	Measuring the ecological impact of pig farming thanks to life cycle analysis in order to create eco-designed fresh sausages
Jean Hénaff company and groups	Hénaff young employees	Jean Hénaff with Evel'Up, Porc Armor Evolution and Bretagne Viande Bio	Jean Hénaff, CEA Tech, Evel'Up, INRAE, Ifip With the coaching of the technicity of Quimper-Cornouaille and Valorial, the support of the Brittany region and of Quimper Western Brittany	Jean Hénaff, Evel'Up, O2M. Project certified by the Environment and Energy Management Agency (ADEME)

### THE BASIS FOR ACTION - PIG COMMUNAUTÉ DE PROGRÈS

#### 1/ Creating the Communauté

↑ The Jean Hénaff company  
The groupings

#### 2/ Coworking and implementing the individualized progress plans

↑ The Jean Hénaff company  
The groupings  
The breeders

#### 3/ Monitoring and testing the commitments

↑ The Jean Hénaff company  
The groupings

#### 4/ Promoting the Communauté

↑ The Jean Hénaff company  
The groupings  
The breeders

# The pig Communauté de Progrès. Applying the Be Good 2030 strategy

## 3 PROGRESS PLANS WITHIN THE COMMUNAUTÉ

**1/  
Animal welfare**  
Naturally healthy  
and happy animals  
**17** items



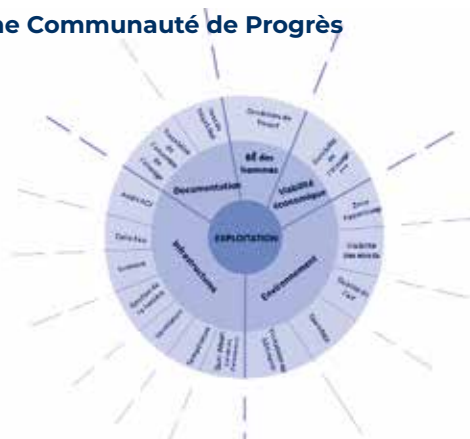
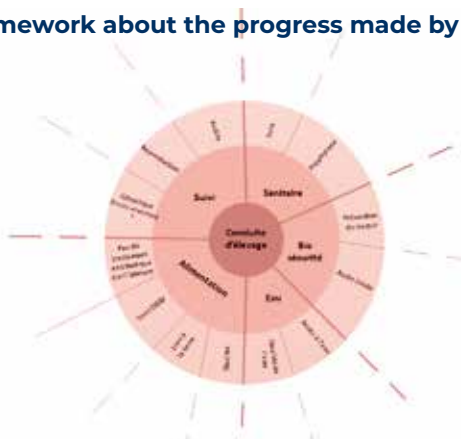
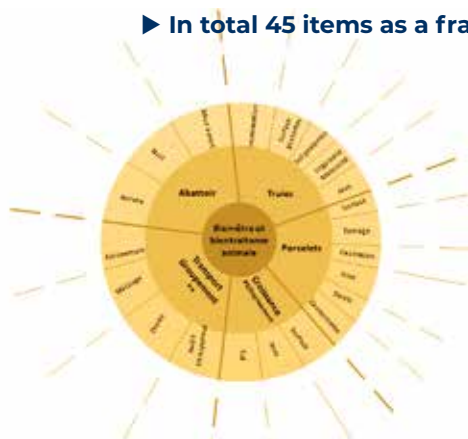
**2/  
Management**  
Strive for excellence  
regarding our actions  
**13** items



**3/  
Farm**  
Sustainable farmings,  
showing virtuous practices  
**15** items



► In total 45 items as a framework about the progress made by the Communauté de Progrès



These three charts sum up our global approach, going far beyond a book of specifications. We mention technical, social and ecological issues. For all these topics, we set a very ambitious goal for 2030 and another one, easier to raise for the end of 2021. At the end of this first cycle, we will review the general progress of our approach.

## Breeders have their say

"We immediately said yes when Evel'Up offered us to join the FINARBED project. Raising entire male pigs is, on one hand, an evidence for "animal welfare", and on the other hand, an answer to societal challenges. We launched a series of trials on our farms to take part in the evolution of future farming conditions. The human and

material involvement of each stakeholder (breeding, group, slaughter/processing) was necessary to carry out this project. The first results observed on our animals encourage us to continue the trial in 2021!"

Two farmers involved  
in the FINARBED project



# Ensuring pigs welfare throughout their lives



## ENRICHMENT OF THE LIVING ENVIRONMENT



2020 RESULT



### Goal of the Be Good 2030 strategy

- Finding an alternative to slatted floor and implement it for all live pigs

- **Group: 15% of sows have straw beddings**



Mulching for gestating sows

Pigs are very curious, sociable, fossorial and adventurer animals. When active, pigs spend most of their time exploring their environment. Thus, placing bedding into the pig's environment is beneficial as it develops its foraging behaviour.

As part of the pig Communauté de Progrès, the improvement and the testing of the pig environment have been clearly determined because when the pig chews an object, it mustn't alter its digestive system nor cause an injury.

Gestating sows spend most of their time lying on the floor. Having soft and shock-absorber beddings, thanks to quality straw, improve the pig living environment.

While studying the gestating sows, scientists noticed that stress-related behaviours such as vacuum-chewing, repeated licking and air sucking are three or four times less frequent when the environment is provided with a bedding. This enrichment reduces aggressive situations between conspecifics. Animals that are busy discovering

their environment are less aggressive towards each other. There are fewer wounds and less "caudophagia" (tail-biting by a conspecific).

Other materials can be offered to the pigs to maintain or renew their interest and stimulate them (rope, peat, wood/ranching, root vegetables, etc.).



Organic pigs in a partner farm - Kervern

# Ensuring pigs welfare throughout their lives



## ALTERNATIVES TO PAINFUL CONDITIONS



2020 RESULT



### Goal of the Be Good 2030 strategy

- ▶ 100% of pigs purchased live do not undergo painful practices

▶ **Group :**  
**Stopping teeth grinding for 14.84% of piglets**

**Stopping tail docking for 3.34% of piglets**

**Stopping castration of male piglets, FINARBED project in progress**

In 2020, progress have been made regarding teeth grinding. In addition to the organic breeders, two conventional breeders working for Jean Hénaff have raised piglets without grinding their teeth.

#### Why is it crucial stopping these practices?

Because we are committed to an animal welfare progress plan with healthy and happy pigs. **We are working on the animal welfare improvement through four main principles:**

▶ **ETHICAL** We have the moral duty to reduce or prevent pain whenever we can. The “five freedoms” for animal well-being remind us of the essentials: “Freedom from Hunger and Thirst, Freedom from Discomfort, Freedom from Pain, Injury or Disease, Freedom to Express Normal Behaviour, Freedom from Fear and Distress”..

▶ **ECONOMIC** Pain can have negative impacts on the economy such as seizures at the slaughterhouse and losses in animal growth performance.

▶ **LEGAL** : Regulations have prohibited the practice of routine teeth grinding and tail docking since 1994 and require that all necessary means be used to ensure the welfare and protection of the animals.

▶ **MEDICAL** Painful practices should be kept to a minimum. Pain that weakens the animals is contrary to their welfare and such mutilations have negative consequences on their health (infection, deterioration of the pig's health and even mortality) and on their growth.

#### How can we initiate and make possible the total cessation of these practices?

##### THE EXAMPLE OF STOPPING CASTRATION

Initiated and piloted by the Jean Hénaff group as part of its Be good 2030 strategy to combine product quality, respect for animals and for living things.

Carried out over three years (2019-2022), this collaborative project, accredited by the Valorial competitiveness cluster, mobilizes the various areas of expertise in the Breton pork sector to find operational solutions and put an end to piglets castration. The aim of this painful practice is to avoid unpleasant tastes and odors in the meat. To enable processing meat

products from non-castrated pigs, it is necessary to:

- **Minimize** the development of undesirable odors with appropriate husbandry procedures,
- **Detect** pigs that remain odorous after improvements in husbandry,
- **Enhance** the value of all cuts by defining recipes and practices that ensure consumer acceptance of the products.

This Breton multidisciplinary consortium, led by the Jean Hénaff group, includes a major group of breeders in the sector (Evel'Up) and scientific and technological skills from the region (INRAE, IFIP, CEATech). Stopping the



Piglets at a partner breeder - Kervenn

castration of piglets will also have the advantage of minimizing their environmental footprint due to a natural reduction in their food requirements and eliminating a repetitive and restrictive procedure for the breeder. With the coaching of the technicity of Quimper-Cornouaille (South Finistère) and Valorial, the support of the Brittany region and of Quimper Western Brittany.

# Ensuring pigs welfare throughout their lives



## HOUSING OF BREEDING SOWS



2020 RESULT



### Goal of the Be Good 2030 strategy

- ▶ 100% of pregnant sows are free to roam at the breeders of live pigs

- ▶ Group : 3,13 % of sows

In 2030, we aim to have 100% of sows in free-range maternity. This means that, except for the five post-partum days, sows will be able to move more freely.

The current regulation setting minimum standards for pig welfare (Directive 2008/120/EC) allows sows in the farrowing pen to be housed in an individual farrowing pen one week prior to farrowing and until weaning.

Releasing sows in the farrowing pen requires a balance between the welfare of the sow and the piglet, taking into account their needs and natural behaviour without compromising the farmer's safety.



Sow at a partner organic breeder - Kervenn

A new working method will therefore have to be acquired for the farmers.

Today, different types of housing are being studied with the Pig Communauté de Progrès to find the best solution, taking into account floors, nesting materials and bedding. The access to food and water for the animals, the safety of the piglets and of the farmer will also have to be evaluated according to the type of «free-range maternity» targeted.

# Ensuring pigs welfare throughout their lives



## TRANSPORT AND SLAUGHTER CONDITIONS



2020 RESULT



### Goal of the Be Good 2030 strategy

- ▶ 90% of pigs within a radius of less than 150 km
- ▶ Providing objective proof of our mastery of humane treatment at the slaughterhouse

- ▶ **Group: 99.53% of organic and conventional products come from a maximum radius of 150 km**
- ▶ **Jean Hénaff: Implementing our artificial intelligence-based stunning control solution**

Managing animal stress during transport and slaughter is a major issue for animal welfare and to get the best quality meat. A nearby supply location reduces journey times and helps reducing the stress generated for the animals. In 2020, 99.53% of organic and conven-

(Certificate of Professional Aptitude for the Transport of Live Animals) which ensures compliance with good practices and guarantees respect for the animals during transport and pre-slaughter handling.

Our site of Pouldreuzic is equipped with a private slaughterhouse, probably one of the smallest in France. It is EC and USDA (United States Department of Agriculture) approved. It is subject to daily checks by the DDPP (Departmental Directorate for the Protection of Populations) and to unannounced checks by the OABA (farm animals protection association). Composed of two specialized slaughter lines, 40 pigs are slaughtered per hour instead of 500 to 800 in other slaughterhouses. This rate allows our operators to respect animal welfare and to process the meat in accordance with our quality principles. Nos opérateurs sont formés à la protection animal. Our operators are trained in animal protection. This training is validated by a certificate of competence (IFIP: Institute for pig chain). Employees get to know and understand the behaviour of the animals. Without this training, they

cannot work at the stunning station. In addition, four people are Animal Welfare Officer certified (Responsible for Animal Protection). The welfare of our butchers is also very important to us. The operators working in the slaughterhouse change shifts every hour to avoid repetitive movements.

In order to provide objective proof of good treatment of pigs, we collaborate with the start-up company Neo Tec Vision. Our slaughterhouse is piloting the project, based on an optical image processing solution. It checks the unconsciousness in pigs. This solution, which will be 100% operational in June 2021, will make it possible to measure the effectiveness of stunning in all animals and to eliminate the subjectivity of human control.

For the collaboration with the startup Neo tech vision, we've been awarded the 1st prize in the «Crisalide Numérique 2019» competition which is part of the in-depth work we are doing on animal and employee welfare, as the subjective assessment of human control can generate stress for the operator. The use of advanced technology such as artificial intelligence is innovative in this sector.



Pouldreuzic slaughterhouse

tional live pigs purchased come from a radius of less than 150 km from our slaughterhouse in Pouldreuzic. The short distance between the farms and the slaughterhouse enables us reducing our ecological footprint.

Transporting live animals is not trivial. Beyond 65 km, each driver is required by law to hold the CAPTAV certificate

Distance between the farms and the Jean Hénaff slaughterhouse	% of animals travelling the distance (organic and conventional)
From 1 to 50 km	55,51
From 51 to 100 km	30,28
From 101 to 150 km	13,75
From 151 to 200 km	0,47
From 201 to 250 km	0,00

# Participating in the boom of responsible fishing practices



## PROMOTING SUSTAINABLE SEAWEED HARVESTING AND FARMING PRACTICES



2020 RESULT



### Goal of the Be Good 2030 strategy

- ▶ Eco-friendly algae and microalgae harvesting or farming methods
- ▶ Creating a responsible industry in Brittany

- ▶ Maintaining our eco-friendly algae and microalgae harvesting or farming methods
- ▶ Project suspended - Covid-19

### Our GlobeXplore subsidiary is specialized in harvesting, transforming and marketing edible high-quality algae.

This know-how is developed in a responsible and sustainable way. The company, located in Rosporden, Finistère, transforms wild seaweed into tasty and gourmet food products. The seaweed has been hand-harvested since 2019 thanks to the development of our own network of seaweed harvesters. Some of the shoreline seaweed (seaweed that is uncovered on the rocks at low tide) is also harvested in Northern Finistère, in the «Iroise Natural Marine Park». Good harvesting methods are mandatory to protect the resource from an overexploitation and to reduce climatic effects. This means respecting the seven principles set out in the "Guide for Harvesting Practices of Algae on Shoreline rocks" produced as part of the ALGMARBIO project. Today, GlobeXplore goes further by selecting seaweed to be harvested only in sea recognized biological zones. This activity is regulated by law, all harvesters of shoreline algae have an administrative authorization and must declare their harvest. It is also subject to specific regulations such as opening periods and cutting heights in order to preserve the species and ensure sustainable management of seaweed harvesting.

For the production of spirulina, which is carried out in glasshouse fresh water culture tanks, the inputs necessary for the growth of the algae are carefully selected. The production aims to be EcoCert certified in 2021.

According to Antoine Ravenel, Director of the GlobeXplore subsidiary, the project for an integrated Breton industry is on track even though it was suspended in 2020 due to the Covid-19 crisis. With the resuming of the activities, the players in the Breton seaweed sector regularly meet through the Chambre Syndicale des Algues Marines and the Comité Régional des Pêches Maritimes et des Elevages Marins de Bretagne to discuss and structure their objectives: preserving the resources and promote the harvesting of seaweed in Brittany.



David Le Chélard, wrack harvester for GlobeXplore



Sea lettuce harvesting



GlobeXplore boat, the Mouez Ar Mor

### THE 7 PRINCIPLES of the good practice guide:

- 1/ Do not fully harvest each seaweed
- 2/ Do not harvest each field completely
- 3/ For wrack (*Ascophyllum* sp. and *Fucus* sp.), leave at least one small branch in place
- 4/ Cut the algae with a knife rather than a sickle
- 5/ Do not scrape the rock with a tool
- 6/ Do not move or turn over rocks
- 7/ Do not harvest near sources of pollution

# Participating in the boom of responsible fishing practices



## RESPONSIBLE SOURCING OF FISH

★★★  
2020 RESULT 👍😊

### Goal of the Be Good 2030 strategy

- ▶ Fishing respecting the seasonal fishing calendar
- ▶ 100% sourcing of fish under quality sign

▶ Group: 100 %

▶ Group: 100 %

The management of marine resources is highly regulated by authorities and in particular by European regulations. It is important to respond positively to the question of long-term renewal of marine resources. Each fish is caught respecting precise rules.

#### For a responsible fishing, we focus on four pillars:

- Respecting threatened species
- Respecting fragile fishing areas
- Limiting the impact of fishing on the environment
- Securing the resource

To do this, we source fish with the Responsible Fishing label, **with MSC certification** for our supply of tuna and fish from sustainable fishing: sea bream.

Created in 2011, the **APAK - Breton fishermen's organization** to share tools and resources - based in Lorient, Morbihan, Brittany, meets our requirements in terms of sustainable fishing. All year round, the artisanal fishing trawlers guarantee quality seafood. These products are therefore landed in Breton ports.

#### Their ethics charter guarantees us:

- The traceability and freshness of our products
- Their involvement in preserving the resource
- The reduction of their impact on the environment
- The involvement of their crews in respecting the environment
- Promoting the values of fishing with their partners
- Preventing the risk of accidents at sea

The APAK organization is also part of the *Pavillon France*, a collective brand involving the French fishing industry which promotes:

- Fish caught by a boat flying the French flag
- Freshness of the products
- Traceability
- Control of specifications

Today, we wish to build a reflection on the future fishing practices through a fish Communauté de progrès to find more sustainable and responsible solutions.

The reflections will focus on four main topics: the energy consumption of vessels, the access to technology, the limitation of incidental catches, the knowledge of fish stocks.



APAK fishermen



APAK fleet in Lorient

# Ensuring the quality of our supplies



## SUPPLYING IN QUALITY MEAT

★★★  
2020 RESULT

### Goal of the Be Good 2030 strategy

- ▶ 100% of our sourcing with quality meat
- ▶ 100% of chicken meat respecting the European Chicken Commitment in France by 2025

- ▶ Jean Hénaff company: 32 %  
Kervern subsidiary: 100%
- ▶ New: the group has made this new commitment in 2021, the first results will be known in 2022

**M**eat is the major raw material of our products. We are very demanding about its quality. Through testing and certification labels, we make sure that the meat comes from animals born, raised, slaughtered, cut and processed in France.

In 2020, we chose to increase the quality of our supplies. Our requirements are significantly higher than those of other players on the market. Meeting this requirement usually means increasing the price of raw materials. However, when launching a new product, we can fully express our policy in conjunction with our ambition to source as locally as possible. It was the case with our 100% French organic chicken rillettes.

### TABLE OF CERTIFIED MEAT PURCHASES - JEAN HÉNAFF GROUP

	% of certified meat purchases/volume purchased						
	2015	2016	2017	2018	2019	2020	Evolution
Bleu Blanc Coeur (see below)	19.39 %	24.01 %	14.00 %	19.42 %	15.23 %	20.38 %	34 %
LABEL ROUGE	3.20 %	8.03 %	2.80 %	1.61 %	2.16 %	4.63 %	114 %
ORGANIC FR	1.39 %	0.85 %	0.60 %	1.10 %	4.621 %	7.505 %	62 %

The supply of meat under a certification label is still irregular but we can see a significant progression, plus ten points compared to 2019. This progress mainly concerns Label Rouge and Organic meat (does not concern live pigs). Our aim today is to supply more regularly to meet customer demands.



Regarding pork meat, our requirements are focused on the management conditions. We are equipped with a slaughterhouse to carry out the essential phases of production. These facilities guarantee the excellence of the meat in our recipes. For the other animal species, we mainly source in meat which "country of origin is France."



The "Bleu Blanc Coeur" certification label focuses on attesting healthy animal feeding for a better meat nutritional quality.



The French certification label "Label Rouge" is a way to officially ensure the high quality of a product.



The French certification label "Agriculture biologique" (organic farming) is a quality assurance that farming and breeding practices respect the environment.

# Ensuring the quality of our supplies



## SUPPLYING IN QUALITY MEAT

**O**ur Kervern subsidiary is specialized in organic delicatessen meats since 1984.

Kervern was born from the passion of its founders, Marie and André Lagrange, for the traditional pork butchery of our Breton territory. In 1984, they committed to a human, sustainable and united agriculture by producing gourmet, quality and organic delicatessen meats.

### What is an organic pig?

Born and outdoor raised pigs are considered organic. Farmers respect their biological rhythms, without forcing their growth. Pigs are fed with food mainly produced on the farm, without pesticides or synthetic chemical fertilizers, without GMOs and with strict specifications. Organic farming and livestock farming defend the link between the soil, the crops and the animals, for a better autonomy of farms and to protect the environment.



### Respecting traditions for premium quality products

To make products with an optimal freshness, farmers daily produce. Applying the famous adage "In the pig, everything is good", Kervern buys entire animals and prepares them as farmers used to do in the past, thanks to its expert pork butchers. The traditional recipes are made with fresh products from local organic farms. Ham is hand-moulded and the rillettes are hand-beaten as well.



Out of the oven - Kervern



Organic ham made by Kervern



Piglet from a partner organic farm in Kervern

### A local and fair organic sector

With the partner producer groups, Kervern has participated in the creation of a 100% organic, local and fair-trade sector: producers and processors plan to produce and fix together a remunerative price annually defined. This is a strong commitment to defend a demanding organic farming.





# 5/ DEMANDING FOR ALL OUR PRODUCTS

# Offering healthy and gourmet products



## MAINTAINING OUR OPERATIONAL EXCELLENCE



2020 RESULT



### Goal of the Be Good 2030 strategy

- Maintaining our USDA certification in Pouldreuzic
- Staying the #1 partner of the French National Centre for Space Studies (CNES)
- Maintaining our certification label "Entreprise du Patrimoine Vivant"

- Maintaining our USDA certification in Pouldreuzic
- Signature of an agreement with the French National Centre for Space Studies (CNES)
- Maintaining our certification label "Entreprise du Patrimoine Vivant"

**A**s in 2019, this year, we have maintained all our objectives: we maintained our USDA certification in Pouldreuzic and our "Entreprise du Patrimoine Vivant" certification label. In 2020, we have more than maintained our partnership with the CNES as we signed an agreement together in February.

Our operational excellence is recognized and valued through certifications, partnerships and unique or prestigious certification labels. With a strong expertise since 1907, Jean Hénaff's know-how in crimping and sealing is recognized by all. Guaranteeing the safety and quality of products requires precision work. To ensure this, the techniques and skills are regularly subjected to annual audits and controls.



### ENTREPRISE DU PATRIMOINE VIVANT CERTIFICATION LABEL

In 2016, the French Ministry of Economy and Finance awarded our company with the certification label Entreprise du Patrimoine Vivant to reward the excellence of craft and industrial know-how. Since 1994, the Hénaff pork pâté has also been registered on the Inventory of French Culinary Heritage.



Jean Hénaff factory in 1954



Retorts in 1920



First trademark registration in 1918

# Offering healthy and gourmet products



## MAINTAINING OUR OPERATIONAL EXCELLENCE



### SPACE ADVENTURE: AN "ASTRO-FOOD" GROUP

In 2010, the French National Centre for Space Studies (CNES) contacted the Jean Hénaff company to take part in the "Special Event Meals" program, with the collaboration of the French chef Alain Ducasse. They asked for our expertise to create a zero-defect product. The conditions on the ISS require an absolute tightness to ensure a microbiological food safety and to preserve the quality of ingredients.

**February 2020: the CNES and the Jean Hénaff group make their new collaboration official with the signature of an agreement.**

The Research and Development team has been working closely with the CNES to optimize the production of canned food for the ISS (International Space Station U.S. National Laboratory) and to study new food solutions for the next flights for the Moon and Mars explorations.

In this collaboration, the main expertise implemented by the company is the crimping of the ultra-light alumi-

nium cans for an absolute tightness and the sterilization according to the size of the can and to the ingredients. The aim of these techniques is to preserve the nutritional and taste properties of the recipes so that astronauts can taste the same in space and enjoy as if they were on earth... with all the required microbiological safety.

In 2020, in addition to the work we use to do every year with the teams of the chef Alain Ducasse, we also worked in partnership with the ESA (European Space Agency), the Michelin-starred chef Thierry Marx and the researcher Raphaël Haumont from



the Université d'Orsay to prepare festive recipes for our French astronaut Thomas Pesquet who took off into space in April 2021.



French astronaut Thomas Pesquet and navigator François Gabart visiting us in 2019



### BECOMING USDA APPROVED (UNITED STATES DEPARTMENT OF AGRICULTURE)

**1972:** First USDA certification

**2020:** The US National Veterinary Service conducts an audit and renew our certification. The USDA certification is mandatory to export meat to the United States. A certifying agent issues the organic certificate. Such a certificate requires us to comply with drastic health standards and various European standards.

We are only two production companies in France currently holding USDA approval.

# Offering healthy and gourmet products



## DEVELOPING QUALITY RECIPES



2020 RESULT



### Goal of the Be Good 2030 strategy

- 75% of turnover from certified products or from alternative sources
- 98% of turnover from products with > 50% of the main ingredient
- 65% of our raw materials are fresh

- Jean Hénaff: 14%  
Kervenn: 100% - GlobeXplore: 6%
- Jean Hénaff: 98%  
Kervenn: 98% - GlobeXplore: 66%
- Jean Hénaff: 73 %  
Kervenn: 95% - GlobeXplore: 39,96%

We offer products with the following labels: Organic farming, Bleu-Blanc-Cœur or Label Rouge. In order to satisfy as many people as possible, we aim to increase the supply of alternative channels to encourage the development of improved conventional agriculture due to our requirements. In fact, in 2020, we noticed an increase in the turnover of our three subsidiaries with products sold under these quality labels or alternative channels. We launched 11 organic innovations under the Hénaff brand in 2019 and in 2020. These new products have been very popular with our consumers. We are observing an encouraging growth in these sales in 2020. In fact, Jean Hénaff's turnover from products sold under quality labels or alternative channels increased by three points in 2020 compared to 2019. As far as GlobeXplore and Kervenn are concerned, there is no comparative data for 2019 but we can see that the results are very encouraging: 6% of GlobeXplore's turnover is made with products sold under quality labels or alternative channels and 100% of Kervenn's turnover is organic.

The Jean Hénaff group is very demanding when choosing its ingredients to prepare healthy and tasty recipes. In 2020, our three subsidiaries are almost already achieving the Be good 2030 goal, with 98% of turnover generated by products with more than 50% of the main ingredient. This

very high level can be explained by our choice to work in the majority of cases on recipes without additives, without any «technological assistance». It is essential for us to offer healthy, tasty but also fresh products. This is why we mainly source fresh raw materials. In 2020, we significantly strengthened this indicator and exceeded the 2021 target. In fact, the percentage of fresh raw materials has increased by 9 points at Jean Hénaff, rising from 62% in 2019 to 73% in 2020, which is a very good development. We do not have any comparative data for 2019 but it is also very high at Kervenn with 95% of fresh raw materials.

**Dre, he beg e toz a yar (Breton proverb) «It is through the beak that the hen lays her eggs».**

It is no secret that selecting the right ingredients and carefully preparing them is the key to offer top-quality products. At Jean Hénaff's, we require the best ingredients even for

the smallest organic peppercorn coming from the island of Sao Tome where we revived the production of this spice. As a result, we obtain an organic certified premium quality pepper, the final touch to our products for a unique flavor..

The pig meat used to make the Hénaff pâté and sausages have been locally purchased (less than 150 km from the company) for over 100 years. Our seaweed is mainly harvested in the Iroise Natural Marine Park.

This close relationship with local farmers and fishermen is the DNA of our commitments.



Fresh raw material at the Pouldreuzic factory



Preparing the flagship product: the Hénaff pork pâté

# Offering healthy and gourmet products



## DEVELOPING "CLEAN LABEL" RECIPES

★★★  
2020 RESULT  

### Goal of the Be Good 2030 strategy

- 95% of turnover from products with additive-free ingredient lists

- **Jean Hénaff: 86%**  
**Kervenn: 40%**  
**GlobeXplore: 54%**

**W**e have always formulated our recipes as simply as possible. This principle is rooted in our nature. We achieve this using quality raw materials, combined with tasty spices and seasonings and thanks to specific know-how on production processes. Our flagship product, the Hénaff pork Pâté, is a good example of this. It contains pork, salt, spices and that's all!

We followed this same principle when we created the Hénaff fresh sausages in 1995. Yet, with a fresh product, the challenge was great. After 10 years of research and development, we finally raised our goal. Our fresh sausages are unique and only contain 3 ingredients: pork, salt and pepper. An uncompromising recipe, which shows our high standards for natural ingredients and transparency in our recipes.

Let's do not confuse a «clean» product with «nutritional-

ly balanced food». Our products are relatively fatty, which is inherent to delicatessen meats. We are attached to the values of culinary pleasure and wish to continue offering gourmet products, to be eaten in reasonable quantities.

In 2020, we can notice the encouraging evolution of our subsidiaries GlobeXplore and Kervenn which increase the number of products without additives. Except for the Perles de Saveurs products, the GlobeXplore's products do not contain any additives. Like its subsidiaries, Jean Hénaff has continued fighting against additives with an increase of one point compared to 2019.



Jean Hénaff group products: fresh sausages, pâtés, seaweed spreads, meats...

# Innovating for the food of the future



## OFFERING HEALTHY PRODUCTS



2020 RESULT



### Goal of the Be Good 2030 strategy

- 97% of sales generated by products without controversial materials
- 35% of new products with Nutriscore A, B or C ratings

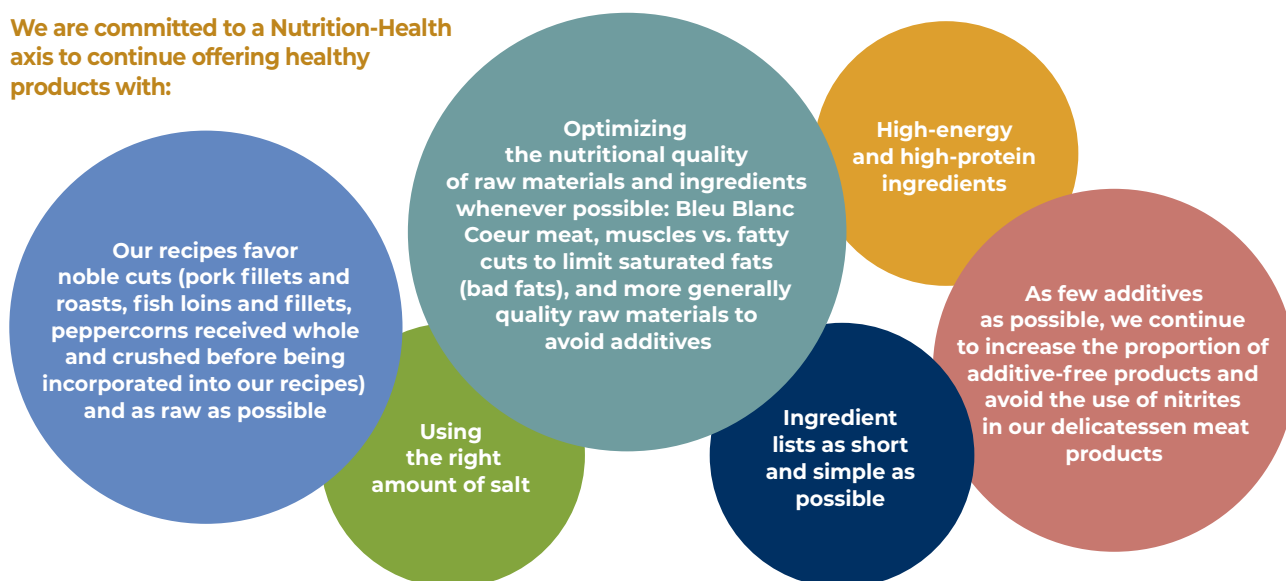
- Jean Hénaff: 92%  
Kervern: 40%  
GlobeXplore: 100%
- Group: 0 %

In addition to the pleasure of tasting, we are sensitive to the composition and nutritional qualities of our products. At Jean Hénaff, we consider that one of our basic missions is to feed our consumers well.

Our products are made up of simple ingredients, that everyone know. In 2020, we noticed an increase of one point in Jean Hénaff's turnover from products formulated without controversial ingredients compared to 2019. At GlobeXplore it is 100% and at Kervern 40%.

**Our GlobeXplore subsidiary, pioneer in edible algae in Brittany, innovating for the food of the future.** Marine plants are particularly rich in antioxidants, vitamins, fibres and trace elements. Seaweed have exceptional nutritional values.

**We are committed to a Nutrition-Health axis to continue offering healthy products with:**



We understand that people want a balanced diet. Although the Nutri-score rating system penalizes delicatessen meat products, due to their meat profile and their fats and salt content (which are usually regulated by the code of practice), we have been working in 2020 on innovations that integrate these criteria. The launching of this new product is planned in 2021. **Friendliness is a central value at the Jean Hénaff company and as such we defend quality products aimed at giving consumers some pleasure, to be eaten in reasonable quantities and as part of a balanced diet.**

# Innovating for the food of the future



## MAKING PRODUCTS DESIGNED FOR FUTURE CHALLENGES



RÉSULTAT 2020 = 😞

### Goal of the Be Good 2030 strategy

- ▶ 40% of new products on the market based on plant/vegetables

▶ Jean Hénaff: 0%  
GlobeXplore: 100%

Over the years, we have expanded our product ranges to meet new consumer expectations. To contribute to the green food development, we want to expand our range of plant-based products. In addition to the ranges already offered by our GlobeXplore subsidiary, pioneer in edible seaweed, we are integrating more vegetables and legumes into our new products. In 2020, we worked on plant-based innovations, and these products are expected to be launched in 2021.

**This diversification strategy will be deployed without compromising on our basic principles: nature and transparency, simplicity of our recipes and tasty gourmet products!**



Our GlobeXplore subsidiary has been awarded an innovation prize at the SIAL exhibition for its spirulina and superfruits products. Spirulina grower for 5 years in the French Alps, we have developed a range associating our microalgae with superfruits: cocoa, matcha tea, acerola, hemp or baobab for supermarkets and hypermarkets (our brand Algaé) and the organic network (our brand Terraveda). These crunchy flakes, real concentrate of nutrients, are ideal for a healthy and delicious gourmet snack.

100% eco-designed approach:

- Made in France spirulina
- Sorganic superfruit
- biodegradable and compostable caps made from wheat or corn starch
- kraft paper jar



A handful of spirulina contains as much:

Proteins  
than 35 g  
of beef

Calcium  
than 3 glasses  
of milk

Iron  
than 3 bowls  
of spinach

Beta-  
carotene  
than 1  
8 carrots

Vitamin  
B12 from  
500g of  
steak

Vitamin E  
from 3 tbsp  
of wheat  
germ



Spirulina raceway in the Drôme department



# Conclusion

2020 was a very difficult time but we carried on working on our Be Good 2030 commitments. Our 2020 results can be improved and some of them did not progress in a positive way, yet we are still very proud being able to face the storms and publishing our results in this report.

In this second CSR report, our aim was to incorporate the Kervern and GlobeXplore subsidiaries in order to build a common vision regarding our commitments. We have progressed compared to 2019 and want to create a group vision for 2021 with collective information. We are also glad to communicate about our triple bottom line method. The results of this study help us better understand our positive impact strategy for 2030. Our ambition is to pursue our corporate mission while respecting a sustainable frame of reference.

This publication is the sum of a collective inter-departmental and inter-company work. That is why we also want each employee of the group to be able to recognize in it all or part of the fruit of his or her work over the year 2020.

In 2022, we will publish a report with, we hope so, significant progress on our projects that could not be developed in 2020 partly due to the pandemic.

This document is not exhaustive, so please feel free to contact us if you want more information on a particular topic.

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# Concordance table

	Pages	Global reporting initiative V4 (GRI-G4)	Article 225 (Grenelle 2)	Paragraph of ISO 26000	The Global Compact principles	Sustainable development goals
INTRODUCTION						
Our governance	10	G4-7, G4-13, G4-34		6.2	2	
Subsidiary	8	G4-5, G4-6				
Our strategy Be Good 2030	18	G4-9	225-102-1	7.4.3		
PILLAR 1 – GUARDIANS OF OUR BRETON ENVIRONMENT						
Combating climate change						
Reducing our energy consumption	30	G4-EN 3-4-6-7	2°a) 2°c)	6.5.4	8	
Encouraging renewable energy	31	G4-EN 5-6-7	2°c)	6.5.4	9	
Locally offsetting our greenhouse gas emissions	32	G4-EN 5-6-7	2°c)	6.5.4	7	
Protecting water resources and biodiversity						
Collaborating with an association for biodiversity protection	33	G4-EN 11-12-14	2°a) 2°e)	6.5.6	8	
Water management: being an example to follow	34	G4-EN 8-9-10-22	2°c)	6.5.4	7	
Maximizing the value of swine manure in pig farmings	35	G4-EN22	2°c)	6.5.3	9	
Expanding the circular economy						
Making sustainable packaging and products	36	G4-EN 2-23-28	2° a) 2° b)	6.5.4 - 6.5.3	8	
Reduction and recovery of industrial and logistics-related waste	37	G4-EN 2-23-28	2° a) 2° b)	6.5.4 6.5.3	8	
PILLAR 2 – COMMITTED TO OUR HÉNAFF COMMUNITY						
Being a responsible employer						
Promoting wellbeing at work	40	G4-LA 1-2-3-4	1°a) 1°b) 1°c) 1°e) 1°f)	6.4.3 - 6.4.4 - 6.8.7	3;6	
Personalizing the career paths	42	G4-LA 9-10-11-13	1°a) 1°b) 1°c) 1°e) 1°f)	6.4.7 - 6.8.5 - 6.3.7	3	
Building teamwork and digital work	44	G4-LA 10-11	1°a) 1°b) 1°c)	6.4.7-6.8.5	3	
Staying the #1 partner for our suppliers						
Driving some communautés de progrès	46	G-24	3°a) 3°b)	6.8.3 - 6.8.6	9	
Ensuring a fair partnership	47	G4-EC8		6.7.3 - 6.6.6	3	
Setting up new partnerships (NGOs, consumers...)						
Collaborating with scientists and NGOs	48	G4-EN11 - G4-EN26	3°d)	6.5.6 - 6.8.3	6;10	
A two-way communication with our consumers	50	G4-PR5		6.7.3 - 6.7.6		

Pages	Global reporting initiative V4 (GRI-G4)	Article 225 (Grenelle 2)	Paragraph of ISO 26000	The Global Compact principles	Sustainable development goals
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### PILLAR 3 - PIONEERS OF A TERRITORY IN THE FOREFRONT


#### Highlighting local resources

Promoting local products (including packaging)	54	G4-EC9	3°a) 3°b) 3°c)	6.5.4 - 6.6.4 - 6.6.6	8	
Reaffirming our suppliers' territorial attachment	55	G4-EC1	3°a) 3°b)	6.8.3 - 6.8.7	8	

#### Carrying on being the "pilot-fish" of the Breton economy


Supporting a responsible entrepreneurial approach	56	G4-LA10	3°b)	6.8.5 - 6.8.7	3;8	
Enriching local training offers	57	G4-LA10	3°b)	6.3.10 - 6.4.7	6	
Investing in the Breton economy	58	G4-EC1 G4-EC8	3°a) 3°b) 3°c)	6.6.4 - 6.6.6 - 6.8.5 - 6.8.7		

#### Contributing to the dynamism of the territory


Enhancing the Breton culture and history	59	G4-EC7	3°b)	6.8.4		
Showing sustainable support for projects giving life to the territory	60	G4-EC8	3°b)	6.8.9		

### PILLAR 4 – RESPECT FOR ANIMALS AND LIVING THINGS

#### Ensuring pigs welfare throughout their lives

Enrichment of the living environment	66	G4-EN27		6.7.5		
Alternatives to painful conditions	67			6.7.5		
Housing of breeding sows	68			6.7.5		
Transport and slaughter conditions	69			6.7.5		

#### Participating in the boom of responsible fishing practices

Promoting sustainable seaweed harvesting and farming practices	70	G4-EN27	2°c) 2° e)	6.7.5	7,8 & 9	
Responsible sourcing of fish	71	G4-EN27	2°c) 2° e)	6.7.5	7,8 & 9	

#### Ensuring the quality of our supplies


Supplying in quality meat	72	G4-PR3	2°c)	6.7.5		
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### PILLAR 5 – DEMANDING FOR ALL OUR PRODUCTS












#### Offering healthy and gourmet products

Maintaining our operational excellence	76			6.8.6		
Developing quality recipes	78	G4-EN27		6.7.5		
Developing « clean label » recipes	79	G4-EN27	3°d)			

#### Innovating for the food of the future

Offering healthy products	80	G4-EN27		6.7.5	8	
Making products designed for future challenges	81	G4-EN27	2° a) 2° b) 2°c) 2° e)	6.7.5	8	

# Group partnership in 2020

2020			Filiales									
	Cohérence avec le Good 2030	Groupe Jean Hénaff SA	Jean Hénaff SAS	GlobeXplore SAS	Kervenn SAS	Filière Vente Directe	Comme la Bretagne	Charte engageante	Fonction de gouvernance	Financement autre que cotisation	Participation à des projets	
												
Reconnaissance mondiale												
Global compact	*	*						*				
Fédérations professionnelles nationales ou territoriales												
FICT			*					*			*	
UBICT	*		*				*					
ABEA	*		*				*		*		*	
FEF		*	*	*	*	*						
IFRA	*		*				*		*		*	
UPPIA			*									
Chambre syndicale des algues de rives et des végétaux marins	*			*			*					
Agro-développement			*	*	*					*	*	
Club Agria			*								*	
GSI GENIA			*	*						*		
Métier												
Labellisation produits et entreprise												
Bleu Blanc Cœur	*		*					*				
RIP Pôle de Campagne Breton (ADPCB)	*		*				*	*	*		*	
Label Rouge - PAQ	*		*					*				
BIO	*		*	*	*			*			*	
Label EPV	*		*					*				
Savoir faire charcutier	*		*					*				
Centre et partenaires techniques												
CTCPA	*		*					*			*	
Valorial	*		*	*			*	*	*		*	
Pôle mer	*			*			*					
Partenaire du CNES-CADMIOS	*		*						*	*	*	
Technopôle Quimper Cornouaille			*				*		*	*	*	
Adria			*				*	*	*		*	
Associations et organismes locaux et régionaux												
Produit en Bretagne	*		*	*			*	*	*	*	*	
Initiative Bio Bretagne	*		*	*	*		*	*	*			
Investir en Finistère			*				*					
CCI Finistère			*				*					
Bretagne Commerce International - BCI	*		*				*					
Cornouaille	*		*				*				*	
Bretagne Supply Chain	*		*				*		*		*	
Agriculteurs de Bretagne	*		*				*				*	
Start'jeun'Ar Vro Vigouden	*		*				*					
Développement durable												
Fret 21	*		*								*	
CTEO	*		*				*		*			

# Note

A series of horizontal dotted lines for writing notes.

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