



WHITE PAPER
of the
Fruit & Vegetable
CMO



A positive review of the 20 years of the Common
Market Organisation

Presentation by
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POM' Evasion



HISTORY OF OUR FARM



1997 : Stephanie and I are agricultural engineers – we started working in an apple and pear farm. 3rd generation

Necessity to change pattern to develop farm. PO is what we need.

2000 : joining Pom'Evasion in order to create a sale office

2004 : purchase of an orchard from a member

POM'EVASION answers our demands

Our farm has grown from 7000 T to 12 000 T (140 to 240 ha)

We produce to have an added value from products



HISTORY OF POM'EVASION

PINEAU in the PO



1997

2000

2012

2018

5 producers
600 ha
25 000 T
Beginning
working
as a group

Sales + quality
office
New entry and
departure of
producers
Beginning of a
strategy
between
producers with
a common goal

POM'EVASION buys
SELECT FRUIT, a
commercial
Export office

15
producers
1300 ha
60 000 T

20 years...

Some producers came in and out
We select people with the same
motivation



AND NOW...

PO = producers + commercial organisation

- ➔ Learning from each other
- ➔ Same goal

New producers need to think likewise

The PO mission is to create added value

Producers mission is to produce what the market is waiting for.

Next step : Keep on going in **investment** and **risk**.

- ➔ In commercial strategy
- ➔ In added value products as we have always done
- ➔ in research to social demand (AB or agroecology) Tremendous needs

PO answers our demands when we start in the business and now we have more demands, more projects...



POM'EVASION GOALS = CMO GOALS = CITIZEN GOALS

POM'EVASION

- Produces what the market needs and innovates
- Increases Quality & Reduces Costs
- Provides technical advice to improve efficiency & quality



Good
Practices
to



Improve
Environment



Accept to support



European Citizen

- Healthy food
- Convenience food
- Prices that match the service