

3

production countries



France



Morocco



Ivory Coast



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GLOBALG.A.P.

TESCO NURTURE



FEL
Partenariat



Our Organization, our Passion, our Commitment

If you want top product quality and safety, consistent and regular volumes combined with a competitive and controlled offer, you need to master the sourcing process from field to sales. This is why the Canavese Group decided to become directly involved in production.

Regional production

In 1993, a range of vegetables and summer fruit produced in the Midi region of France was launched under the PRIMEUR'SAVEUR brand. In 1999, the creation of the "Les Maraîchers du Midi" Producers Organization reinforced our ambition of promoting and developing seasonal fruit and vegetables from the best producing areas in south-eastern France.

Banana production in the Ivory Coast

In 1998, the Canavese Group extended its commitment to production by acquiring its first banana plantation in the Ivory Coast. Today, our subsidiary Consulting et Développement Agricole manages 2 production companies (with 3,500 acres of production area) and an export company. The green bananas we export to France and Europe are marketed under the KINI brand.

Citrus fruit production in Morocco

In 2005, we created the COMPAGNIE AGRICOLE BELHAJ-CANAVESE S.A.(CABC) and acquired 2 production units. Today, we have a citrus orchard of more than 1,500 acres in the Souss and Berkane regions and market our citrus fruits under the KINI Citrus brand.



Our commitment to Quality

The excellence of our KINI bananas is widely recognised all over Europe. This results from a very demanding product specification implemented -at every step of the way- by our agronomic engineers, who are permanently in contact with our head office in France.

Our commitment to Reliability

- We ensure the reliability and the safety of our produce by an on-going programme of improvement of our production means and growing techniques, and our volumes are constantly increasing.
- KINI bananas can be traced from "point of production to point of sale".
- Our local staff enjoys excellent working conditions and professional training programmes, providing yet another guarantee of reliability.
- Our plantations are GLOBALGAP and TESCO NURTURE certified.

Our commitment to customer Service

- Their expertise, backed up by their daily contacts with our sales team in France, enable our production managers in the Ivory Coast to be aware of international market trends in order to give a tailored response to our European customers and support their product strategy.
- Our green KINI bananas are exported to various European ports. Shipments can be adapted to each client's specific requirements and the targeted marketing programmes we develop with them.

Our commitment to Customisation

- Our 3 highly-performant ripening plants in south-eastern France enable us to meet the precise needs of each individual client.
- We offer customised packaging (Extra, Cat.1, Open Top, Mini Pack, 8 Kg...) as well as flow-packs. We are also able to provide any other specific kind of packaging required.
- Thanks to a production partnership in Ghana, we can also supply organic and Fairtrade bananas.



Our citrus fruits are grown in 2 of Morocco's most fertile production areas :

- the Berkane region (in the north-east), renowned for its clementines,
- the Souss region (near Agadir), the main production area for Nour clementines and Valencia oranges.

Our state-of-the-art orchards are managed by CABC (COMPAGNIE AGRICOLE BELHAJ-CANAVESE) agronomic engineers applying the latest technology. Our tonnage is constantly increasing. Our quality policy is perfectly controlled and respects the most stringent European standards. Moreover, thanks to partnership agreements with four of the country's most efficient packing houses, we are able to offer a complete range of packagings corresponding to our customers' requirements.

Our Berkane and Nour brand clementines, as well as our Moroccan oranges, are imported and marketed in France and Europe by Canavese Import France.



Our Import expertise

- We import and handle the marketing of our KINI Bananas (Ivory Coast) and KINI Citrus (Morocco) brands.
- We import the best-known brands and source our products from the finest origins.
- We offer a wide variety of off-season and exotic products to complement European production.
- Our international supplier network guarantees regular volumes and a totally controlled offer.
- We market a range of European and foreign fruits and vegetables under the KINI Fruits Rouges and KINI Primeurs brands.
- We supply all types of packaging (traditional and specific) suitable for European retailers, as well as products marketed upon request (pre-packing, branding...).
- Key importer of varying origins, we are able to help our customers plan their import schedules.
- Our sales team is permanently in touch with our production units, the exporters and the international market, aiming at providing each individual client with efficient, customised information and marketing solutions.
- As we are focused on food safety, sustained development and conservation of the environment, we are particularly discerning when choosing our import suppliers, in order to respect both European standards and the Globalgap scheme.

