

Léa Nature

- La Rochelle -



Helping make the world a better place, with wholesome products that are kind to people and the environment, and humbly commit in a strong and sustainable manner.

Who are we?



- Léa Nature is a family-owned independent group. It was established in 1993 by Charles Kloboukoff, CEO and founder, with *the aim of making natural, organic certified products available to everyone.*
- The development of the company is based on an combination of **economy and ethics** in an **environmental and societal approach.**
- We found our acts on our **four fundamental values**, which also **guide our innovations**:
 - Commitment to nature
 - Ethical behaviour
 - Pioneering spirit
 - Responsibility



Why do we have a special interest in innovation?

Economic crisis 2009-12

- > Consolidate our positions by means of **innovative product reengineering** on our main ranges:
- > Zip stand-up sachets, wholegrain cereals, express pasta, "Producteurs Régionaux" logo, quest for taste excellence...
- > Slowly but surely up to 700 FTE & 110 M€

20 years in 2013...

- > **Empowered our innovations** to get a long-lasting competitive asset:
- > **New and exclusive ingredients, compostable tea bags, palm-free brand, wide gluten-free offer...**
- > 870 FTE & 180 M€ in 2015

Teens in 2008

- > Arrival of distributor's brands
- > **Innovate with more sophisticated products:**
- > Specific origins, fair-trade products, health & nutrition claims, pack service...
- > 400 FTE & 90 M€

We grew through innovation!

Child in 1999

- > Innovation = **launch natural and organic products** in a market where it was new
- > 200 FTE and 25 M€

Born in 1993

- > No choice but innovate to exist:
- > **Innovation is vital and natural for Léa**

What type of innovation have we recently implemented?

Citrus thyme:

- Plant sourcing
- Variety selection,
- Cultural techniques

Gluten-free stand-up meal sachets:

- Grain sourcing
- Formulation
- Guarantees
- Controls
- Process set-up
- Organisation / Logistics
- Marketing

Gluten-free crispbread:

- Flour sourcing
- Formulation
- Guarantees
- Controls
- Process set-up
- Marketing

Compostable tea bags:

- Norms
- Process
- Engineering
- Communication

Spicy hot drinks:

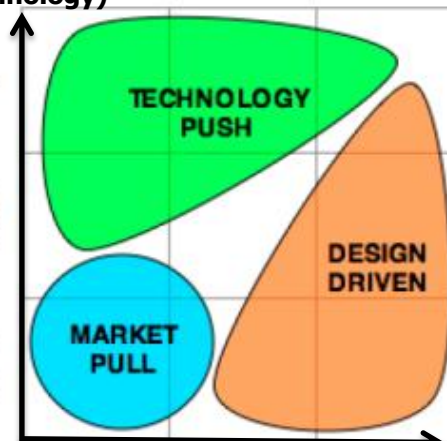
- Spices sourcing
- Sensory qualification
- Variety selection
- Formulation
- Marketing

Palm-free products (stock cubes, spreads, biscuits, wafers...):

- Consumer intelligence
- Nutrition profiling
- Fat expertise
- Sensory analysis
- Communication

FUNCTION (technology)

New functions
Radical performance improvement
Incremental performance improvement



Adaptation to the evolution of socio cultural models Significant change of meanings Generation of new meanings

Source :

www.ueanet.com



"Made in France" / "Regional producers":

- Sourcing
- Regulation
- Variety selection
- Communication



Healthy green teas (detox, slimming...):

- Plants tradition
- Taste associations
- Formulation
- Marketing

Some major recent innovations



**Hot drinks
Plants**



**Breakfast & snacks
Cereals & chocolate**

**Jardin Bio
Premium Brand
"aux origines du goût"
Pleasure / Safety / Health / Environment
UNIQUENESS**

**Meal
Vegetables
& grains**



Public benefit of innovations



Public benefit of innovation in organic foods - Example of Léa Nature						
	Economy	Community	Environment	Health	Safety	Pleasure
“Producteurs Régionaux”	Develop local organic farming	Foster local employment	Less km = less CO2	Less km = less pollution	Better traceability = easier control	Capitalise on local cuisine
Palm-free products		Foster EU employment	Less mono-culture	Less saturated fatty acids		
Compostable tea bags	Invest in modern manufacturing line		No staples (20T/y) Home compost	No-GMO material (paper & cotton)	Unbleached paper Vegetal inks	
Citrus thyme	Develop new organic cultures	Valorise a traditional plant		Fosters thyme consumption		New and greedy taste
Gluten-free meal sachets	Increase site technicity and added value	Develop local expertise	Less pack weight = less CO2	Make wholesome food available to more people		Original tastes & textures = ancient ingredients
Gluten-free crispbread	Increase site technicity and added value	Develop local expertise	Less mono-culture	Organic ingredients = no GMO risk		Original tastes & textures = ancient ingredients
Spicy hot drinks		Valorise spices from specific origins		Make "ayurveda" benefits available for more people		New and unique flavours
Healthy green teas	Valorise tea market			Synergy between green tea and healthy plants	Organic tea = lower risk of contamination	Make green tea pleasant for more people

Our further needs in terms of research and innovation

Ingredients: safe, tasty, healthy, original, unique, low carbon impact...
And available throughout years!

Process: safe, natural, respecting ingredients, enhancing nutrition, optimising ageing...
And affordable locally!

Guarantees: organic, and what more?
Gluten-free, lactose-free, X-free, vegan, raw, healthy, X-friendly...
Traceability up to field

**Innovation
is secret...**

Packaging: safe, ecological, convenient, premium, design...
And affordable locally!

Sensory profile: nice colour, pleasant scent, greedy taste, unique and pleasant texture...
And constant in time!

Nutrition profile: less sugar, less salt, less SFA...
And distinctive vs competitors!

How can the EU Commission support us in innovation? 1/2

What do we need to keep growing through innovation?

- **Stable regulatory** background, and ubiquitous application throughout member states (eg IER, organic flavors...).
- Public aids for **organic transition** in EU, to make local innovative ingredients and supplies more available for certified transformers.
- Public aids for **1st transformation and storage facilities** dedicated to organic raw materials and ingredients.
- Fund national and European **marketing studies** to understand what are the **consumers expectations** in terms of [deficient] organic offers: ingredients, tastes, food-forms, packaging, information, services...

How can the EU Commission support us in innovation? 2/2

What do we need to keep growing through innovation?

- Foster **collaborative research** between public bodies (eg INRA & INSERM in France) and organic bodies (eg ITAB, FIBL...) on priority programs, such as:
 - Impact of pesticides on human health;
 - Improvement of cultural techniques in organic farming, especially for ancient foods (grains, vegetables, fruits...);
 - How to improve sensory acceptability of organic foods for non-organic consumers, especially within young populations;
 - How can biodegradable or compostable packs can be more favorited to fight against “plastic ocean”?
Is there a room for “organic packaging”?