



**ROQUETTE**  
*Offering the best of nature™*

# RURAL VISION WEEK

**From commodities to sourcing specialties for a fair trade**

# A GLOBAL LEADER OF PLANT-BASED INGREDIENTS



**ROQUETTE**  
*Offering the best of nature™*



**ROQUETTE**  
*Offering the best of nature™*

## A LEADER WITH A PURPOSE



### Vision

What we believe in

Nature has the answer to provide people with the food, nutrition and health they need according to their lifestyle choices, their age, where they live and what they do.



### Ambition

What we want to achieve

Unlocking the potential of nature to offer the best ingredients for food, nutrition and health markets.

## ROOTED IN FOUR CORE VALUES

---



# Values

---

What we base our culture on

Authenticity

Excellence

Forward-looking

Well-being



**ROQUETTE**

*Offering the best of nature™*

## WE ARE A GLOBAL PLAYER

---

100+

Countries served by ONE  
Global Commercial Network

5,000+

Customers

86

Years of industrial and  
operational excellence

8,670

Employees

45+

Nationalities

25

Industrial sites

40

Patents/year

€3.7BN

Turnover

300+

R&D workforce



**ROQUETTE**

*Offering the best of nature™*

# Meet the consumers expectation for safe and sustainable food in the world



9.7 billion



Safety

Natural

Nutrition

Price

FAO estimated in 2021 that food production should increase by 60 to 70% to be sufficient to feed +/- 9,7 billion people in 2050

# FROM COMMODITIES TO SPECIALTIES

Market of commodities :

- Starch milling demands huge volumes of raw materials: corn, wheat and specialties (peas, special corn and starch potatoes);
- Cereals for industry are typically commodities large volume and price driven by the market ;
- Fundamental for commodities:
  - Supply and demand, weather, currency
  - Change of regulation for agriculture and trade
  - Speculation (hedge funds)

Many drivers for commodities are “**exogenous factors**” to the agri-chain.



**ROQUETTE**  
Offering the best of nature™

# MOVING FROM COMMODITIES TO SPECIALTIES

## Market environment is evolving quickly:

- More restrictive health regulations for food and environment;
- Change in agricultural policy towards more sustainable crops and decarbonisation and rural areas;
- Consumers demand for more natural and much healthier than required by the regulations;
- Higher production cost for commodities not systematically covered by CAP and by market price;
- Specialties may be cash product if well appreciated by consumers.

Switch to producing **specialties** (special corn, potatoes, protein peas, i.e.) is an opportunity to bring added value.



**ROQUETTE**  
Offering the best of nature™



# MOVING FROM COMMODITIES TO SPECIALTIES

## ROQUETTE approach to specialties working in synergy with farmers

Roquette has a large experience in **growing contracts** directly from farmers.

- Roquette launched **waxy corn** during '70s years in Italy , starch potatoes in France .
- Roquette is leader in **plant base protein** in France and Canada.

### Milestones of growing contract for Sustainable Special Raw Materials

- strict traceability procedure from preferred varieties grown in identified the field, to the plant (farm to fork)
- best sustainable growing practices
- Build the farm of the future
  - promote precision farming to optimise farmers revenue and reduce gas emission
  - medium term projects : organic and blockchain to meet consumers demand for natural healthy, transparency and managing production costs.
- Support to growers
  - dedicated agronomist team to support farmers in implementing Roquette's growing protocol
  - remunerate farmers effort for a **fair trade**



**ROQUETTE**  
Offering the best of nature™



**ROQUETTE**

*Offering the best of nature™*

# CV

## Pierangelo Marconi

Global Category Manager for Special Raw Materials

Roquette

- Degree in Agronomy
- Master in Food Market
- Experience as university researcher in Food Marketing before joining Roquette
- Several roles covered in Roquette during the past 30years
- Manager of the family farm in Italy



**ROQUETTE**  
Offering the best of nature™