

## Responsible communication charter

### Introduction:

75 years ago, guided by the conviction that the pleasure of sharing high quality products was life treasured moments “the salt of life”, Robert Labeyrie put on our tables incomparable flavours from “terroirs” with precious know-how.

Today we have the same conviction, but our world is forever evolving. Our planet's resources are limited. We know that the quality of our food is closely linked with the quality of our environment and our well-being.

If we want to continue to awaken the taste buds of the future generations, we must also awaken our consciousness, our own's as well as the consciousness of those around us, and thus making the relationship of INTENSE PLEASURE & RESPONSABILITY possible.

That's why working together with our colleagues, partners and consumers, we want to redefine this vision of pleasure we have inherited and that drives us.

We want to share a responsible passion for food, one that has been developed via our 3 pillar CSR approach:

**PRESERVATION** of the ecosystems we interact with,

**MASTERY** of our processes and know-how through everyday virtuous practices,

**RESPECT** of the men and women who produce, process and consume our products.

**Our mission, as a group is to give as many people as possible the keys to responsible pleasure consumption. Our “raison d'être” is to share a responsible passion for food.**



Our mission in terms of responsible communication is a priority of our MASTER pillar:



The responsible communication charter brings together all the commitments made by the group in terms of communication and is intended to apply to all the actions of the Labeyrie Fine Foods group in France and abroad.

**This charter is intended for :**

- Any employee within Labeyrie Fine Foods group involved in the development of a communication action,
- All service suppliers, partners and suppliers mandated by Labeyrie Fine Foods to design, develop and carry out media and non-media communication actions,

Who undertake to respect the fundamental principles of this charter.

This charter applies to all institutional, commercial, and internal communication actions, regardless of the form and format chosen and/or the distribution medium used.

**The Labeyrie Fine Foods responsible communication charter is based on 3 fundamental principles:**

1. **Controlling our impact :** We are committed to designing communications that take into account their environmental, social and societal impact, whether for internal or external communications, media or non-media: digital, paper, audiovisual, events.
  - Whenever possible, give preference to partners and suppliers who are committed to CSR.
  - When printing on paper/cardboard/PLV, stands, ensure that the media and inks used are environmentally friendly (certified sustainable and/or recycled).
  - When producing promotional items, consider the real need to produce them, their use value and when we decide to produce them ensure that they are environmentally friendly and ethically produced.
  - For internal and external events, adopt an eco-responsible approach to transport, accommodation, catering and activities.

- Ensure that our audiovisual communications are produced in an eco-responsible manner, paying particular attention to transport, location, catering, set and styling elements, and the recycling of materials.
- Make our service suppliers aware of the principles of using digital media in the most eco-responsible way possible. Favour media that has less environmental impact, avoid intrusive or energy-consuming formats and favour formats that respect the comfort of use of Internet users

## **2. Transparency and education:**

### a. Communication and transparency around our commitments and our progress approach

- Responsible content of our messages, reliable and honest communication using only verified statements. We will ensure that we do not use misleading statements.
- Communication to our various audiences on our environmental, social and societal commitments, as well as on our ambitions and our approach to progress (websites, social networks)

### b. Education on the responsible use of our products

- We avoid any communication that would go against the protection of the environment. or show non-eco-responsible behavior.
- We take care not to encourage excessive consumption or waste of our products.
- We promote good practices (e.g., communication on responsible fishing...).

## **3. Respect:**

### a. In our communications:

- We take care not to convey stereotypes of any kind.
- We ensure that we represent the diversity of our audiences so that everyone can identify with them.
- We do not disseminate messages that are disparaging to anyone.

### b. Towards our partners:

- We undertake to adopt courteous and responsible behavior towards our partners (avoid any form of pressure, short deadlines, inappropriate timings, intimidation, etc.).
- We undertake to adopt a transparent, fair, and balanced approach, particularly in the context of competitions (see charter for calls for tender).