

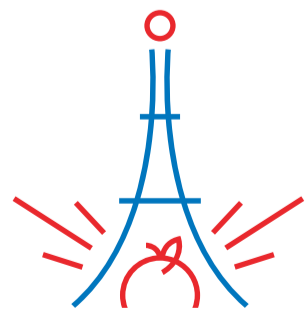
THE
HEXAGONAL APPLE

A TOP QUALITY APPLE

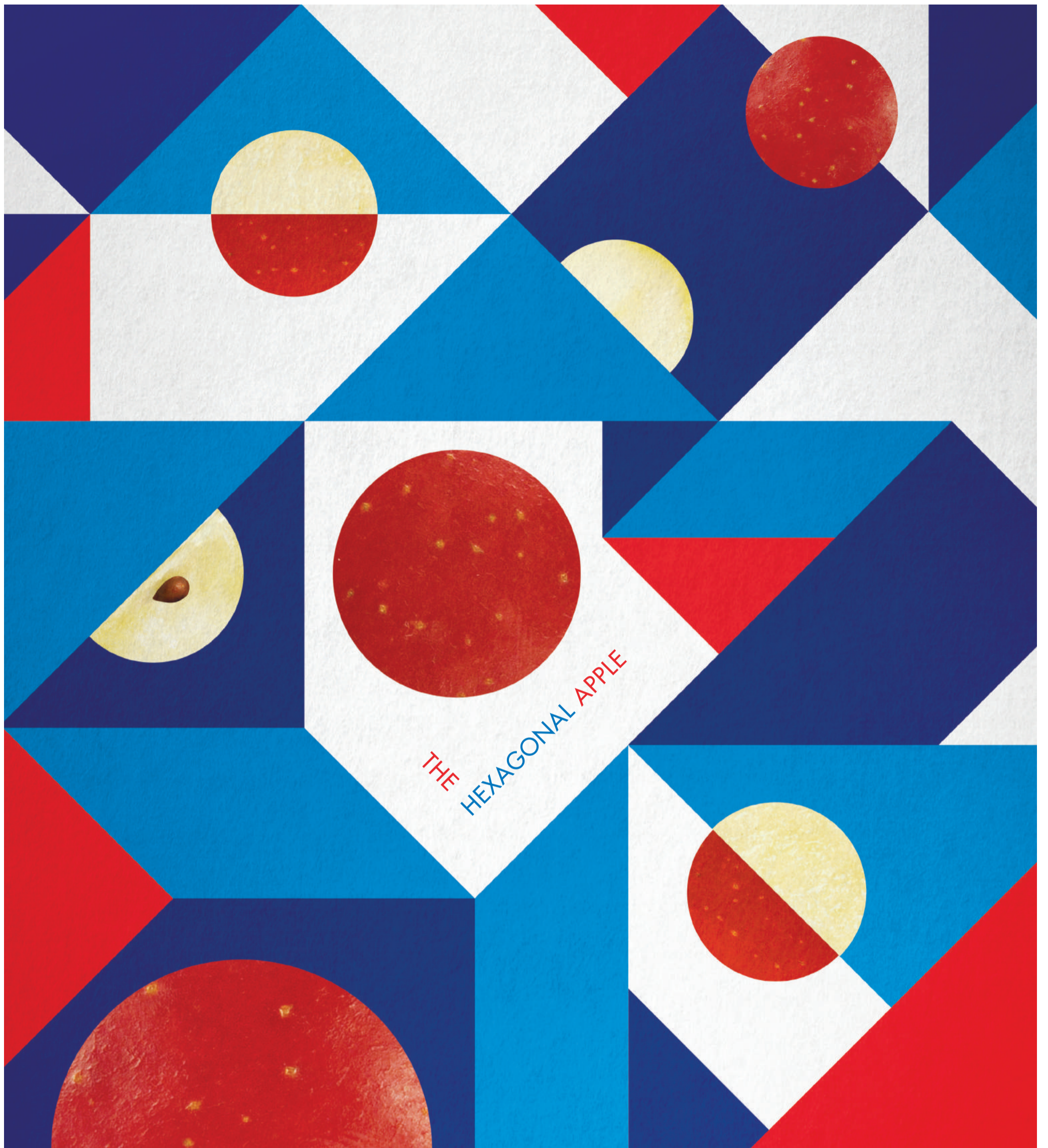


Select Fruit is the premium brand of the Pom'Evasion Group. Based in France yet entirely turned towards the international market, its reputation has reached over the years far beyond the French sphere.

And for good reason – today, Select Fruit is recognized for the outstanding quality of its produce. Our fruits are grown and carefully selected by some of the best apple growers in France. This concern for quality also extends to the packaging of our apples. Our packhouses, equipped with the latest technology, are a reference in the profession. Excellence is at this price.



SELECT FRUIT
Our growers are great artists

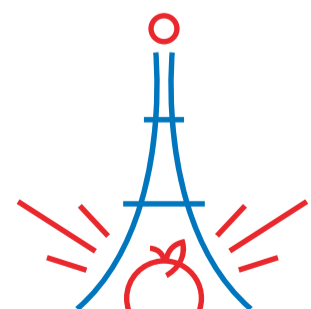


A CONSTANTLY EVOLVING APPLE



At Select Fruit, we are all animated by the same will – to always do better. You could even say it's written in our DNA. The proof is that the strategies that were implemented years ago are continuing to bear fruit today. Three years from now, we will be producing 8,000 tons of organic apples annually (compared with 3,000 today).

In addition, our commitment to 100% agroecology now includes organic and conventional production, as well as the conversion phase. And, to top it off, a new variety has made its appearance in our orchards : the Sunburst.



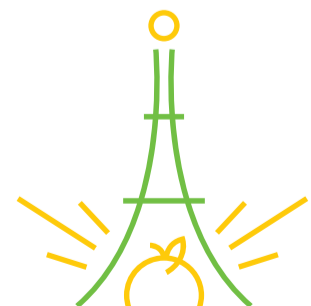
SELECT FRUIT
Our growers are great artists

THE
HEXAGONAL APPLE

AN AGROECOLOGICAL APPLE



Our growers did not wait for it to become fashionable to be convinced of the benefits of agroecology.
Following the strictest specifications, they embraced the challenge over 10 years ago. A genuine pioneer in the field, Select Fruit strives ceaselessly to reconcile agriculture, environment and food, according to the « one health » concept (health of humans, ecosystems, plants, soils and animals).



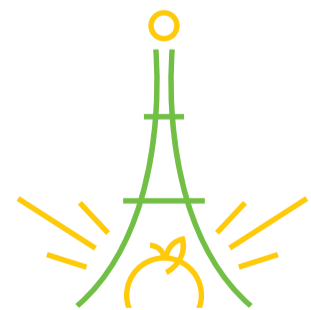
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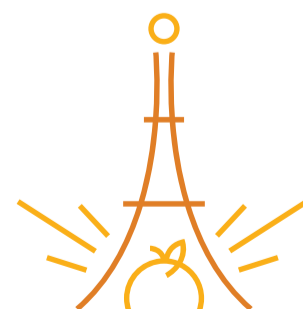


AN APPLE GROWN WITH PASSION



The story of Select Fruit is the story of 11 apple growers who are passionate about what they do.

Spread over more than 1000 hectares and mostly located in western France, these family firms stimulate the economy in the provinces (by creating many jobs locally, for example). Preferring to practice their job on a human scale, they have all progressively turned towards sustainable agriculture. And their commitment is absolute – at Select Fruit, there is no room for half measures.



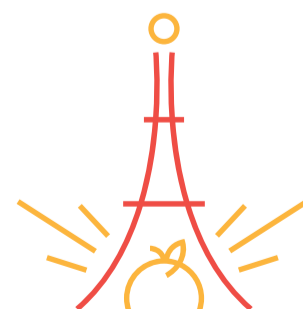
SELECT FRUIT
Our growers are great artists

THE
HEXAGONAL APPLE

AN APPLE YOU CAN EAT WITH YOUR EYES CLOSED



Food safety is one of the major concerns of Select Fruit. This is why we guarantee the traceability of each of our apples (from the tree to consumer's plate). But our efforts do not stop there. Both our packing stations and our orchards comply scrupulously with international certifications and protocols. In addition, we try, as far as possible, to adhere to the most rigorous standards set by the profession. Food safety is at this price. To help us carry out these missions, we work hand-in-hand with two top-notch Quality engineers.



SELECT FRUIT
Our growers are great artists