



BE AN

EARLY

ADOPTER.



RUNGIS
MARCHÉ INTERNATIONAL



En partenariat avec
afnor
CERTIFICATION



THE STRENGTH OF COLLABORATION IN SERVICE OF ONE SINGLE LABEL.

A CSR LABEL SPECIALLY DESIGNED FOR YOU.

Aimed at wholesalers, service providers, farmers, importers and other companies operating in the fields of food, horticulture, and equipment and services, **this label – based on ISO 26000 – takes your business constraints into account.** It also incorporates the principle of continuous improvement (the PDCA cycle of Plan-Do-Check-Act).

COLLABORATIVE DEVELOPMENT IN ACTION.

The Marché Durable (“Sustainable Market”) label is the result of a collaborative development process involving:

- Rungis International Market,
- AFNOR Certification,
- engaged providers (wholesalers and service providers that have earned a CSR label),
- food industries,
- the Federation of Wholesale Markets in France.

CONCRETE, CROSS-CUTTING COMMITMENTS.

The Marché Durable label recognizes **businesses that operate responsibly and sustainably**, with respect to governance, people management, regional impact, and environmental practices.

It is based on 11 commitments, divided into 3 themes:



Governance
(3 commitments)



**Respect for people
and regional impact**
(2 commitments)



Environment
(6 commitments)

A BALANCE BETWEEN FLEXIBILITY AND STANDARDS.

- **7 main industries** (with targets tailored to each one): fruit and vegetables, meat, dairy products, seafood, fine dining, horticulture, and equipment and services.
- **6 commitments that must be demonstrated** in order to earn the label.

	EXAMPLES OF QUESTIONS YOU MAY BE ASKED	EXAMPLES OF PROOF YOU CAN PROVIDE
Vision, strategy and sustainability performance	Have you thought about your activities' sustainability in terms of risks and opportunities?	Organisational chart including a CSR officer.
Respect for employees and farmers	What is your on-boarding process for new hires?	Welcome pack or staff meeting minutes.
Regional impact	In what ways are you involved with your region?	Proof of being invited to and participating in local events, or examples of partnerships with local associations and/or institutions.
Carbon footprint, climate change adaptation and mitigation, and resource management	Does your business track the resources it uses, in terms of both quantity and quality?	Water and energy table.
Sustainable purchasing	Which social and environmental criteria do you consider when making purchasing decisions?	Sample supply agreement.
Food quality and safety	How do you handle customer complaints about food quality and/or safety?	Customer complaint tracker.



LABEL BASED ON CONTINUOUS IMPROVEMENT.

- The Marché Durable label is based on a score out of 1,000 points and a system of **three levels, with a goal of continuous improvement.**



Your audit and score set **a clear baseline** for your business and constitute **valuable tools to support your future progress.**



LEAD SUSTAINABLY WITH THE MARCHÉ DURABLE LABEL.

PROMOTE YOUR PRODUCTS
AND ENJOY A COMPETITIVE EDGE.

The Marché Durable label is **an effective, concrete response to your current and prospective customers' growing expectations in respect of sustainability.**

It's a real advantage when it comes to capturing additional market share.

« Customers of major groups have high expectations of respectability, so this label is a way for us to stand out from the crowd and showcase our products. »

FLEUR ASSISTANCE, HORTICULTURE INDUSTRY



ENHANCE YOUR PERFORMANCE IN THE EYES OF FINANCIAL INSTITUTIONS.

Sustainability-linked loans, more attractive financing conditions and optimised insurance premiums: the Marché Durable label gives you access to dedicated financial solutions and helps improve your economic health.

« Our butcher, restaurant and meat curing customers have rising expectations of sustainability, asking questions about our upstream processing and certifications. »

BIGARD, MEAT INDUSTRY



BE A FRONT-RUNNER IN THE RACE TO ADAPT, AND MAKE YOUR BUSINESS MORE COMPETITIVE.

Implementing flexible processes that align with your business needs will **ensure a smooth transition and compliance** (with the EU CSRD, France's Tertiary Decree, extended producer responsibility, etc.).

This head start will enable you to boost your efficiency, your allotted budget and your image.



BUILD YOUR IMAGE

AS AN COMMITTED PROVIDER.

Thanks to this label specially dedicated to wholesalers, **you can identify your business as being clearly committed to your region**, particularly if you have a non-trade-specific CSR certification.

You will become a preferred partner for projects and synergies launched by engaged actors within your wholesale market.



SPEED UP YOUR TRANSITION WITH A ROBUST CSR STRATEGY.

The Marché Durable label roots your business in a cross-cutting strategy with virtuous effects in the short, medium and long terms. Under this holistic approach, your CSR roadmap will be your main tool for **effectively managing your performance.**

« We were used to writing up CSR reports, but we were missing a vision for our leadership and staff, because we only talked about the environment. »

J'OCEANE, SEAFOOD INDUSTRY



RECRUIT AND RETAIN NEW TALENT FOR YOUR NEXT GENERATION OF PROFESSIONALS.

Communicating about your social and environmental commitments will **bolster your employer brand and your appeal** to the next generation of professionals.

TAKING ACTION FOR TOMORROW IS GOOD TASTE TODAY!

As an engaged provider in the fields of food, horticulture, or equipment and services, **you are at the heart of a demanding ecosystem.**

With the Marché Durable label, you can:

- **promote** your CSR commitments,
- **organise** your approach,
- **differentiate your business** on a highly competitive market.

THREE STEPS TO GETTING AHEAD OF THE CURVE.

1 Self-assessment:

Submit your application and then use our self-assessment form to evaluate your situation.

2 On-site audit:

An evaluation conducted on site by a certified assessor.

3 Label awarded:

Publicise your certified sustainability strategy for a period of three years.

**HERE TO HELP YOU ON
YOUR JOURNEY TOWARDS
A SUSTAINABLE FUTURE.**

CONTACT US TODAY.

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