

Mengniu and Bel Group to jointly promote sustainable development practices

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China Mengniu Dairy Company Limited and The Bel Group, a world leader in branded cheese and a major global food player, officially signed a "Sustainable Development Cooperation Proposal" to jointly promote sustainable development practices across the Sino-French dairy industry at the sixth meeting of the Sino-French Entrepreneur Committee held in Paris, France. In the presence of government officials from both countries, Li Pengcheng, Executive President of Mengniu; and Frédéric MÃ©dard, Chief Financial Officer, Chief Impact Officer, and member of the Executive Committee of The Bel Group; signed the landmark cooperation agreement.

During the meeting, China proposed the continued use of the "From French Farm to Chinese Dining Table" full-chain rapid coordination mechanism. This initiative is designed to improve access to high-quality French agricultural products, including cheese, ham, and wine, for Chinese consumers. Additionally, both countries agreed to collaborate and mobilize international efforts to address climate change and promote global biodiversity conservation processes to jointly protect the planet.

According to the agreement, both companies will actively implement the spirit of the meeting and cooperate through the mutual sharing of best sustainable development practices and food decarbonisation which include low-carbon farming practices, nutritional awareness programs, and the fight against food waste. Signed on the 60th anniversary of the establishment of Sino-French relations, the strategic cooperation agreement between both companies on sustainable development practices has far-reaching significance and will deepen the all-round cooperation on agriculture and food between China and France.