Values and Taste

Madagascan Shrimp
UNIMA,
Shrimp from Madagascar,
with passion

The shrimp from Madagascar is a product of excellence: glossy, crispy, juicy, tasty, succulent and fleshy, with its delicate and lightly sea-taste. This shrimp is a legend.

UNIMA was established in 1965 and within a short time became an international leader of the high end shrimp market.

Ever since, UNIMA has continually invented and promoted eco-friendly models of responsible fishing and non-intensive shrimp farming. The product’s quality lies in its origin, taste, and the eco-friendly safe production techniques that UNIMA has developed.

Fond of research and innovation, between Southern and Northern countries, the Group brings together men and women sharing the same corporate vision and commitment to the Big Island. People with strong values rooted in an exemplary approach: ethics, team work, mutual respect, excellence, balance, daring.

UNIMA Group translated its beliefs into actions and commitments. It developed a strategy of vertical integration from the shrimp trawlers, or from broodstock domestication, to the distribution to final customers. This strategy has led to the award of the French Label Rouge certification and has reinforced its position as a world leader.

UNIMA has always been committed to sustainable development by supporting local communities development in Madagascar: 7,300 children attending school, free health centres, schools, including the first ever high school in a rural district, water and electricity supply. UNIMA cares for environmental conservation, always planting and nurturing trees, now nearing 1.4 million.

Its actions and commitment are recognised by WWF with whom UNIMA signed in 2007 a non-profit partnership agreement aimed at sustainable development.

The Madagascan shrimp has become a legend. Over the years, UNIMA Group has successfully met challenges of a changing world. A responsible and sustainable actor, UNIMA moves forward with passion.

Amine H. ISMAIL
Chief Executive Officer
UNIMA, producer of the best Shrimp

UNIMA shrimp has not become the best in the world by chance. Pioneer and leader for over 40 years, UNIMA Group produces 4,000 tons of shrimp and 2/3 of farmed shrimp production in Madagascar. This shrimp of exception is UNIMA’s own.

The Eco-friendly models created by UNIMA protect natural environments, thus promoting the well-being and quality of animals.

UNIMA focuses on personal development, respect, improving local population living conditions which has enabled a production model of excellence in this southern region to emerge.

As the only company to have vertically integrated its entire supply chain, UNIMA can fully guarantee to its customers the quality, traceability, safety and the service it provides.

Recognised in the world for its taste and trusted for quality, UNIMA shrimp is the only one to have obtained the Label Rouge certification, the ultimate proof of its premium quality.
A fleshy and juicy Shrimp, raised the natural way

UNIMA shrimp farms are located in vast mangrove areas which represent a precious ecosystem for marine biodiversity. Growout ponds are specially designed bearing in mind the preservation of these mangrove trees.

Shrimp grows at its own pace in natural clay soil of several hundred hectares. They live in conditions similar to their natural environment. This contributes to their unique taste and crispiness. Low-density stocking model (5 to 10 shrimp per square metre, instead of 100 to 200 in intensive farming) is the basis of this eco-friendly model. It does not create any pollution and boosts biodiversity, thus allowing the shrimp to benefit from a stress free environment.

Shrimp lives on natural pond production. This diet is complemented by vegetable and marine nutrients. Marine meals are obtained from fisheries which are subject to quota restrictions. This nutritional supplement is guaranteed free of GMOs and terrestrial animal ingredients or medical additives.

UNIMA Group is the first and only company worldwide to have successfully domesticated the Penaeus monodon specie. This enables continuous supply of healthy breeders, eliminating the risk of external contamination. This also means that the Group no longer has to take them from their natural environment.

The UNIMA Group’s aquaculture model is recognised over the world for favouring well-being, health and organoleptic qualities of its shrimp. Thanks to this model, UNIMA can produce very large size of shrimp in a sustainable and significant way, which is considered as exceptional on a global scale.
A tender, lightly sea-tasted Shrimp, coming from responsible fishing

Internationally recognised for its responsible fishing practices, UNIMA captures wild shrimp in strict accordance to the European Code of Sustainable and Responsible Fisheries Practices and FAO guidelines.

UNIMA is committed to the conservation of marine resources and the oceans in the future

UNIMA’s nets are designed to select only the largest shrimp, while protecting tortoise, dolphin, large fish and the sea bed.

Thanks to these nets, for every 100 kg of shrimp caught, UNIMA has reduced its surplus catch to only 7 kg, compared with the 500 to 2,000 kg average around the world.

UNIMA has also reduced the frequency of its fishing trips in an effort to enable the seas to replenish.

UNIMA has worked actively with traditional fishermen to establish a common code of good behaviour.
Crispy, juicy, tasty, succulent and fleshy, with its delicately flavoured, UNIMA shrimp is unique.

**UNIMA shrimp, the only one owing a Label Rouge**

An official stamp of quality, awarded by the French Ministry of Agriculture and Fishing, the Label Rouge certification singles out products which have been recognised by a panel of experts and consumers as superior to other products in the market.

The label allows consumers to rapidly identify the better quality product, and it also confirms UNIMA dedication to quality.

**The consumers’ favourite Label**

*Label Rouge* is the stamp of quality most recognised by French consumers:

- Around 100% aided recall according to an OpinionWay survey taken 20.01.2011,
- Purchased by 90% of all consumers, out of which 49% do so regularly. The *Label Rouge* is more popular than the organic *AB Label*.

Succulent and crispy, simply the best tasting Shrimp
Just taste it to make the difference

The diagram above shows that UNIMA’s Label Rouge shrimp is superior to all others and that this quality is widely appreciated by consumers.

1. Capinov Study 2009

Perfectly preserved, carefully cooked

UNIMA Group has built its shrimp cooking facility in Landacres Park near Boulogne-sur-Mer. It is the first industrial zone to have received the ISO 14001 certification in Europe.

UNIMA FRAIS factory is equipped with ultra-modern cooking and latest packing facilities that comply with the strictest standards. Its high technology has been specially designed to preserve the integrity, the flavour and the nutritional qualities of UNIMA shrimp.
A unique and eco-friendly Shrimp

From the outset, UNIMA has been aware of the ecological challenges at stake within the shrimp industry and has applied strict environmental specifications.

In 2007, UNIMA and WWF signed a non-profit partnership agreement\(^1\) to study, document, strengthen and promote UNIMA’s sustainable development initiatives.

The partnership between UNIMA and WWF is currently implementing biodiversity conservation projects on UNIMA production sites.

Their objectives are:
- the preservation of the mangroves and their ecosystem,
- the monitoring of rare and endangered species
- the monitoring and follow up of the sustainable management of the Mahajampa Bay,
- the monitoring of dry forests, one of Madagascar’s endemic ecosystems,
- the creation of sanctuaries to protect sensitive areas.

\(^1\) Report available at www.unima.com
Beyond words, acts:

- 2.8% of the Group’s yearly turnover in Madagascar devoted to sustainable development,
- 922,000 mangrove trees planted, equal to 92 hectares,
- 690 hectares replanted, or 460,000 trees of local varieties (cashews, acacias, filaos, teak etc.)
- 100% of the original mangroves preserved and boosted,
- Zero impact of farm effluent on the coastal ecosystem – continual environmental monitoring over the past 15 years measured according to a checklist of 18 indicators,
- 100% waste sorting and recycling,
- Zero tortoise, shark or dolphin captured during trawling,
- 4 species of rare and endangered animals preserved,
- 1 new specie of palm tree discovered and protected.

For the first time worldwide, the carbon footprint of shrimp has been measured.

UNIMA compensates for 78% of its carbon footprint.

The UNIMA group is continuing its efforts and aims at producing the first carbon-neutral shrimp in the near future.

2. Evaluation in 2009 by Carbone 4
A fair Shrimp, for the well being of local populations

The Group’s community development initiatives are vital. Located in remote regions, UNIMA sites are at the heart of local development.

UNIMA initiates and is involved in the construction and management of infrastructures to provide village communities with access to education, healthcare, drinking water supply, public safety, transport and energy.

The figures speak for themselves:

- Over 675 children are provided with schooling each year; totaling 7,300 children since the beginning of the project in the village of Besakoa, adjacent to a shrimp farm.
- In 2010, the first and only high school was built in a Madagascan rural community, with the financial support from the customers of a major French retailer.
- 1,900 people receive medical care every month through the health centres,
- 15 births per month,
- 46 drinking-water fountains providing water for 5,000 people,
- 500 homes connected to an electricity supply.

Attentive to the working conditions of its teams, UNIMA Group guarantees security and purchasing power for its employees:

- Health cover for 100% of its employees and families,
- A minimum gross wage that is 40% higher than the legal minimum wage in 2011,
- International Labour Organisation standards adhered to 100%,
- UNIMA is the first company in its industry, so far in Madagascar to have implemented a Collective Agreement for its employees.
Taste the difference

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