

Passing the torch at the head of Blue Whale

Claude REHLINGER, president of the Blue Whale Group, decided passing the torch. Christophe BELLOC, 43 years, succeeded him. Member of the director board for five years and President of the STANOR cooperative, Christophe BELLOC manages a family farm of 125 hectares near Moissac (82).

Long-time planned and prepared with Alain VIALARET, Blue Whale Group Director, the handover was recorded by a unanimous vote of the Board on February 20th, 2015. Christopher BELLOC will take up his post early March.

Changing in continuity

Claude REHLINGER emphasizes the full confidence he has for his successor, and the strength of the teams. Christophe BELLOC states that all strategic objectives, operational mode and Blue Whale brand values will be strengthened, always in the "fruiticulteurs" interest. Because the fundamentals are good.

After two terms of three years, Claude REHLINGER can indeed boast a **flattering balance sheet**: development of commercialized tonnage (increased from 140,000 to 250,000 tons per year), distribution (500 customers in over 70 countries), diversification of business tools, strategic groups, innovative management of fruit, orchards quality management (renewal, varietal adaptation, technical monitoring), and above all, increase of the Blue Whale brand notoriety, the dynamic element of the Group.

The "French apple" has not finished radiate around the world...



A world-class player

- 250 000 tons sold
- € 220 million turnover
- 4,000 hectares of orchards
- 300 fruit growers
- N°1 in France

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