

New Sales & Export Manager for France

We are delighted to introduce Tania Faudemer the new Sales & Export Manager for France.

1. What was your background before joining Biogrow?

After graduating from high school, I traveled solo to Nepal, which was a powerful experience that deeply sensitized me to the importance of agriculture. This trip allowed me to see how essential agriculture is not only to ensuring food security for populations, but also to economic development and the preservation of ecosystems. I also became aware of the challenges of sustainable development and the need to adopt environmentally friendly agricultural practices to preserve natural resources and ensure sustainable food production.

Although I don't come from an agricultural background, this awareness reinforced my interest in tropical agronomy and convinced me to focus my studies in this field. I joined ISTOM (International Agro-Development Engineering School), attracted by its approach focused on tropical sectors and its international outlook.

Wanting to further develop my skills in management and business, I then joined the Purpan School of Engineering in my third year. This multidisciplinary training allowed me to acquire a comprehensive view of agricultural issues, from the field to marketing, and to understand the fundamental role of business in promoting agricultural sectors, particularly in an international context.

2. Why did you want to work for our company?

I wanted to join Biogrow because its commitment to sustainable and responsible agriculture fully aligns with my values and background. Biogrow is operating in a rapidly expanding market, and I am particularly attracted by the innovative solutions offered for more sustainable production in greenhouse soilless crops. I also appreciate the fact that you have your own factories in Sri Lanka, India, the Philippines, and Brazil, which allows you to have direct control over production and guarantee the quality of your products internationally.



3. Tell us a little about your position?

As Sales and Export Manager for France at Biogrow, my role is to develop and structure sales of the company's products in the French and international markets. This involves both managing and nurturing an existing client portfolio, as well as prospecting for new markets and strategic partners. I will be responsible for certain foreign countries (mainly Europe and Asia) and the southeastern part of France.

My responsibilities will include analyzing customer needs, defining business strategies tailored to each market, monitoring contracts, and coordinating with technical and logistics teams to ensure optimal service. I will interact with distributors, producers, and stakeholders in sustainable agriculture, highlighting Biogrow's innovative solutions to address the sector's challenges. This position allows me to combine my dual expertise in agronomy and international trade, while working in a dynamic environment focused on sustainable agricultural practices. It's a truly strategic challenge that requires commercial vision, technical understanding, and the ability to adapt to the specificities of different markets.

"SA 8000 certification has criteria that require organizations seeking to gain and maintain certification must go beyond simple compliance to the standard."

SA 8000 certification in India

After an intense period of auditing, we are delighted to announce that Biogrow Substrates India has received SA 8000 certification! This achievement is testament to the local team's hard work and dedication. Earning this certification is no small feat. Congratulations and well done to everyone involved!

Social Accountability 8000 (SA 8000) is an international standard for social accountability management systems. It was developed in 1997 by Social Accountability International, formerly the Council on Economic Priorities Accreditation Agency, by an advisory board consisting of trade unions, NGOs, civil society organizations and companies. The SA 8000's criteria were developed from various industry and corporate codes to create a common standard for social welfare compliance. The goal of the standard is to encourage organizations to develop, maintain, and apply socially acceptable practices in the workplace. The standard was designed to fit into an integrated management system.

Performance criteria

It also requires compliance with eight performance criteria, as outlined on the Social Accountability International website.

Child Labor: No use or support of child labor; policies and written procedures for remediation of children found to be working in situation; provide adequate financial and other support to enable such children to attend school; and employment of young workers conditional.



Forced and Compulsory Labor: No use or support for forced or compulsory labor; no required 'deposits' - financial or otherwise; no withholding salary, benefits, property or documents to force personnel to continue work; personnel right to leave premises after workday; personnel free to terminate their employment; and no use nor support for human trafficking.

Health and Safety: Provide a healthy and safe workplace; prevent potential occupational accidents; appoint senior manager to ensure OHS; instruction on OHS for all personnel; system to detect, avoid, respond to risks; record all accidents; provide personal protection equipment and medical attention in event of work-related injury; remove, reduce risks to new and expectant mothers; hygiene- toilet, potable water, sanitary food storage; decent dormitories- clean, safe, meet basic needs; and worker right to remove from imminent danger.

Freedom of Association and Right to Collective Bargaining: Respect the right to form and join trade unions and bargain collectively. All personnel are free to: organize trade unions of their choice; and bargain collectively with their employer. A company shall: respect right to organize unions & bargain collectively; not interfere in workers' organizations or collective bargaining; inform personnel of these rights & freedom from retaliation; where law restricts rights, allow workers freely elect representatives; ensure no discrimination against personnel engaged in worker organizations; and ensure representatives access to workers at the workplace.

Discrimination: No discrimination based on race, national or social origin, caste, birth, religion, disability, gender, sexual orientation, union membership, political opinions and age. No discrimination in hiring, remuneration, access to training, promotion, termination, and retirement. No interference with exercise of personnel tenets or practices; prohibition of threatening, abusive, exploitative, coercive behavior at workplace or company facilities.

Article continued on the Biogrow website



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www.bio-grow.com



contact@bio-grow.com



+33 (0) 468 373 939

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"We envision a world where workers, businesses, and communities thrive together - Social Accountability International (SAI)"



Martin Carniel promoted to Commercial Director

We are delighted to announce the appointment of Martin Carniel to the position of Sales Director of Biogrow. In this role, he will be responsible for leading the team and the sales network, and developing strategies to support our development and the evolution of the substrate market worldwide.

After many years spent in Sri Lanka in charge of production, Martin returned to France in 2011 and moved into a commercial development role at Biogrow's head office in the South of France.

In charge of and strengthening our presence in existing markets, he has also developed new markets. It is with full confidence that we wish him every success in his new missions!



News in brief:

- Internal working group to review global logistics strategy
- Protec training centre in Bangalore now offering regular soilless growing courses



Come & meet us:



1. Fresh India Show

When : 13th-15th June 2025

Where : CIDCO Exhibition Centre, Mumbai, India

2. Fruit Focus UK

When : 9th July 2025

Where : NIAB, East Malling, Kent, UK

3. Agritech India

When : 1st to 3rd August 2025

Where : BIEC, Bangalore, India



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