

Lune
de Miel®



Welcome to

*Famille Michaud Apiculteurs
depuis 1920*

The company in a few figures :

**137
employees**

**14 500 m²
on 13 ha**

2 0 0 6



**8 packing
lines**

**+ than 30 000
jars / h**

**5 800 beehives
Pyrénées / Provence**

key dates of the company :



1920

Yves Michaud starts bee-keeping activities and sets up the company.

A family passion lasting for 3 generations, who constantly devoted to improving **production, selection, quality control techniques and marketing of honey**



1957

The company gets involved in **honey processing and packing**



Yves Michaud, 1927, en route pour la première transhumance

1958

the first trade mark is created



1973

Setting up of the
1st private laboratory
For research
and quality control of honeys



1978

Launching of the
2nd trade mark



Nowadays

is characterized by :

- the **best quality in each origin**
- **innovative packaging easy to use with an aspect of play**
- **Innovative** products offered under the range **Health and welfare**





**MAJOR SUPER MARKETS CHAINS
ALSO TRUST US TO PACK UNDER
THEIR PRIVATE LABELS**





- AUCHAN
- CARREFOUR / REFLETS DE FRANCE
- CARREFOUR PCI
- BAUD
- CASINO / MONOPRIX
- INTERMARCHE
- SYSTEME U
- SCAMARK (Leclerc)





- TESCO (U.K. & Eastern Europe)
- ASDA (U.K.)
- KESKO (Pirka/Menu) Finland
- ICA (Sweden)
- AHORRAMAS (Alipende) Spain



1991

Becomes a leader on the French market
With a turnover of **61 MF** (9,30 M€)



2006

Turnover of **75 M€**
That is to say an average increase
> **15%** per year

Main characteristics of The company






Is totally private company
100 % of shareholders are
employees


Is focussing on
its profession

&

Its object only



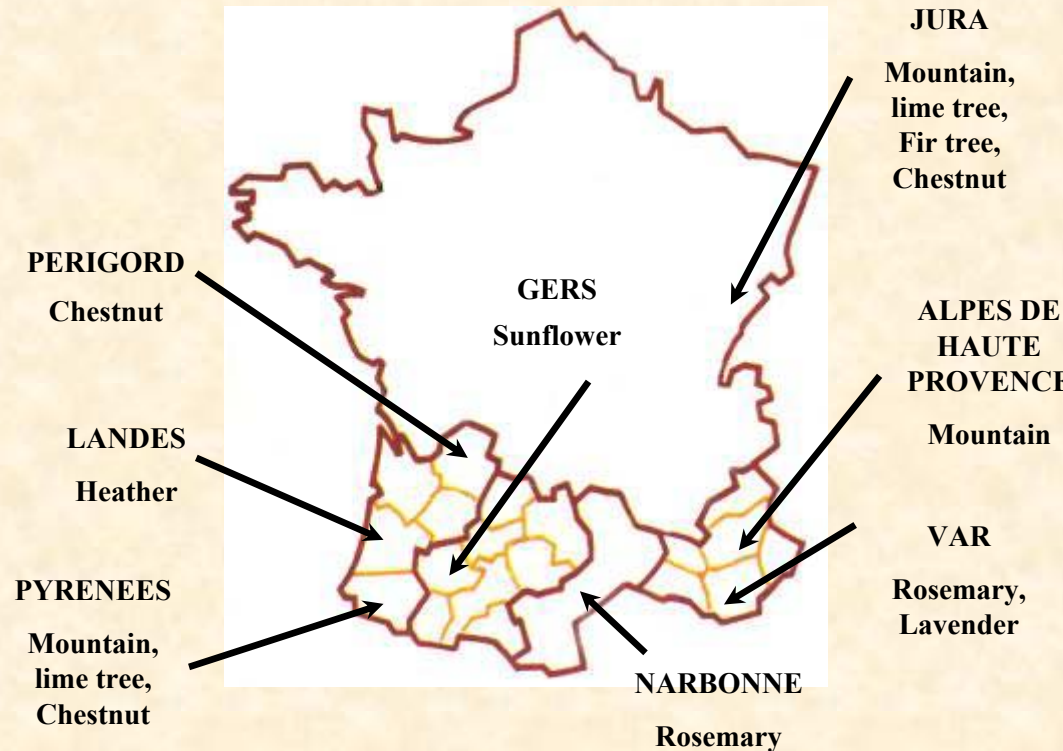
**Main assets of
The company**



A deep experience in bee-keeping and honey production

With 5 800 hives in two areas : Pyrenees and Provence

1st honey producer in Europe

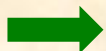


A unique know-how in honey processing

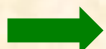
which guarantees a stable texture during long time



Non stop Process



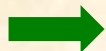
Which does not damage honey quality more than 3 additional days of storage in a hive at 35 °C



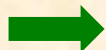
Without adding anything to the pure natural product produced by bees



Laboratory of analysis and quality control



Without taking off anything but foreign matters only



But with important technological equipments obtained by re-investing part of our profits during the past 80 years

A strict Quality management process

Beyond the usual certifications which guarantee the basic process :
IFS / BRC / ISO 9001 version 2000 /HACCP (DS3027 standard)



Our quality process is constantly and systematically examined critically and our today know-how is called into questions



With a strong will to
improve our performance
And
give our customers the benefits of
our experience

That is why we are particularly
honoured to participate in the
TRACE PROJECT and to welcome
you here today.

Thank you for your attention

