Frozen vegetable sector: the European Commission refers to the Autorité de la concurrence the examination of the creation of a joint venture between Eureden and Greenyard

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Background

On 20 October 2025, the European Commission referred to the *Autorité de la concurrence* the examination of the creation of a full-function joint venture by Greenyard and Eureden, which will combine some of their activities in the production and marketing of frozen vegetables and frozen vegetable-based ready meals.

The Belgian group Greenyard is an industrial player, mainly active in the processing and marketing of fresh, frozen and canned vegetables. Eureden is a Britanny-based cooperative group, principally active in the production, processing and marketing of agriculture and food products, including vegetables, meat, eggs and dairy products in France. The group is best known to the general public in France through its D'Aucy and Paysan Breton brands.

The Commission considers the *Autorité* to be the best placed to examine the transaction

This referral is made pursuant to Article 4(4) of Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings (the EU Merger Regulation).

In agreement with the company concerned, the European Commission considered that the French competition authority was the best placed to examine this transaction with an EU dimension, in particular in view of its impact on the French market and the experience of the *Autorité* in the sector concerned. The *Autorité* is now, therefore, competent to examine the planned transaction and will issue its decision at the end of an investigation phase, the time limits for which will begin upon receipt of a complete notification file.

Referrals by the European Commission to the *Autorité de la concurrence*

This transaction is the 45th transaction referred by the European Commission to the *Autorité de la concurrence* since 2009.

Merger transactions are regularly referred by the European Commission to the *Autorité de la concurrence*, demonstrating the flexibility of the European merger control regime. Under the referral mechanism, which is provided for by EU regulation 139/2004, the European Commission may refer the review of a transaction to the national authority best placed to assess its effects on competition, when that transaction "*may significantly affect competition in a market within a Member State which presents all the characteristics of a distinct market*".

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