



JORDANS

# The muesli leader loves nature



*Jordans is the undisputed leader in the muesli market. The brand continually innovates and is launching a special Fruit Muesli this year that is perfectly in line with the natural image its consumers love. Success guaranteed! What is it that sets Jordans apart? A 100% “natural” stance: organic farming and the “naturalness” of its end products.*

In 1855, the Jordan family, owners of a flour mill in Bedfordshire, England, were supplying local people and bakers with granary meal flour.

In 1973, Bill Jordan, the third generation, brought back granola (whole grain flakes) from the United States. He subsequently launched the first crunchy cereal on

the market, which turned out to be a real success. However, his real stroke of genius was his choice of organic farming methods. With his avant-garde approach, he turned his back on intensive farming, which had been developed after the Second World War and proved to be harmful to the ecosystem.

Leading on from this, our cereal farmer created the Conservation Grade

label. This charter, developed with scientists, requires the use of pesticides and herbicides to be halved and recommends the exclusive use of biodegradable products. Bill Jordan thus brought together a team of farmers who were motivated by his project.

While these new farming constraints brought with them a slight reduction in yield, this was offset by a higher price per tonne in comparison to the market rate. *“It was to justify these prices that Bill Jordan decided to market his products as “organic”*”, explains Jean-Louis Marquet, Director

**“Thanks to organic farming and natural products, Jordans has become the leader in the muesli segment, with 30% market share.”**

of Jordans France. The success of Jordan’s organic cereals was immediate: the big British retailers stocked the products as early as 1976.

In the 1980s and ’90s, Jordans developed new products and moved into the export market, notably to France, where it opened a subsidiary in 1991.

*“At the time, the French ready-to-eat cereals market was dominated by Kellogg’s, which had 60% market share, followed by Quaker with 15% and Nestlé with 10%,”* continues Jean-Louis Marquet. *“Jordans came along with excellent products at comparable market prices.”*

#### **Consumers attracted to the “naturalness” of the products**

Still working with scientists, Bill Jordans further boosted the environmental constraints of the “Conservation Grade” label. Now, farmers have to devote 10% of their farmed land to meadows (cornflowers, poppies, etc.) This encourages insects (e.g. bees) to pollinate flowers, and enables birds and wild animals to nest. In winter, the grasses meet the nutritional needs of the birds. *“There is five times more wildlife in these areas devoted to nature,”* says Jean-Louis Marquet. Today, while none of the 120 British farmers that work for Jordans have exceeded this 10% of meadowland, they are on the right track.

Additionally, the company is just as vigilant when it comes to transforming cereals into end products, rejecting any use of additives or preservatives.

Jordans cereals are thus characterised by organic farming and natural end products. It is this “natural” stance that has enabled the brand to gain 5.5% market share and almost 30% of the muesli segment, which the brand now leads. *“We have loyal customers who appreciate the “naturalness” of our products”*, explains Jean-Louis Marquet proudly.

## **Jordans and Norbert Dentressangle**

*Jordans has chosen the Norbert Dentressangle Group as the exclusive carrier for its cross-channel trips. The Group takes care of all departures from the production site in Biggleswade (GB) to the central warehouse in Savigny-le-Temple (F).*

*Norbert Dentressangle provides the UK plant with stand-by trailers that are progressively loaded with pallets. Empty trailers come to the plant, where they are exchanged for full ones, thus saving a considerable amount of time for both partners. Norbert Dentressangle, which transports 10 vehicles each week and loads during weekends, delivers within 24 hours. This timeframe is particularly appreciated by Jordans.*

