

Yug Rusi APG in Packaged Food (Russia)

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Abstracts

Having reached the leading position in vegetable and seed oil, the company is striving to find new areas for sales growth. A movement towards greater product diversification was at the core of the company's strategy in recent years. Thus, Yug Rusi is focusing on developing its production of grains, wheat and sunflower seeds, among other examples.

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