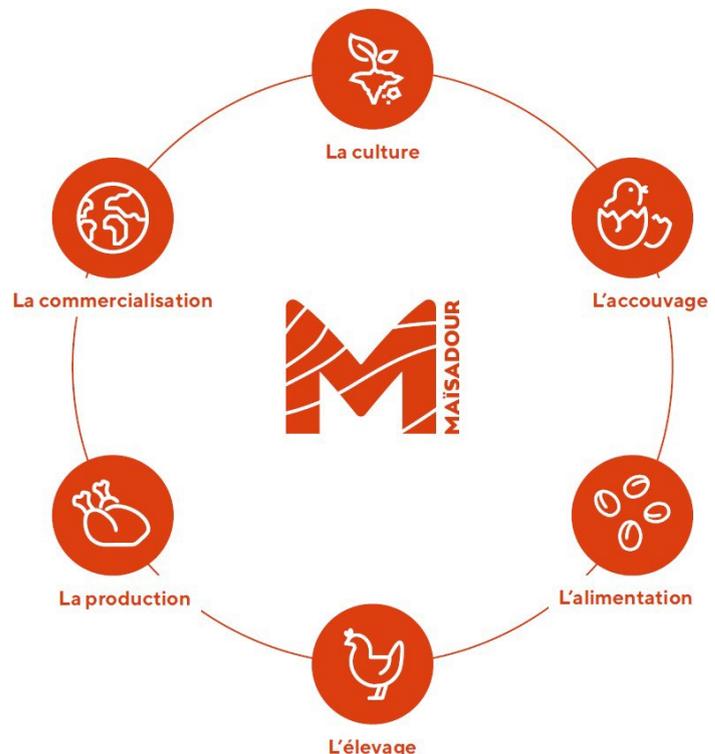


## **Maïsadour strengthens its position as regional leader in the poultry market with 3 strategic investments in the South-West of France**

*Haut-Mauco*, the 6<sup>th</sup> October of 2022. Avian influenza, rising prices of raw materials, growth in foreign imports, energy inflation... At a time when the poultry industry is facing new challenges, the 1<sup>st</sup> Poultry Group of the South-West of France and 3<sup>rd</sup> in whole France, is choosing to invest in the sector and structure a new roadmap. The cooperative Group aims to increase its turnover by 20% by 2026.

### **A complete control of the chain**

From locally grown soybeans dedicated to animal nutrition to marketing, through mating and breeding, **the cooperative is involved in all stages of the value chain.** “*This complete control of the chain is a strategic asset for us*”, explains Michel Prugue, President of the Cooperative Group. “*It allows us to pool our production tools in our three locations (Landes, Périgord and Gers), to harmonize the procedures and to address certain short-term deficiencies, in particular during an Avian Influenza Period*” explains the leader. Committed to provide the consumers with quality poultry mainly grown according of the **Red Label and the “free range” model requirements**, the cooperative invests in every stage.



Last year, alongside the Vivadour cooperative, Maïsadour has created **Graines d'Alliance**, a company aiming to develop a new 100% South-West of France soybean chain and to supply the nutrition market of the poultry sector. The new soybean processing plant, operating in Saint Severs (Landes) since this summer, should process **30,000 tons of soybean per year and thus cover 100% of the need for local and sustainable non-GMO soybean meal**, in particular for the breeders of *Fermiers du Sud-Ouest*.

## €15 million invested in the most modern and efficient production site of the South-West of France.

The Maisadour cooperative Group inaugurated on the 6<sup>th</sup> of October, the modernization of its plant in Condom (Gers), a site dedicated to the production of yellow chicken, sold in particular under the “Poulet d'ici” brand. In total, **€15 million have been invested in this transformation**, and more specifically in the modernization of the production chain and in the expansion of the building.

*“This investment is a response to a market demand,”* explains Paul Le Bars, Director of the Group’s Poultry Business Line. *“While the OECD expects that the global poultry consumption will grow by 1.5% per year until 2027, this investment will allow us to increase our production capacity and offer our consumers 100% South-west of France poultry. As the holiday season is getting closer, we will be able to provide a response reflecting the level of demand for festive poultry,”* he explains. For the Group, this project should also and mainly promote **the relocation of the chains, allow to reinvest in French industry and to create employment areas market on its territories**. The work, which began in 2020, took place in two phases: the treatment of the outdoors and then the expansion of the main site with the improvement of the comfort and safety of the workstations for the **165 on site employees**. *“A project also guided by our CSR commitments,”* says Michaël Dolet-Fayet, Vice-President in charge of the Poultry Business Line.

*“Concretely, our goal is to reduce gas consumption on the site by 75% within one year, to halve the pollution of the waters on the site and to install photovoltaic panels on the parking lot,”* he added.



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## Fermiers du Sud-Ouest, a strategic player now 100% owned by the Maisadour Group

The successive episodes of avian influenza and other economic factors have led the Terrena (Galliance) and Maisadour Groups to reassess their partnership within the Company Fermiers du Sud-Ouest, the Group’s Poultry Business Line. **Maisadour has recently bought back the shares owned by Galliance (49%)** This operation was approved by the Autorité de la Concurrence in early July 2022. Specific commercial partnerships continue between the two parties. **Each year, Fermiers du Sud-Ouest markets more than 29 million of chicken**, from consumer chicken to the Red Label Chicken, which has won many rewards at the French General Agricultural Competition. The cooperative gathers 496 breeder-producers on three territories known for the quality of their production and for their gastronomic tradition: the Landes, the Gers and the Périgord. Its brands are intended for professionals **in the food-trade, butchers-caterers (Marie Hot), wholesalers (Peyriguet)** but also for **large-scale food retailers (St Sever, Le Gemmeur, Landes, Gers, Périgord, Poulet d'Ici, Le Gemmeur)** in France and abroad.

## A new roadmap to carry the Group’s ambition on the poultry market

Guided by the will to **deeply and sustainably transform its poultry activities**, Maisadour has developed a strategic roadmap dedicated to poultry by 2026.

The management team, in collaboration with the representatives of all the links in the chain have defined 4 pillars of actions to recruit breeders and position themselves in strategic segments of the **market**, to offer innovative Red Label offers in line with the consumers' expectations, to involve the livestock farming ecosystem in the Group's CSR approach, and to improve the organization to be consistent with the new ambitions of the Business Line. Structured around **14 concrete projects**, this transformation map should enable the Group to strengthen its position in its leading markets (butchers and caterers, regional GMS, export) and regain a sustainable profitability within 5 years.

## A FEW FIGURES ABOUT THE POULTRY CHAIN AT MAÏSADOUR

FISCAL YEAR 2021-2022

**29 million**  
of poultry

produced and  
marketed

**205 million**  
euro of  
turnovers

**+76%**  
of Maïsadour  
poultry  
are  
Red label  
and/or  
organic

**772**  
full time  
equivalent  
employees

**496**  
breeders  
of poultry at  
Maïsadour  
(including  
95% in Red  
label)

For more information about the chain, visit  
> [THE PRESS BOOK](#) <

### ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936 Maïsadour has been a committed Cooperative from the South-West of France, with a CSR Committed label, placing Man and the Living at the center of its concerns, for a sustainable agriculture, food and society. Maïsadour develops chains of excellence that meet the expectations of consumers to promote, in France and in 50 countries, the productions of its farmers. "At Maïsadour, we are working together for the success of our members and are developing the future of our territories". The Group, structure around the Agricultural Activities, Seed and Food Business Lines, markets gourmet product under the brands Maison Delpéyrat et Comtesse du Barry and Red Label poultry under the brands St-Sever and Marie Hot. [www.maisadour.com](http://www.maisadour.com)

#### Key information

Governance: Michel Prugue, President / Christophe Executive Director

Turnover for fiscal year 2020-2021: €1.276 billion/ 5,000 farmers and 4,300 employees

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