

Daniel Peyraube elected President of the Maïsadour Cooperative Group

Haut-Mauco, the 9th of December. The Board of Directors of the Maïsadour Cooperative Group gathered on Friday the 9th December to vote for a major governance change and elect their new President, Daniel Peyraube. A strategic position for this farmer from the Landes committed in the in the agricultural and agri-food sectors of his territory for many years. Alongside the teams and administrators, he will be in charge of representing and defending the voice of the Cooperative members. He takes over from Michel Prugue.

Trained in agricultural techniques and graduated with a management BTEC Higher National Diploma, Daniel Peyraube has attended management, management, human relations, Manager and Administrator at the ESSEC School of Paris. In 1966, he takes over the **family farm in Castaignos-Souslens** in the Landes. Reflecting the diversity of the Maïsadour Cooperative chains, Daniel is a **versatile farmer** (maize, maize seeds, sunflower, soybean) and a **breeder** (chicken, ducks, guinea fowls). A fascinating job passed on to his two children. **Federating** and persevering, Daniel Peyraube has always been **fully committed to defending the agricultural world** through various missions. Today, he is involved as the President of the AGPM, secretary of the FMSE and Vice-President of Arvalis.



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Daniel PEYRAUBE

51 year old

Farmer from the Landes for 26
years

First Administrator in 2012, then member of the Bureau from 2015 to 2020, Daniel Peyraube becomes the Deputy President of Maïsadour after Dominique Graciet. This year, he takes over the presidency from Michel Prugue to **federate, represent and defend the interests of the Cooperative members**

“I want to comment the commitment of Michel Prugue for his 21 years of mandate within the Cooperative. If we need to remember a single value we are sharing, this is the group value! Only together we will shift the lines to develop tomorrow’s agriculture,” expressed Daniel Peyraube, President of the Maïsadour Cooperative Group.
“My goal? Drive a collective dynamic to bring

Innovative and practical solutions to the farmers of the territory facing the challenges of climate, societal and economic changes. Challenges that we will face to guarantee our food sovereignty for all while respecting the well-being of our farmers. Maisadour has already started its transformation to achieve this, and we will always go further,” he added.

ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936 Maisadour 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. Maisadour develops chains of excellence that meet the expectations of consumers to promote, in France and in 50 countries, the productions of its farmers. “At Maisadour, 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 Delpyrat and Comtesse du Barry and Red Label poultry under the brands St-Sever and Marie Hot. www.maisadour.com

Key information

Governance: Daniel Peyraube, President / Christophe Bonno Executive Director

Turnover for fiscal year 2021-2022: €1.145 billion/ 5,000 member farmers and 4,300 employees

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