

Press release

Paris, the 23rd of February 2023

PROMOTING THE FRENCH ORIGIN OF OUR AGRICULTURAL PRODUCTS

2 BLOCKCHAIN demonstrators introduced at the SIA to ensure the traceability of the French maize and soybean chains

In order to promote the French agricultural production of maize and soybean in a context of increased global and European competition, French inter-branch organizations have committed to an ambitious project to guarantee the traceability by 2020 thanks to the blockchain technology.

Objective: giving the consumer all the information on the product manufacturing steps.

At the initiative of Intercéréales and Terres Univia, two examples of use were developed as part of the **Numagri** association, in partnership with **Agdatahub**, **CrystalChain** and **Maïsadour**: “Traceability of the grain maize produced in France” and “Traceability of the soybean produced in France”.

The two maize and soybean prototypes of this interface are introduced to the visitors on the Agdatahub stall (HALL 4) during the 2023 Paris International Agricultural Fair.



**DÉCOUVREZ L'ALIMENTATION
ORIGINE FRANCE DE VOTRE
POULET !**

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Exemple : 1822200621

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**DÉCOUVREZ LA TRAÇABILITÉ DES
TOURTEAUX DE SOJA**

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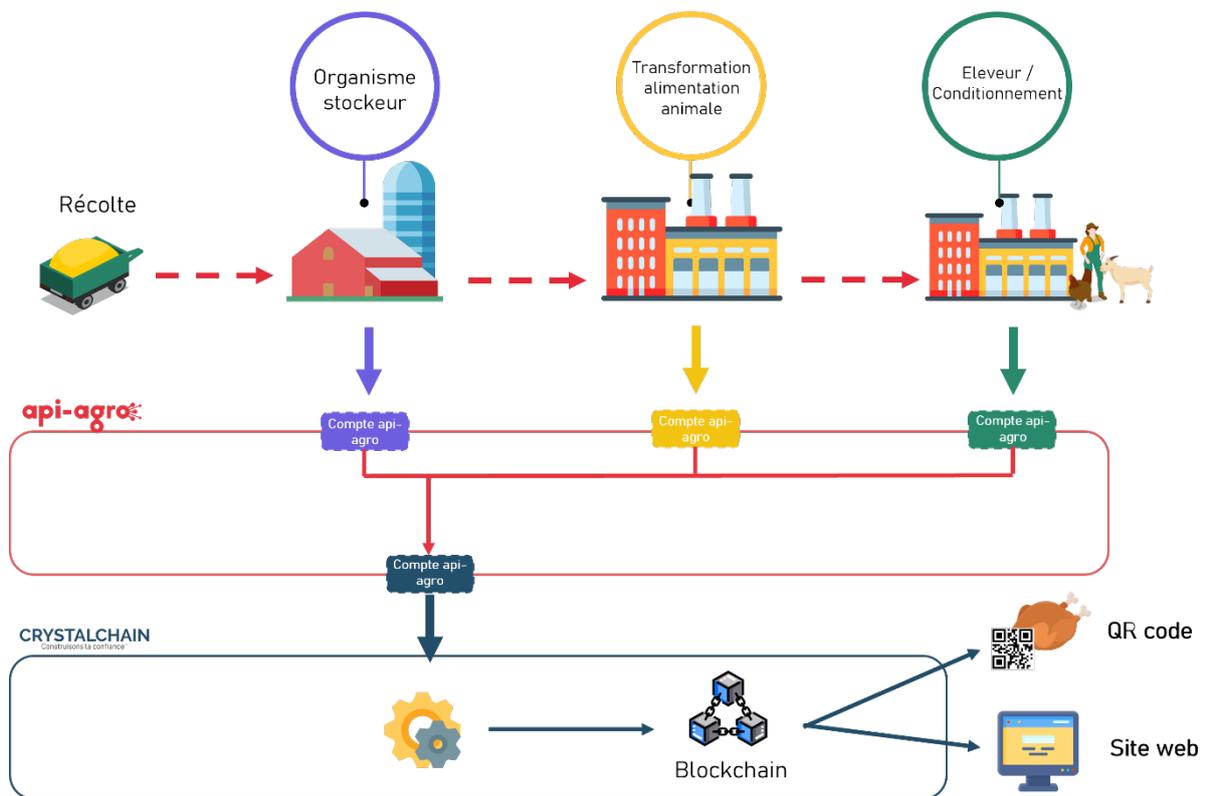
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What is the “blockchain” technology?

The blockchain is a technology to store and share information. It provides high standards of transparency and security. There, the information is notarized according to specific rules set by a very secure computer protocol and can be retrieved through traceability chains, dashboards and through a web app of transparency for the general public.



Two unique demonstrators on the French chains of grain maize and soybean

In 2022, Intercéréales, the French cereal inter-branch organization, and Terres Univia, the vegetable oils and proteins inter-branch organization, member of the NUMAGRI association, offered to their respective member to work on the example of use for the data about the **“traceability of the French maize from the production until the consumption of an animal product fed with this maize”** and **about the traceability of the soybean produced in France from the field to the plate.”** The design of these demonstrators at the chain level gives a traceability over all the manufacturing processes.

For Terre Univia, the objective of this example of use is to **better promote French soybeans, in particular regarding imported soybeans**, while the national market has a strong deficit (4.4 million tons of imported seed equivalent against 4.7 million consumed).

In the long term, the developed tool will make it possible to securely store the data related to soybean throughout the whole chain:

- Seed production
- Harvest
- Crushing to produce soybean meal with a high protein content (and oil)
- Incorporation of these soybean meals into feed formulae and eventually to trace it down to, for example, chicken farming.



Maïsadour: a pilot cooperative to develop the blockchain

In a context of food sovereignty and of very strong competition in the cereals, oilseed and agri-food markets, Maïsadour wanted to take part in the project. The blockchain is a very good way to promote all the hard work implemented by the producers in the final products. Thus, the Group agreed to the request of Intercéréales and Terres Univia. **With the whole chain on maize and soybeans from the seed to the plate, the Group is perfectly positioned to conduct this traceability exercise.**

What is the benefit for the consumer?

To be informed of the origin of the maize and soybean and about the respect of the French production standards. The blockchain is an **evidence of the production modes**. It enables to show that the “final” product, such as the chicken, is fed with **French maize and soybean** and not imported ones. Furthermore, as the consumer pays more and more attention to the carbon footprint of what they eat, they are perfectly aware that a French product will have a lower carbon footprint than an imported product. The French origin is a guarantee of compliance with all the French and European environmental standards which are becoming stricter.



Prototypes on other chains

Other kinds of experimentation are currently taking place on other chains such as wheat, barley, soybeans for human consumption...

Indeed, more and more plant production chains are coming together to promote French productions. The French origin is not only a commercial argument, it is also and above all a guarantee of quality and promotes the profession of the farmers.

PROJECT STAKEHOLDERS

Numagri

Structured as an association in June 2020, created at the initiative of the agricultural unions FNSEA and young farmers, the Chambers of Agriculture of CNIEL and Terres Univia, Numagri is a real forum for dialog and collaboration concerning digital issues in the agricultural sector. Other organizations, including Intercéréales, have joined the association since its creation.

The mission of Numagri is to organize the conditions suitable for the development of interoperability between the digital data of the sector, on the basis examples of use that meet the expectations of the agriculture, sectors and of the consumers. Thus, the association ensures a coordination between the various projects to ensure the transversality, promote interactions and integrate the existing standards.

The Numagri association relies on the expertise developed by Agdatahub to ensure the implementation of the examples of use.

Agdatahub

Operator of consent platforms (Agritrust) and data exchanges for the agricultural sector (API-Agro) Agdatahub coordinates and runs the examples of us in the sectors within the framework of a contract of objectives and means with the NUMAGRI association which works in partnership with CrystalChain on the Traceability example of use.

Terres Univia

Terre Univia is the vegetable oils and proteins inter-branch organization, it gathers the main associations and professional federations of the production, marketing, process and use of the oilseeds and plants with high protein contents. Its missions: the knowledge of the productions and of the markets, the promotion of the chain and of its products, the management of the quality systems, the support for R&D actions, the organization of professional practices and the dissemination of knowledge to professionals.

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 Delpeyrat and Comtesse du Barry and Red Label poultry under the brands St-Sever and Marie Hot.

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