

How is Maisadour speeding up its digitalization through the aladin.farm e-business platform?

Paris, the 30 of March 2023 – Maisadour, leading cooperative of the South-West of France, has been committed for almost 90 years to develop chains of excellence. Maisadour has made digital one of its major areas of transformation. Objectives? meeting the new challenges of the market and strengthening its positions while facing the competition from web giants seeking to conquer the agricultural sector. The digitalization of its services improves the daily life of the farmers. Focused on tomorrow's agriculture, thus, the Cooperative want to continue federating innovative and connected farmers.

The digital, a strategic choice

While the Maisadour Group had already started a digital transformation in 2018, a collective discussion about the omnichannel strategy is starting with 8 other French cooperative, all members of InVivo. They all have the same will: creating an e-business platform enabling the farmers to order 24/7 all the goods and services offered by their cooperative or trading subsidiary to become more autonomous with their purchases. Thus, the aladin.farm platform was born.

“Maisadour has understood straight away the interest of regrouping with other cooperatives to share the resources, profit from a large national catalogue while maintaining its sovereignty concerning commercial, logistic and marketing politics; which is one of the aladin.farm platform's promises”, explains **Charlotte Grandbastien, Responsible for the platform development.**

“Previously, our sales force already had a digital tool to take orders, but it was not connected and the farmer did not have a direct access to a merchant site. For us, it was the opportunity to take a step forward in our digital transformation. This new tool had two assets for us. On one hand, it was a concrete and timely response to the daily needs of this new generation of farmers, and on the other hand, it allowed us to qualitatively change the relationship between our trade forces and the farmers. The Group has been invested and invests to make sure that the change management is a success,” explains **Leslie Vives, Agricultural Marketing Manager at Maisadour.**

Since April 2020, the launch of aladin.farm has taken place in several steps at Maisadour, mobilizing each trade of the cooperative (supply, field, marketing, logistic, DSI) during 6 months. Beforehand, some work to optimize the supply chain was made thanks to the creation of a unique and centralized storage platform. *“Also, we had already implemented a service for delivery straight to the farm. Some assets for a quick deployment of the tool that allowed us to focus on the progressive listing of the product and service lines”,* says Leslie. Since then, the Cooperative offers new delivery options, such as click and collect. An offer that evolves in line with the farmers' expectations and work habits. *“Three years after the launching of aladin.farm by Maisadour, 100% of the orders made on the website are automatically integrated into our ERP and many of our internal processes have been simplified,”* she says. Building on this success, the platform was deployed on the two trade subsidiaries of Maisadour,

Agralia and Inovitis. They now have their own aladin.farm website and a catalogue of dedicated products and services.

Offering new services with added value to the members

Through aladin.farm, the Group has provided its farmers with an access to a range of notable services and benefits, including:

- A gain of autonomy and convenience with the possibility to order online 24/7;
- The access to a large catalogue of more than 750 products;
- Several delivery options: directly to the farm (with the activation of an 'Express D+1' option in case of emergency), on one of the production sites of the farmer or with a click and collect pick up in 1 hour;
- The real-time stock reading for the CPP (Crop Protection Products) and Seed ranges;
- An increased security through the provision of product sheets informing the farmers about the formalities of use and the regulations in force;
- Some savings on their purchase by benefiting from commercial operations or special discounts on some products and services, such as the Black Friday which has been organized for 2 years on aladin.farm.

Closer to the farmers, the Maïsadour technician played a key role in the deployment of this platform by facilitating the understanding of its use.

"Our 2022 Black Friday operation on aladin.farm was a true success. We have recorded € 3.2M of turnover online on the platform in 4 days only, so twice as much as the previous year. These seasonal exclusivities have generated new registrations on the platform among our farmers. Beyond the obvious possibility to strengthen the visibility of our product ranges thanks to the web, the online marketing campaigns are a huge boost to our sales while satisfying our 5,000 farmers," said Leslie Vives.

Positive results for the 3 years of aladin.farm

Maïsadour has a turnover of 100 million in terms of supply. With the achievement of the first goal which was to reach 30% of this supply business online on aladin.farm, the cooperative now aims to reach 45% by the end of June 2023. This, thanks to the integration of new features, such as being able to see the stock in real time or to integrate new product ranges such as spare parts or day-to-day equipment so the current users, farmers and customers get more committed to the platform, but also to attract new ones.

**Field crop seed, field crop and grapevines, fruits and vegetables, animal nutrition, poultry, fat ducks, salmons & trouts.*

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About aladin.farm:

aladin.farm is the first platform to sell agricultural goods and services to cooperatives and their trade subsidiaries, their farmers and their agro-suppliers. Developed by InVivo Digital Factory, in partnership with nine member cooperatives, aladin.farm now represents 25,000 references available online 7/24/364, 24 partner cooperatives and trade subsidiaries and includes 80,000 farmers.

Created to support the digital transformation of agricultural sale and of the supply model, the platform meets the new purchasing habits and behaviors of the sector. A French alternative solution to the digital commerce offered to the farmers, aladin.farm will cover tomorrow 100% of their needs in terms of farm management and change management.

Website: www.aladin.farm

About Maisadour:

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: €1.415 billion/ 5,000 farmers and 4,300 employees