

With the relaunch of its signature brand St SEVER, Fermiers du Sud-Ouest wants to become the reference for high quality poultry from the South-West of France by 2026

Haut-Mauco, the 20th of April 2023. While French people are the first European consumers* of chicken, this meat is now mainly imported. In this context, Fermiers du Sud-Ouest (poultry chain of the Maïsadour Cooperative Group) is the leader of high quality poultry in the South-West of France. As part of its strategic roadmap, the poultry producer gives a new identity to its iconic brand “St SEVER” supposed to embody strong ambitions: expanding its positions on the national level and attracting a target of young consumers.

A new identity based on 3 pillars: Taste, Sharing and South-West of France

Main brand of farm poultry in GMS and with the Fermiers du Sud-Ouest **Red Label**, St SEVER represents **1 million of chicken sold every year, bred by 110 member farmers** in the South-West of France. The yellow farm chicken from the Landes is the only chicken to be bred in “**freedom**,” a breeding mode which is characterized by **the absence of a fence offering a free-range breeding promoting the animal welfare**. These tasty and quality poultry are currently sold in GMS in the territories of **Nouvelle-Aquitaine, Occitania and PACA**. Since the 20th of March, the brand has unveiled a **new identity** with a red and black logo, emblems of the cradle of Saint-Sever Landes poultry (40), as well as a slogan imbued with the brand values: **Taste, Sharing, South-West of France**. “*Through this identity, we want to reaffirm our position, to get more visibility and thus to clearly state to the consumers the benefits of our St SEVER chicken. By focusing on the conviviality and on the current graphic codes, we want to convince more young people to place our poultry at the center of their table,*” explains Michael Dolet-Fayet, breeder and President of Fermiers du Sud-Ouest.

The points of differentiation? The St SEVER poultry are guaranteed **without antibiotics and GMO-free**. They have a **100% feed from the South-West of France** thanks to the chains developed and controlled by the Maïsadour Cooperative. Maize and soybeans **are grown locally and dedicated** to poultry nutrition which thus differ with a **reduced carbon footprint unlike imported crops**. Besides, the Cooperative created last year Grain d'Alliance, a **100% soybean crushing plant in Saint-Sever in order to supply the factories of Sud-Ouest Aliment, the animal nutrition branch of Maïsadour**. For more transparency, this information is available for the consumers through a QR code on the back of the packaging, which allows to trace the journey of the poultry from the farm to the plate.



> [Download the visual](#) <

Despite an unprecedented context, punctuated by the avian influenza, the rising prices of raw materials, the growth in foreign imports, the energy inflation...the 1st Poultry Group of the South-West of France and 3rd in whole France, announced, last October, **it would invest around €16 million to transform the sector and structuring a new roadmap called “Ginger.”** *“Following the redemption of our shares held by Galliance (49%) by Maisadour, we have set ourselves an ambitious course and specific commitments around 4 pillars of actions to recruit breeders and position ourselves in some strategic segments of the market, to propose innovative Red Label offers in line with the consumers’ expectations, to involve the breeder ecosystem in the Group’s CSR approach, to improve the organization to be consistent with our new ambitions.* The relaunch of St SEVER is one step further to reach our objectives,” says Vincent Robin, new General Manager of Fermiers du Sud-Ouest. **“Our ambition: strengthening our positions and our GMS networks at the regional level in the short terms then nationally,”** he adds.

For more information about St SEVER, see
> [the identity sheet](#) <

ABOUT FERMIERES DU SUD-OUEST

Fermiers du Sud-Ouest, subsidiary of the Maisadour Cooperative Group is the specialist of the Red Label poultry from the South-West of France. The 1st poultry group of the South-West of France works to “feed well” by preserving the wealth and know-how of its territories. It gathers more than 1,100 breeders in the regions of the Landes, Gers and Périgord, three origins recognized for the quality of their agricultural productions Through the St SEVER, Gers, Landes, Périgord, Poulet d’ici, Marie Hot and Le Gemmeur Brands, it addresses 3 types of professional clients: Large and Medium Regional Supermarkets, Food-Away-From-Home and Butchers Caterers Roasters in France and abroad.
www.fermiers-so.fr / www.st-sever.fr

Key information

Governance: Michael Dolet-Fayet, President / Vincent Robin, General Manager

Turnover for fiscal year 2021-2022: €205 million/ 1,100 breeders and 772 employees

*Source: Capital - 15 chicken eaten / person in 2022



PRESS CONTACT

Monet Agency - Camille Eridia

T. 05 56 20 66 77 – fso@monet-rp.com