

Asparagus, the queen of the Sands of the Landes

Haut-Mauco, the 8th of April 2023. Committed for more than 15 years in a 100% local asparagus chain under the sign of quality, Maïsadour produces every year more than 1,500 tons of white and green asparagus. While the harvest started late February, the members of the Cooperative are mobilized to offer a fresh and quality product to the consumers, symbol of the arrival of the spring and good dinners.

100% South-West of France asparagus under the sign of quality with exceptional flavors

True emblematic product of the spring for the consumers, the Asparagus of the Sands of the Landes is a highly demanded exceptional dishes. Inherited from the Landes region, it is characterized by its **tenderness** and **freshness**. Its straight and brittle stem proudly bears a bud with tight scales that **delight the taste buds of gourmets**. The Asparagus of the Sands of the Landes is a fresh vegetable perfect for lunch or dinner. **With low calories** (18 kcal/100 g for white asparagus, 26 kcal/100 g for green asparagus), the asparagus is also rich in **vitamin B9**. It is also known for its intake of **mineral salts** and its diuretic properties.



The asparagus that are growing underground are cultivated in the vast sandy plain of the Landes de Gascogne, an area of 1.4 million hectares that has become the cradle of the cultivation of the Asparagus of the Sands of the Landes. At Maïsadour, the asparagus is cultivated by only three dozen members under the official sign of quality “Asparagus of the Sands of the Landes” PGI or Global Cap. These specifications certify their French origin and ensure an optimal quality for this high-end product.



“A good production dynamic thanks to our members”

First asparagus producer in the Landes, Maïsadour is one of the main asparagus producers in the South-West of France. The harvests started slowly late February due to the frost. *“The current climate has slowed the beginning of the season, but for the past 10 days, sunny days interspersed with spring showers have let us catch up. We are on a good dynamic to reach our volume targets by early June. There will be asparagus for Easter”*, says Lucie Gemain,

Agronomic Manager of Fresh Vegetables and New Crops at Maisadour. The Cooperative which operates **300 hectares**, with nearly 97% white asparagus, plans to produce about **1,500 tons this year**: 1,450 tons of white asparagus and 50 tons of green ones. To date, **15% of the volumes have already been harvested**. *“We are cultivating asparagus from the gates of Bayonne to the Médoc on the Sand area. The presence of our members on a vast territory allows a spread of the production in time according to the meteorological specificities of each territory. Thus, we have a **precocious harvest in the South and asparagus from the Médoc at the end of the season,**”* specifies Lucie Gemain.

To ensure an exceptional freshness and a unique taste the asparagus of the sands from the Cooperative are harvested before the sunrise and are sorted, cleaned and conditioned in the next 4 hours following their harvest on the territory. Then, the asparagus are **sold locally, nationally and internationally under the Priméale brand**, leader of the asparagus distribution in France and partner of Maisadour. **A market provided by VEGA Maisadour** which, as a trusted third party between qualified farmers and industrials, ensures the valorization and security of this value-added crop production. Thus, the consumers can find the asparagus in **GMS, specialized stores and on the tables of restaurants**. Like every year, the asparagus of Maisadour’s producers are also **offered to individuals in the store of Herm** (711 Cluquelardit Road, 40990 Herm), open from Monday to Friday from 9 a.m. to 5 p.m. And Saturday from 9 a.m. to noon. In addition, in May, they will be available on order in the **En Direct de Nos Producteurs stores** of the Cooperative Group.

KEY FIGURES

1500 t

OF ASPARAGUS HARVESTED
EACH YEAR
IN AVERAGE

300 ha

SURFACE OF PRODUCTION OF
ASPARAGUS FROM THE SAND OF
THE LANDES

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MEMBER PRODUCERS
OF THE MAÏSADOUR
COOPERATIVE GROUP

**For any request for an article with a farmer,
please contact us.**

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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