

2022-2023 General Assemblies of the Organizations of Producers: results and possibilities for animal and vegetal production

Haut-Mauco, the 9th of November 2023.

For the first time, the Maisadour Cooperative has gathered all the member-farmers of the various Organization of Producers during a single day, on Wednesday the 8th of November in Tartas during General Assemblies with each of them. An essential time of exchange to present the results of the fiscal year and draw up the future opportunities. After a fiscal year marked by difficult climate conditions, a unique avian influenza crisis during the spring 2023 and an inflation context still present, the members supported by the Maisadour's teams were able to adapt. The results are satisfying for animal productions, despite the hazards of the avian crisis of last May, the vaccination is a real hope for the farmers for the current fiscal year. The results are more mitigated for vegetal productions that have been affected by negative climate conditions, but the vegetable yields were good, and good perspectives are emerging given the beautiful harvests of 2023.

Organizations of Poultry and Palmiped Producers: some encouraging opportunities for the end-of-year celebrations and a renewed serenity for the producers.

After a 2021-2022 fiscal year heavily impacted by the successive crisis of avian influenza, the palmiped chain recovers its usual volumes for the 2022-2023 fiscal year: **+44% of production volume for ducks in 2023 compared to last year**, in particular thanks to the implementation of the Adour Plan and to the adaptation abilities of the Cooperative. **Maisadour wants to continue this trajectory to reach 2.7 million ducks produced in 2024.**

Concerning the poultry side, the avian crisis and the inflation hurt the market, and the production fell slightly by 1.8% during the 2022-2023 fiscal year. However, Maisadour hopes to recover the consumers of free-range bred poultry, as this product ticks all boxes (breeding in France in free-range, 100% vegetable feed, without GMO and from local productions). Thanks to the quality of the last wheat and soybean harvests, the prices of the raw materials to feed the animals should decrease which will have a positive impact on the poultry prices in the next months.

Vaccination campaign against the avian influenza: some optimism for the chains

During the spring 2023, a 5th influenza epidemic affected the South-West of France. 85 outbreaks were identified in 4 departments (Gers, Landes, Pyrénées-Atlantiques and Hautes-Pyrénées.) An unprecedented crisis, which has strongly affected the hatching and animal nutrition activities of the Group. In total, 320,000 animals had to be slaughtered and more than one million could not be sold.

Thanks to the work carried out by the Maisadour Cooperative and of all the players of the poultry and palmiped chains, the negotiations about vaccination have finally led to a national vaccination campaign on the 1st of October this year. The State will contribute 85% financially for the 2023 vaccination campaign. A system that allows the producers to hope for more stability and to project more serenely on the next fiscal years.

In addition, the Adour Plan for the Producer funded by the government for the producer, supported by strict biosecurity measures, helped to contain the crisis by reducing the number of avian crisis cases by 95%.

The poultry market driven by Maisadour is responding to the changing consumer habits.

To provide a scientific perspective about the consumption of poultry in France, Maisadour invited **Philippe Goetzmann**, specialist in consumption, distribution and food and member of the Academy of Agriculture of France, at the General Assembly of Poultry and Palmiped Producers.

Philippe Goetzmann looked at the emerging consumer trends.

- ➔ First of all, the size of the households is decreasing (37% of 1 household of 1 person in 2022): there is an individualization of meals.
- ➔ Another major element is the development of out-of-home delivery or catering services with some specific product demands.
- ➔ Finally and mainly, with the inflation, the consumption is segmented according to the types of products.

Because the consumption became multiple, it is now essential to continue to produce all the qualities of meat, which also represents some marketing opportunities for the farmers.

With an equally plural distribution channel (Catering Out of Home, Butchers-Caterers, Large and Medium Supermarkets), Maisadour adapts to the market and its different types of consumers.

Patrick Faget, Director of Maisadour Animal Productions: *“After another very difficult year in terms of health, the farmers are regaining confidence and looking forward to a more serene future. Like the last sector meetings that took place in October and which allowed us to meet the farmers, we feel a more positive atmosphere in our countryside and more serenity in terms of production, but we remain extremely vigilant and mobilized regarding the bird migration!”*

Jean-Louis ZWICK Director of the Maisadour Agricultural Business Line: *“Indeed, the avian crisis of the Spring has strongly affected the Group, but thanks to the incredible mobilization of the teams, we have been able to adapt to preserve our markets and thus save the 2023 holiday season. The end-of-year celebrations are an important moment for French people who gather with their families and take this opportunity to consume festive products such as foie gras or fat chicken. The producers of Maisadour are present. ”*

Some animal production and breeding more virtuous than ever

The members of Maisadour continue their commitment in agroforestry and animal welfare.

- **There are 24 ongoing project to plant 7,000 trees** in the departments of Landes, Pyrénées Atlantique, Gers and Dordogne. By the end of 2023: 17,113 trees planted
- **100% of the palmiped and poultry producer of Maisadour are trained with animal welfare** through training sessions in several modules.
- Concerning the renewable energy, as soon as a farmer wants to buy a building, Maisadour will offer as much as possible to equip it with solar panels. **The Cooperative has an objective of 50 new buildings with solar panels by 2026.**

Organizations in vegetal productions: a jostled fiscal year but good opportunities

Market volatility, inflation, drought in the summer 2022, the farmers in vegetal production experienced a complicated context. The Fall harvest was not good, but the vegetable production in spring 2023 reached a satisfying level.

The vegetable productions are present

The vegetable harvests of the Group: green beans, peas, sweet corn have been slightly affected by the drought compared to other harvests. For asparagus, the production results are good: for the first time the producers have sold some asparagus in the En Direct De Nos Producteurs shops. To develop this chain, the Cooperative is looking for new producers.

1,540 tons of white asparagus were harvested and delivered to the station in Herm to be marketed on the territory and by the partner of Maisadour Priméale. 6,750 ha were harvested for the industrial partners for a total production of 99,000 tons.

Some contracts to secure the members' incomes

Each year, Maisadour enters into production contracts with its members to secure their income and ensure a market. During the 2022-2023 fiscal year, Maisadour renegotiated some vegetable contracts to increase their added values. This was the case, for example, with Bonduelle (more than 54,000 tons per year of marketed sweet corn) and Ardo (more than 15,000 tons of green vegetables and more than 41,000 tons of sweet corn).

The way maize contracts with international industries such as Ingredion or Cargill were also revised upwards to meet a sustained demand: +11% of sowed area during last fiscal year.

On its side, MAS Seeds is working with its group of seed producers in order to keep improving the technical and agroecological performance of its network.

A satisfying 2023 harvest

With better weather conditions at the beginning of the year and during the summer, the harvests of the Fall 2023 are more successful than the ones of 2022, thanks in part to an adaptive agriculture strategy for corn: producers planted earlier to harvest earlier. They were able to take advantage of the natural irrigation from the rains in June and July and get rid of drying expenses while harvesting when the weather was still dry at the end of August and early September. A strategy that paid off, with **503,000 tons of cereals and oilseed and protein crops harvested at the end of October, including 483,908 tons of class A and value-added maize, representing 99% of the forecast volume.**

Toward a regenerative agriculture

During the whole fiscal year, Maisadour kept supporting its producer-members and is committed with them for a regenerative agriculture in relation with its new corporate strategy named **Ambition 2030** to be unveiled to the general public on the 7th of December during the General Assembly of the Group.

Regenerative agriculture is a system of agricultural practices intended to preserve the soils of the farms; it is based on 5 main axes: soil coverage, crop rotation, soil protection and fertility, production diversification and biodiversity and finally preserving the water resources.

Many actions are implemented with the producers toward this: development of cover crops, precision farming, new beekeeping activity, carbon footprint, etc.

The General Assemblies of the Organizations of Producers, privileged times for internal exchanges

An agricultural cooperative is a community of agricultural companies' leaders who take charge of their professional destiny and invest in common. Its purpose is the joint use by farmers of all the means necessary to facilitate or develop their economic activity and to improve or increase the results of that activity.

What is an Organization of Producers?

An organization of producers (OP) is created at the initiative of a group of farmers who come together with the objective of pooling their resources in order to readjust the commercial relations they maintain with the economic actors of the downstream of their sector.

Why are these internal times important, what are they for?

These times of exchange are the time to share the results of the various organizations of producers. An OP should have a democratic working principle to vote:

- The definition of rules to adapt the supply to the demand, establish the transparency of the transactions, implement the traceability and promote environmentally friendly production methods;
- The marketing of all or part of the members' production and the provision by their members of the means required for the marketing of their production.

How are the OP AG organized at Maisadour?

There are 5 Organizations of Producers and Groups of Producers within the Cooperative:

- Seeds
- Special maizes and Field crops
- Fruits and Vegetables
- Poultry for meat
- Palmiped for Foie Gras

ABOUT THE 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. 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

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