

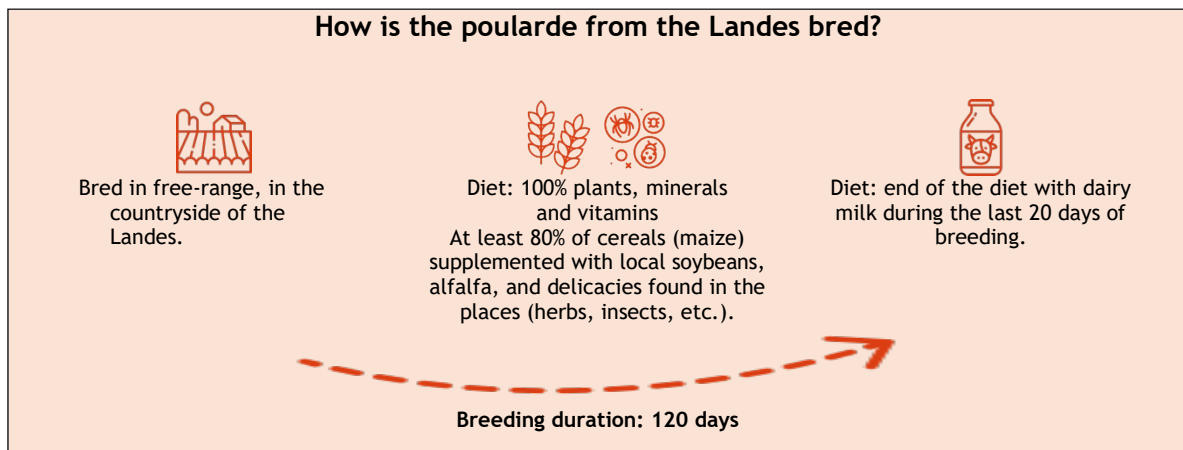
End of the year celebrations: poularde, a healthy and gourmet product from a virtuous breeding

Haut-Mauco, the 23rd of November 2023. Turkey, capon, goose, poularde... while the holidays season is coming, French people wonder which festive poultry will stand in the center of the Christmas tables. In the South-West of France, the breeders of the Maïsadour Cooperative are in running order to offer a healthy and gourmet product bred in free-range in the countryside of the Landes: the poulardes.

The poularde: +19% of sales on the BCT circuits (Butchers-Caterers) in 2022 compared to 2019

The poularde is a young hen that has never laid eggs, bred especially for the holidays season. With almost 20% of the sales of festive poultry, the poularde holds the 2nd position behind the capon (50%), perfect for small table (5/6 people). The sales of Red Label poulardes increased by 19% in 2022 in the Butchers-Caterers sales channels, compared to 2019.

The success of this festive poultry is partially explained by the high quality of the product. The poularde lives in wooded places in free-range. It is fattened naturally, thanks to a diet of cereals, maize, and soybean produced locally, and skimmed milk to make the flesh white and smooth at the end of the breeding.



Patrick Faget, Director of Maïsadour Animal Productions: *“In the Landes, we have been marketing the poularde since the late 80s. A very high quality product, symbol of the know-how of the territory. The Label Landes specifications were established in 1993, which is the date he PGI (Protected Geographical Indication) were recognized as a simplified procedure. With more than 60,000 poulardes bred every year, Fermiers du Sud-Ouest is one of the leaders in France.”*

Portrait of a breeder: the members of Maïsadour are committed in a virtuous process of breeding, proud of their profession

Ms. Nadia Duprat, poularde Breeder: *“The poultry bred in the countryside of the South-West of France for the holidays season run around great plains and forests. These spaces provide shade areas and natural supplements to their diet (grass, seeds, insects). The respect of the traditional know-how and of the poultry welfare gives a meaning to my profession, I am very proud to provide quality and gourmet products for French people in this period when the pleasure of taste is in the spotlight.”*



At Maïsadour, more than 25 members have been breeding some poulardes since 2019, which represent 60,000 poulardes bred each year in the South-West of France.



CONSUMER ADVICE // “The princess of festive poultry”, a poultry with taste and nutritional qualities:

- A soft and mellow flesh: thanks to the refining with dairy products
- A unique flavor: related to its method of free-range farming and to its diet
- A certified French origin and a Red Label product: guarantee of quality
- To cook roasted or stuffed, in the oven at 150 degrees Celsius, basting it regularly for a soft flesh and a crispy skin!

In the shops, the butchers are here to advise the consumers, explain to them the breeding mode of the poularde and suggest some recipes.

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 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

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