

Why are the farmers mobilized?

The reality of the working conditions at the origin of their claims

#FierDetrePaysan #FiersDeNosPaysans

The members of the Cooperative are available to answer your questions.
For any interview request or field report, contact us at 07 84 90 83 16.

Haut-Mauco, the 7th of February 2024 Those last few weeks, the farmers mobilized everywhere in France to warn about the difficulties of the profession and to advocate a fairer agricultural model, able to restore positive prospects for the sector. At Maisadour, the members are raising their voices to explain the reality of their daily lives and their demands:

- Limiting the imports of poultry to preserve the French food sovereignty
- Simplifying the administrative procedures for the transfer or takeover of the farms to meet the challenge of the generational renewal
- Ensuring the compliance with the EGALIM Law and defend a fair remuneration
- Easing the development of projects on the farms to allow the farmers to face the climate issues

Daniel Peyraube, President of Maisadour: *“Being a farmer, it is above all to make your passion your job. Being a farmer today, it is to constantly look for answers to the societal expectations of the consumers, new practices to minimize your environmental impact, and the creation of added value to produce quality. The French agriculture is one of the most virtuous in the world, we need resources to preserve it.”*

Limiting the imports of poultry to preserve the French food sovereignty



Alain Gardeils, poultry breeder in Brocas for two dozen years, member of Maisadour and member of France Agritweetos.

“We are making quality breeding, where animal welfare is a priority and translated in free-range poultry that run in wooded place so they have shade and supplementary food. Our poultry are fed with local cereals and local non-GMO and non-deforesting soybeans. This way of producing reduces the carbon footprint of the farms. However, quality has a price, and we need to limit the imports of foreign poultry to preserve our food sovereignty and the remuneration of the farmers.”

Simplifying the administrative procedures for the transfer or takeover of the farms to meet the challenge of the generational renewal

Jean-Luc Blanc-Simon, farmer in Brocas-les-Forges, for thirty-five years, Vice-President of Maisadour and his daughter, Noémie.

“Transferring a farm is a real obstacle course that can last for several years. However, we now we are lacking farmers. Thus, the renewal of the generations is a major challenge to ensure our food sovereignty. To meet this challenge, the procedures of the sellers need to be simplified and the access to newcomers need to become easier. The attractiveness of the farming profession also needs to be developed by giving it visibility and some positive perspectives. There are some and there will be come, but they need to be made accessible:”



Ensuring the compliance with the EGALIM Law and defend a fair remuneration



Chantal Brèthes, farmer in Montaut since 2006. Vice-President of Maisadour.

“The EGALIM Laws were designed to protect the farmers’ incomes. The Gourmet Business Line of Maisadour (MVVH - Delpeyrat) is scrupulously respecting the agreements defined in the framework of these laws. As an agricultural cooperative, this is essential to set the example in this regard. As proof: the cooperative looks at and respects the economic indicator of the cost evolutions published every quarter by the inter-branch organizations and recognized by all. The duck chain has been weakened in the recent years, in particular because of the successive health crises. Maisadour helps and supports the farmers, it works to make the chain more stable and more efficient.”

Easing the development of projects on the farms to allow the farmers to face the climate issues

Michaël Dolet Fayet, farmer in Pouillon since 2013. Vice-President of Maisadour.

“I built a water retention structure that collects the winter water to meet the irrigation needs of my crops. I am developing a second project and the administrative procedures are very long and very complex. Without water, there is no farming, no harvest, and thus, no production. It is an essential resource for us, and this is why we are implementing multiple actions to optimize our needs and preserve its quality.”



Maisadour gives farmers a voice through a social media campaign to highlight the reality of the profession

Why are the farmers so strongly and so quickly mobilized? What are the difficulties they are facing on a daily base? What are the national challenges of today’s agriculture? Why is the profession so unattractive?

To provide factual insights about all these issues, Maisadour is deploying this week the campaign “#Fierdetrepaysan & #Fiersdenospaysans” on the social networks in order to **create a collective and unifying movement around the reality of the agricultural professions.**

This campaign highlights the challenges the farmers need to face: the climate issues, the administrative procedures, the economic challenges and the actions they are implementing to adapt to them. The Cooperative wanted to give a voice to its members and encourage other farmers to participate to make today’s agriculture understand.

What is a cooperative?

Cooperatives have been created to jointly organize their supplies, the means of production, the harvest, storage, processing and marketing of their products. This basis of sharing is part of the very foundations of the Cooperative’s values: adaptability, commitment, performance and solidarity.

How is Maisadour’s cooperative model working?

The governance is embodied BY the farmers and the Cooperative acts FOR the farmers. The Maisadour Group has been helping the farmers with their practices supporting their remunerations, and marketing their production for more than 80 years. Maisadour is alongside the farmers for the agricultural transition to continue the development of their farms in a context of multiple challenges.

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 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 2022-2023: €1.415 billion/ 5,000 farmers and 4,300 employees

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