



## Signing of a contract with the EMMA (Eaux Marennes Marenne Adour) syndicate: Maïsadour commits for the quality of residential water

*Haut-Mauco, the 19<sup>th</sup> of January 2024*

To work on improving the water quality, a major challenge for the population Maïsadour signed on Thursday, the 11<sup>th</sup> of January 2024, the “Re.Sources” contract, a project submitted by the EMMA (Eaux Marennes Marenne Adour) water syndicate, to protect the water resource on the catchment area of Orist (Landes). This contract involving many players and partners was signed with Madam Tahérie, Prefect of the Landes. It establishes a 4-year roadmap with regular exchanges between the partners.



*Signing of a contract between Maisadour and the EMMA (Eaux Marennes Marenne Adour) syndicate with: Françoise TAHÉRI - Prefect of the Landes and Régis GELEZ, Mayor of Saint-Vincent-de-Tyrosse. © EMMA*

### **The players of the region get mobilized for a sustainable management of the water**

In October 2023, The Adour Garonne Water Agency validated the strategy, the actions to implement and the objectives of the Orist Territorial Action Plan and the funding and involvement of each of the partners.

Afterwards, all the partners and reference institutions mobilized to endorse the commitments contract. Thursday the 11<sup>th</sup> of January 2024, EMMA (Eaux Marensin Maremne Adour) invited the partners involved in the contract for a visit of the EMMA institution in Orist that was followed by the signing of the contract at the town hall of Saint Vincent de Tyrosse. The parties involved in this contract should gather soon in order to detail roadmap that will allow to implement the actions considered for the next 4 years.

**Christophe Bonno, Executive Director of Maïsadour:** *“For more than 10 years, Maïsadour has been committed in the management of the water resource, an essential element for the proper development of our plant and animal productions. We are constantly looking for new practices, tools and strategy to optimize our water needs and preserve its quality. This partnership goes in the right direction, Maisadour will be there during the whole action plan of this contract.”*

### **Various experiments to initiate some changes of practices**

Since 2011, Maïsadour has been carrying some experiments in the Orist watershed with a dozen farmers and two main partners: the Chamber of Agriculture of the Landes which supports the farmers and provides its regulatory expertise, and the CUMA for the loan of agricultural equipment. The Group and the volunteer farmers for various tests of cultivation practices: mechanical or mixed weeding, implementation of plant cover on the plots, simplified soil work. These experiments were led by pilot farmers, committed for a, agroecological transition of the agriculture.

Thus, each year, the teams of Maïsadour and the farmers involved organize some demonstration days with other farmers to present the results of these experiments and initiate new changes of practice.

### **The LICORN offer of Vega\*Maïsadour: a targeted input management in the field**

Launched at the end of 2022, Vega\*Maïsadour is the new brand of the Plant Business Line of the Cooperative, dedicated to the farmers and industries. Vega\* Maisadour supports the farmers towards tomorrow’s agriculture by further promoting their production in a more performant and profitable way. Through the LICORN project, a full and innovative range led by Vega\*Maïsadour, the Cooperative supports the farmers with the agroecological practices while minimizing the risks. The objective; optimizing their fertilizing and initiating the decarbonization of the crops.

Since the beginning of this year, the VEGA advisers offer with LICORN a custom management of the inputs. Through soil and sap analyses, the farmers will be supported by a precise interpretation of their crop needs (nitrogen, trace elements, deficiencies, excess, etc.). Thus, the farmers have a more efficient fertilizing strategy, emitting less greenhouse gases and that preserves more the quality of the water found in the soils. Risk management, new fertilizers, decarbonization, this offer allows to initiate a change of practice for the farmers, supported by the Vega\*Maïsadour experts who are securing the changes of practice while maintaining the agronomic performances of the farmers.

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 Bushiness 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](http://www.maisadour.com)

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