



RESULTS FOR THE 2023 HOLIDAYS SEASON

The Gourmet Business Line of Maïsadour, French leader on the foie gras market & the Poultry Business Line: a quality of local products recognized!

Haut-Mauco, the 2nd of February 2024

The year 2023 was marked again by two crisis of avian influenza, in January and May that affected the productions of the Maïsadour Cooperative and therefore the Poultry and Gourmet Business Lines. But thanks to the extraordinary mobilization of the teams and of the members, the returns to breeding successfully planed in time so the holidays season could satisfy our customers and consumers! A brief overview of the holidays season for the Maïsadour Group.

100% French origin



All the poultry marketed by Fermiers du Sud-Ouest are 100% French and all Delpeyrat productions also.

These two companies from the South-West of France work every day to promote at best the production of their breeders.

FERMIERS DU SUD-OUEST: success for the festive poultry despite an avian crisis context



After a year still marked by the avian influenza, there were big challenges for Fermiers du Sud-Ouest (FSO): meeting the customers' requests, both in terms of quantity and quality.



Fermiers du Sud-Ouest: 1st poultry producer in the South-West of France

In this context, the breeders and the upstream technical teams accomplished a remarkable work to carry out the breeding in a very short time with the members of the Cooperative. 25% of extra breeders were called in to provide the necessary volumes for the holiday season. Downstream, the slaughterhouses have also shown a total commitment.

“I want to thank all our teams or their unwavering commitment throughout this holiday campaign.”

Vincent Robin, Executive Director of Fermiers du Sud-Ouest

For the 2023 holidays, despite a decrease in volumes, FSO retained all markets and its customers: The challenge was met. The consumers recognized the quality of the holiday poultry born and raised locally, a real asset for the French desire to consume local!

The Ambition 2030 Strategy with a development plan for 2024:

The company is now fully planning for 2024 with the continuation of its “Ginger 2” Plan Objective: to meet today’s financial constraints and societal and environmental expectations in order to sustain the company. This strategy is aiming to make FSO an innovative poultry producer, positioned on markets that generate value, serving the preservation of the territories and of the resources. All the teams are very committed and are hoping for the success of the vaccination for a year without avian influenza!

DELPEYRAT AND TERRES PAYSANNES: N° 1 sales of foie gras in France



For the holidays season 2023 a “red surge” (NDRL: red being the emblematic color of the Delpeyrat brand) was seen in the big and medium supermarkets in France. Indeed, the Delpeyrat and Terres Paysannes brands had a great season as the company became the leader of foie gras, with a record market share in terms of value (21.2%) and volume (19.8%) overpassing the historical leader.

No. 1 on grocery foie gras and whole foie gras

Delpeyrat is also the first on the grocery foie gras and whole foie gras market which allow to promote its range of products. This great result is to the credit of all the players of the chain: breeders, livestock employees, production sites and sales and marketing teams.

Gastronomic excellence, excellent choice

The quality of the products is recognized, the Delpeyrat foie gras got the 1st place of the annual test bench of UFC Que Choisir. Maison Delpeyrat also communicated widely about its festive products through a television spot broadcast at the end of the year: “Delpeyrat, excellent choice!”. Besides, the R&D teams developed a new range that better meet the expectations of the French. Finally, an efficient presentation and some store animations also explain these good performances.

“This 1st place rewards the commitment and determination the of our whole chain. Thanks to all the producers and employees for contributing to this great performance.”

Éric Humblot, Executive Director of the Gourmet Business Line

A duck chain still fragile to consolidate

Despite its good results, there are still many challenges for the chain: renewing the breeding, decarbonization, industrial overcapacity, etc. Our teams are more than ever mobilized to meet them. The fat duck market remains fragile, this is the whole purpose of our current performance work, which aims to return to a sustainable growth.



The teams are mobilized to seduce the consumers

970 animations

Actions to promote our products in 600 stores everywhere in France

Maison Delpyrat, first of the annual ranking of the “UFC Que Choisir”!

In December, the UFC Que Choisir published its famous annual foie gras comparison. After a tasting by 10 experts, Maison Delpyrat comes first for its half-cooked whole duck foie gras “Jours de fête”. This is a real recognition for our sector of excellence!



COMTESSE DU BARRY: great success for the festive products



After a difficult 2022 holiday season due to the health context, Comtesse du Barry regained colors. **The network of 53 stores was very busy for Christmas.** The customers were shopping both to fill their tables and to offer gifts. **A real interest for the foie gras was noticed: the lobe (half-cooked whole foie gras) was the star product.** It should be noted that the teams managed to open 5 new stores between the end of October and the beginning of December: Antibes, Boulogne-Billancourt, Nancy, Poitiers and Sceaux!



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

PRESS CONTACT

CORIOLINK AGENCY

Océane Vilminot - T. 07 84 90 83 16

oceane.vilminot@coriolink.com

Amélie Lebreton - T. 06 70 60 25 30

amelie.lebreton@coriolink.com

MAÏSADOUR

Aurélien Zimmermann - T. 06 08 92 92 52

a.zimmermann@maisadour.com

Nina Bernadet - T. 07 89 39 60 46

n.bernadet@maisadour.com