

Beginning of the asparagus season in the Landes! Maïsadour launches a recruitment campaign to find new producers

Haut-Mauco, the XXth of February 2024. As every year in the Landes, the farmers are mobilizing to ensure a good harvest of the asparagus. A local crop that provide a stable market for the producers. Facing the demand of the consumers, Maïsadour launches a recruitment campaign to find even more new producers of asparagus.

"Do you like asparagus?": a call to the new producers to maintain the chain in the Landes

This year, Maïsadour is deploying a large communication campaign to attract some new producers.



Lucie Gemain, Manager of fresh vegetable crop at Maïsadour:

*"Today, the challenge is not the develop the chain, but indeed to maintain this quality production in the region. There are a few preconceived ideas about this crop: workload, technique and rigor, recruitment difficulties and workforce management, etc. But the crop is well established in the region and the support of VEGA*Maïsadour advisors allows to remove these barriers. The only thing to remember, it that the producer can ensure a good harvest with a small surface available, and once the technique is mastered, the asparagus production becomes fascinating. Attracting new producers is to ensure a promising future for the asparagus production in the Landes, while preserving the exceptional*

gastronomic heritage of the region."

The asparagus production: an economic pillar generating incomes for the farmers

For more than 15 years, Maïsadour has been developing a 100% local asparagus chain (green and white asparagus certified "Asparagus of the Sands of the Landes" PGI or Global Cap). In partnership with Priméale, the national market leader, Maïsadour ensures the sustainability of the local production while offering some stable markets for the producers. **The asparagus chain remains of the most income generative crops of the department and represents 36% of the cultivated surface in Nouvelle-Aquitaine.**

The France is the fourth largest producer of asparagus in Europe. Concerning French people, they consume in average 630g of asparagus per household per year.

Maxime Pallin, asparagus producer in Le Temple (33):
“Maïsadour allows us to have a support from A to Z. The advisers help us to choose the plantations, the varieties, the amendments, the fertilizations, etc. Then, concerning the crop monitoring, they allow us to manage the vegetation in good faith, with technicians who are always at our disposal. A support that goes up to the harvest with the training of our seasonal workers, a very important part, as the asparagus harvest requires a significant workforce. With Maïsadour, we are committed to eight-year contracts, a real strength to secure our revenues throughout this period.”



#Intheirboots Find the testimony of Maxime Pallin on LinkedIn:
 With passion, they take us through the various production steps of this crop, both technical and promising for its farm!

VEGA*Maïsadour supports the farmer from upstream to downstream, from the choice of the varieties to the advices for the harvesting to the collection. The sustainable approach is promoted with a significant reduction in the use of plant protection products. The biostimulants, largely promoted, allow to strengthen the plant and to protect it from the disease, reducing the use of crop protection products. This practice is part of the Group's agroecological transition, contributing to the preservation of the local ecosystem. The technical and meticulous cultivation of the asparagus, values the work of the producers, and represents a diversification of activity with high added value, ensuring a regular income for the farmers in the South-West of France.

A few figures about Maïsadour's production

1.500 t

Of green and white asparagus produced in the Landes region

2nd

Maïsadour is the second producer of the region

28

Members producing asparagus

315ha

It is the total production surface

What are the specificities of the Landes asparagus?

- This production is perfectly suitable for the **Landes: sandy soils, proximity to the ocean, mild climate.**
- It is from this region which spread over 1.4 million hectares that it gets the official sign of quality and is certified “Asparagus of the Sands of the Landes” PGI. This PGI highlights the **traditional know-how of the producers and the preservation of the cultivation methods.**
- The process of growing asparagus requires a careful planning, with a 100% harvest reached after 3 years.
- The asparagus, delicate and requiring special know-how, is **harvested from March to June, then cut in January and February to promote its development.**
- A well maintained asparagus farm can produce during 10 years, thus **providing economic stability to the producers.**
- For a maximum freshness, the asparagus from the sands are harvested and refrigerated within 4 hours of being picked locally. They are then sorted, cleaned and packaged in the Group’s vegetable station in Herm, then marketed by the Priméale company, leader in the distribution of asparagus in France, or available locally in Herm (40).



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 Bushiness Lines, markets gourmet product under the brands Maison Delpéyrat 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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