



From the seed to the plate: the virtuous chain of free-range breeding with a 100% South-West of France soybean chain

Haut-Mauco, the 21st of June 2024 To meet the challenge of the food sovereignty and value the members' production, Maisadour is committed to a virtuous free-range breeding mode with its poultry chain. Fermiers du Sud-Ouest, subsidiary of the Group specialized in Red Label poultry and owner of the St SEVER signature brand, offers healthy and sustainable product thanks to local feed. Maisadour, with its Graines d'Alliance plant, provides animal feed made of 100% local non-GMO and non-deforesting soybean that is used in the feed of the St SEVER chickens. This subsidiary allows the group to reduce its carbon footprint by 15% for the Red Label poultry.

A 100% local soybean chain to feed the poultry with French soybean

The Graines d'Alliance plant supplies the French market of animal nutrition with local, non-deforesting and non-GMO soybean meals.

Created in 2021 by the Maisadour and Vivadour Cooperatives, it allows to develop a 100% local soybean chain. While France was importing more than 3.2 million tons of soybean meals and seeds mainly from Brazil in 2019, the Graines d'Alliance plant, operational since September 2022, crushes around 100 tons of soybean per day. It meets the needs of the animal nutrition sites of Sud-Ouest Aliments in terms of oil and soybean meal, in particular for the breeders of Fermiers du Sud-Ouest.

Graines d'Alliance aims to crush 24,000 tons of soybeans in 2024, and 30,000 tons in 2026 to feed its poultry chain.



The Graines d'Alliance soybean crushing site in Saint-Sever (40)

Grégory Grange, Site manager of Graines d'Alliance: *“From the seed production with MAS Seeds to the marketing of the poultry with Fermiers du Sud-Ouest, all the chain is committed to a virtuous process with a short circuit. Thanks to the Graines d'Alliance plant,*

in operation 24/7, 100 tons of seeds are crushed every day. A real asset for every link in the production chain of quality and local poultry.”

Graines d’Alliance allows some chains such as Fermiers du Sud-Ouest to ensure the traceability and contributes to the quality of the poultry, while supporting the local economy and allowing farmers who produce local soybeans to diversify their crops.

The continuous improvement of Maïsadour and its subsidiaries to reduce the environmental impact of the farms thanks to a local feed

Fermiers du Sud-Ouest produces poultry with a reduced environmental impact thanks to a local non-GMO and non-deforesting soybean. While the food represents almost 75% of the poultry carbon footprint, it is possible to reduce the emission of a **Red Label St SEVER chicken by 15% thanks to the supply for locally grown and crushed non-GMO and non-deforesting soybean.**

Through the identification of the various leverages for decarbonizing, all the players of the chain, from the food formulation to the chicken marketing, work for the continuous improvement of the environmental impact of the farms and of the Cooperative. A study in partnership with FoodPilot was conducted last year to measure the environmental cost of the St SEVER chickens. The free-range breeding mode, in addition with the supply of local soybean and maize in their feed and all the actions implemented within Maïsadour’s industrial sites to reduce the energy and water consumption for example, would reduce the environmental cost of the St SEVER chickens by 36% compared to the agribalysis references (ADEME reference note on the environmental impact of the Red Label chickens).

Jean-Louis Zwick, Director of the Agricultural Business Line of Maïsadour: *“Soybean is a crop adapted to the oceanic climate of the South-West of France with a strong agronomic interest: it requires low inputs and can be grown in rotation with maize, which improves the soil quality. At the time of the agroecological transition, some members of Maïsadour have decided to start to grow soybean, a good way to diversify their activities while participating in a virtuous circle: the soybeans produced is processed in Saint-Sever to be incorporated into the used for the chickens of the St SEVER brand and other poultry from the South-West of France. In this way, we can offer to the consumers a low-carbon chicken, raised in the South-West of France with respect for animal welfare and for the environment.”*

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

Since 2010, Fermiers du Sud-Ouest is the regional reference on certified poultry, whose quality was recognized 60 years ago with the first Red Label in history. The Group, a fervent defender of free-range breeding, illustrates the commitment of the breeders to respect animal welfare. At the heart of their strategy and vector of their performance, the CSR policy of Fermiers du Sud-Ouest guarantees the development of regenerative agricultural practices in the farms and that is respectful of the environment.





Among these practices, **agroforestry** - planting trees or hedges - allows to bring shade in the places reserved for the poultry, and to protect them from the wind and the rain, while providing comfort and well-being in the farms. It also offers natural supplements for the feed of the poultry: insects and berries that they can peck.

The breeder, in collaboration with their technical advisor in agroforestry, selects the species, works the soil to accommodate the plants, plants and prunes the trees or

hedges to improve the welfare of the poultry. This practice also allows to fight against the soil erosion and the runoff and to store some carbon: one cubic meter of wood allows to store approximately one ton of CO₂.

During the 2022-2023 fiscal years, 23 projects were carried out with the members and more than 10.000 trees and 2.2 kilometers of hedges were planted.

St SEVER the Red Label signature brand of Fermiers du Sud-Ouest

Main brand of Red Label farm poultry in GMS of Fermiers du Sud-Ouest, St SEVER represents **1 million of chicken sold every year, bred by 80 farmers members in the South-West of France.** It is the historical and signature brand of the Red Label and represents **50 years of transmitting know hows in the farms.**

The St SEVER chickens are guaranteed without antibiotic and GMO-free. They are raised for at least 81 days and in free-range after 40 days. These chickens have a **100% plant feed with maize and soybean from the South-West of France** thanks to the chains developed and controlled by the Maisadour Cooperative.

To inform the consumers about the product they consume, there is a QR code on the packaging of each product. This, they can easily access to the information about the feed, the breeding mode and the places where the poultry is raised. Since the beginning of 2024, the St SEVER chickens also have the label “Animal Welfare” on each product



This label is the result of a voluntary approach, and represents the recognition for the work done by the Group of Fermiers du Sud-Ouest and its St SEVER brand on the welfare of the

chickens in the farms. It also allows the consumers who are concerned about animal welfare and well-being to quickly identify the level of approach taken in the farms with labels ranging from A to E - level A representing the higher level of animal welfare, and level E the minimum one.



Animal welfare: a major concern for Maisadour

In 2024, the Cooperative and its members updated the Group's animal welfare policy, to meet the natural needs of the animals more and more.

The objectives: supporting and training all the players of the chains, members and employees, assessing the level of animal welfare through internal and external audits and developing an innovative agro-environmental culture to create tomorrow's farms. Regular audits are then carried out with the poultry producers and a producer commitment charter about animal welfare has been implemented since 2020. By signing it, the producers commit to respect the best practices of animal welfare and biosecurity in their farms.

The Group relies on the new technologies to develop some innovative solutions to improve the poultry farming conditions. A commitment shared by the brands of its subsidiaries that make animal welfare a collective commitment and a marker of the quality of their products. All the actions implemented within the Cooperative and in the various subsidiaries in terms of agroecology, chains development and responsibilities, are anchored in Maïsadour's corporate strategy, Ambition 2030.

Bernard Tautia, farmer in Campagne (40), Maïsadour Administrator, President of SYNALAF: *"Since 1984, we have been producing chickens, guinea fowls and capons on our family farm, as well as seed maize, sweet corn, waxy maize and peas. Our so-called "consumption" maize production is incorporated into the feed of our free-range and open-air poultry. We are proud of our profession and of the breeding conditions of the Red Label chicken that benefits from shaded places in free range. A breeding model that I defend thanks to my different mandates, for the animal welfare and the preservation of quality products."*

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 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: €1.475 billion / 5,000 farmers and 4,300 employees

ABOUT FERMIER DU SUD-OUEST

Fermiers du Sud-Ouest, first poultry group of the South-West of France, and third of France is a subsidiary of the Maïsadour group From the slaughtering to the marketing of its products, it gathers some specialists of the poultry sector from Landes, Périgord and Gers. Three regions known for the quality of their production and their gastronomic tradition. Its brands, adapted to the various distribution channels, support food professionals, but also large-scale food retailers, in France and internationally.

Key information

Governance: Michael Dolet Fayet, President / Vincent Robin, General Manager
Turnover for fiscal year 2022-2023: €229 million / 8 major brands / 744 employees

PRESS CONTACT

CORIO LINK AGENCY

Océane Vilminot - T. 07 84 90 83 16

oceane.vilminot@coriolink.com

Sarah Ezzine - T. 07 84 90 83 15

sarah.ezzine@coriolink.com

MAÏSADOUR

Auréli Zimmermann - T. 06 08 92 92 52

a.zimmermann@maisadour.com

Nina Bernadet - T. 07 89 39 60 46

n.bernadet@maisadour.com