

Vincent Robin becomes the General Manager Of Fermiers du Sud-Ouest

Haut-Mauco, the 23rd of February 2023. Maisadour announces the appointment of Vincent Robin as the General Manager of Fermiers du Sud-Ouest, poultry business line of the Cooperative Group, a position that this specialist of the industry has held since the 1st of February. He is in charge of implementing the strategic road map, in the continuity of the ambitions carried by Paul Le Bars, his predecessor who will assist him until the 31st of March.

Trained at the University of Nantes and graduated with a DESS (Master equivalent) of Economic Sciences, Vincent Robin (57 years old) started his commerce and marketing career in the companies **Fleury Michon**, **Labeyrie Fine Foods** and **LDC** where he held the position of Marketing Director taking over the Catering Department. In 2023, he joined the company **Arrivé Maître Coq** as Sales and Marketing Director, where he shared his expertise in the poultry industry during 9 years. In 2012, Vincent Robin held the position of Deputy General Manager of the Poultry Business Line at Terrena before being appointed as General Manager of the dedicated Plant Business Line in 2018.



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With his **successful experience of more than 30 years in the agricultural, agri-food and in particular the poultry sector**, Vincent Robin takes the direction of Fermiers du Sud-Ouest. His knowledge of the cooperative model and his expertise of the **consumer products from leading brands in BtoBtoC, in France and abroad**, will be used for the development of the 1st Poultry Group of the South-West of France.

Within the Maisadour Cooperative Group, Vincent Robin will have the mission to implement the strategic road map defined by his predecessor, in compliance with Maisadour's **CSR policy**. Objective? **Deeply and sustainably transforming the poultry activities by 2026** to allow the Group to **strengthen its position on its leading markets** (butchers and caterers, regional GMS, export) and **regain a sustainable profitability within 5 years**.

“During 10 years, Paul Le Bars, worked alongside the members and employees to ensure the sustainability of the chains, the transmission of a unique know-how and the

spread of quality poultry. These are commitments I share. Thus, it is naturally that I take my position with enthusiasm,” says Vincent Robin.

*“Vincent Robin is a man **attached to the farms**, who know perfects the issues for our farmers in our territory and who wishes to offer a serene future to our chains. These are strong values we are sharing. I am sure his nomination will bring a new momentum to Fermiers du Sud-Ouest”,* says Mickaël Dolet-Fayet, President of Fermiers du Sud-Ouest.

A FEW FIGURES ABOUT THE POULTRY CHAIN AT MAÏSADOUR FISCAL YEAR 2021-2022

29
million
of poultry
produced and
marketed

205
million
euro of
turnovers

+76%
of Maïsadour
poultry are Red
Label and/or
organic

772
full-time
equivalent
employees

496
poultry breeders
at Maïsadour
(including 95% in
Red Label

1st poultry producer in the South-West of France

3rd poultry producer in France

For more information about the chain, visit
> [THE PRESS BOOK](#) <

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 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 2021-2022: €1.145 billion/ 5,000 member farmers and 4,300 employees

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