

Avian influenza: the Adour Plan has proven its efficiency but the fight against the virus need to continue next winter

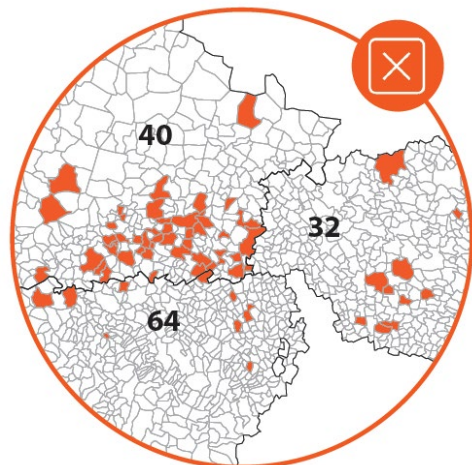
Haut-Mauco, the 30th of March 2023. While the first results demonstrate the efficiency of the Adour Plan to fight against the avian influenza, the Maïsadour Cooperative Group welcomes the mobilization of the actors from the poultry and palmiped sector. Despite the hope for a vaccine, it calls all the stakeholders to anticipate from now the necessary biosecurity measures to continue during next winter.

The Adour Plan, an action taken collectively by all the stakeholders

After several avian crises that led to massive slaughtering, production shutdown and heavy financial losses for the actors concerned, Maïsadour has gathered all the stakeholders (members, vets, transport managers, business managers, elected representatives, slaughterhouses, etc.) in February 2022 to establish a biosecurity plan on the territorial level.

Following this work, a joint reflection with all the stakeholders of the 4 sectors affected by the avian influenza: production organizations, poultry and palmipeds inter-professionals, chambers of agriculture and independent, led to the establishment of the “Adour Plan”.

Approved and funded by the State, this plan ad a clear objective: avoiding a new avian crisis in the South-West of France that would have been devastating for our already fragile sectors. **Its main measure was an important density reduction of the palmiped and poultry production between the 15th of December and the 15th of January in the farms of 68 municipalities of the Gers, the Landes and the Pyrénées-Atlantiques, located in risk zones and systematically contaminated during the previous crises.**



95% fewer outbreaks than in 2022: an undeniable success but a support expected from the State

While the animals have been gradually reinstated in the farms for a few weeks, the Group is satisfied with the first elements demonstrating the success of this Adour plan. The figures speak for themselves: **if 331 outbreaks of infection were reported in the affected areas by the 2nd of February 2022, only 20 were reported by the same date in 2023, a decrease of more than 95%.**

With the mobilization of all the stakeholders of the two sectors and of the State, the Adour Plan was efficient to protect the farm from the AI virus, but it was also a great psychological support for producers and employees strongly affected by the successive avian crisis. A true cohesion and the involvement of all the stakeholders made it possible to meet the health objectives set.

However, these positive results should not cover up the financial impact of the implementation of this plan: for our Cooperative, **325,000 poultry and 255,000 palmiped were not produced during the winter, leading to a loss of € 2,5 million.** The Group requests the support of the State for the financial loss of the 2022-2023 winter. Indeed, a support from the State for the two sectors is essential to sustain a plan whose cost of implementation is much lower than the compensation paid during the previous avian crises. **Each avian crisis has cost in average € 300 million to the State, and the implementation of the Adour Plan costs € 10.7 million.**

An expected arrival of a vaccine, and biosecurity measures that need to be renewed

To fight the virus in a sustainable way, the Group supports the development of a preventive vaccine solution and will be attentive to the upcoming announcements from the health authorities. If the vaccine does not prevent a contamination by the virus, it strongly reduces its spread, thus limiting the apparition of epizootics and preventing the lasting blocking of production basins with serious economic consequences.

Despite this, the Group also wants to remind that **the vaccine is just an extra tool against the virus that does not exempt from a strict compliance with biosecurity measures**, the only efficient solutions to avoid the contaminations. In this context, based on the successful experience of the Adour Plan, **Maïsadour calls on all stakeholders to meet now to think about the necessary biosecurity measures to be renewed for the 2023-2024 winter** and to explore the possibility of extending them to other parts of the country.

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 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: €1.415 billion/ 5,000 farmers and 4,300 employees

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