



First in Europe: VEGA* Maïsadour accelerates the agricultural transition with its new production of regenerative maize

Haut-Mauco, February 20, 2025. In January, VEGA* Maïsadour, the plant-based branch of the Maïsadour Cooperative, launched an innovative offer of Class A and Waxy regenerative maize. The first in Europe to develop a regenerative Waxy maize production, VEGA* Maïsadour offers financial, technical and human support to farmers committed to sustainable cultivation practices. This initiative, supported by Maïsadour's AMBiTiON 2030 strategy, marks a key step in the deployment of regenerative agriculture. This new production meets the expectations of the agri-food sectors and consumers in terms of production with a low environmental impact, while reconciling economic and ecological performance. This innovation strengthens VEGA*'s position as the leader in Waxy and special starch maize in Europe.

1 hectare = about 10 tons of corn
1000 hectares of regenerative maize = 650 tonnes less CO₂

For 2025, VEGA MAISADOUR aims to produce 10,000 tonnes of regenerative maize, i.e. 650 tonnes less CO₂

An innovative proposal to support the agricultural transition

With this offer, VEGA* Maïsadour provides farmers with a concrete lever to initiate or accelerate their agroecological transition.

Producing regenerative maize means committing to cultivating according to precise specifications, based on five pillars:

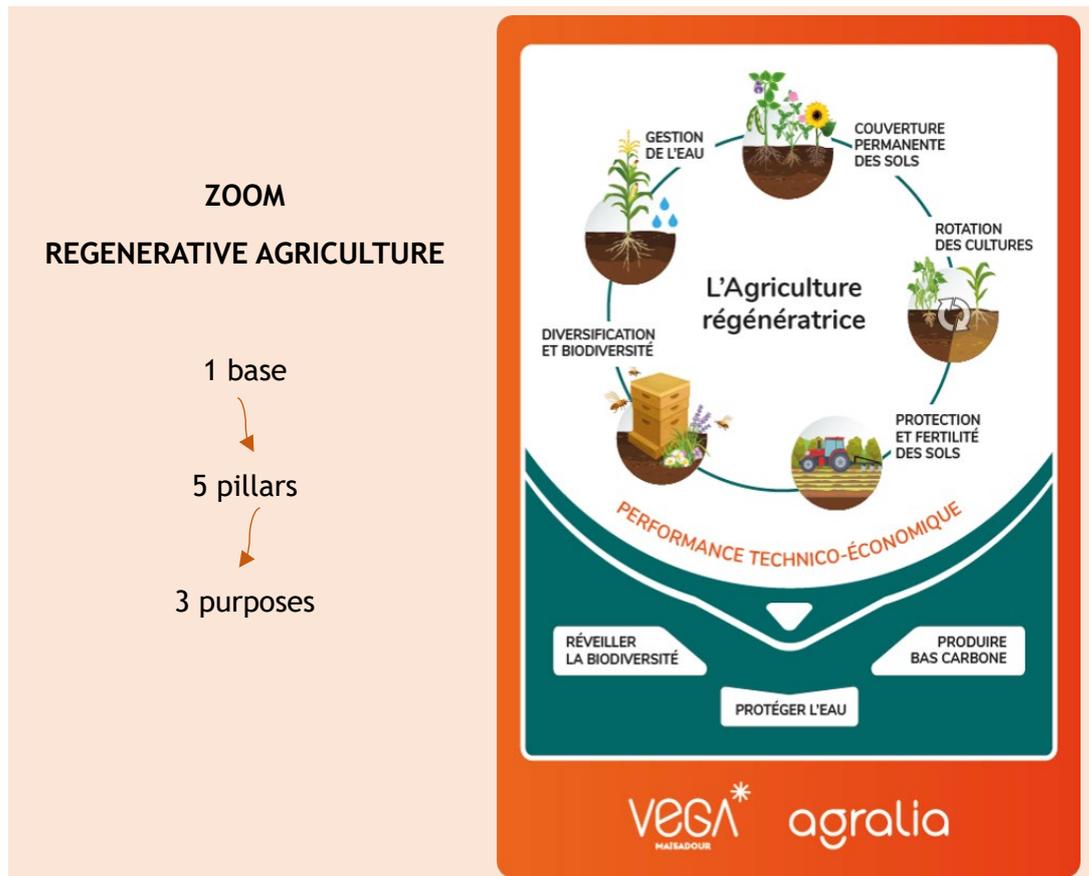
- ✓ **Soil preservation** : plant cover incorporating legumes, analysis and monitoring of soil structure
- ✓ **Optimisation of fertilisation** : reduction of mineral nitrogen, use of innovative solutions such as soil bioactivators, commitment to LICORN, a programme that reduces the most emissive fertilisers, and therefore the carbon footprint, thanks to soil and sap analyses

- ✓ **Water resources management** : use of irrigation management tools, cultivation of varieties tolerant to water stress
- ✓ **Crop protection** : precision spraying tools, alternative weed control practices, biocontrols
- ✓ **Use of seeds produced in regenerative agriculture** and locally by MAS Seeds

VEGA* Maisadour offers technical, human and financial support to farmers engaged in this transition. For each hectare cultivated with regenerative maize, a premium of €100/ha is awarded. Additional remuneration is also provided for farmers who incorporate MAS Seeds cover crops into their rotation.

For this first year of launch, the objective is to produce 10,000 tons of Class A and Waxy corn in regenerative agriculture. The multi-year contracts, established over two growing seasons, offer the time necessary to adopt these practices sustainably and observe their positive impacts.

Jean-Louis Zwick, Director of the Maisadour Agricultural Centre: *"By promoting the implementation of regenerative agriculture in the fields, we are supporting farmers in their transition to sustainable farms and sectors, both ecologically and economically. This new offer, a first in Europe for Waxy maize, is an ambitious step forward, which confirms Maisadour's role as a major player in the development of agroecology and the agricultural transition. »*



Measurable positive impacts from the first year, to meet the challenges of tomorrow

Farmers can already rely on a range of actions and expertise available to improve practices in the fields: decision-making tools, optimisation of fertilisation with a low-carbon objective with the LICORN offer, hedge planting, etc. Not to mention the valuable support of their adviser trained in regenerative agriculture. This regenerative maize offer is therefore a new major step in the dynamics of agricultural transition.

The effectiveness of the programme is guaranteed by contractual specifications and environmental performance indicators, validated by an environmental NGO. An environmental scoring system will be set up for manufacturers, allowing them to quantify the benefits of their regenerative maize sourcing:

- Carbon Score: reduction of CO₂ emissions;
- Living Soil Score: soil regeneration indicator;
- Water score: optimization of water resources.

The environmental benefits of this approach are concrete and visible: with the reduction of 30 units of mineral nitrogen per hectare - a reduction deployed on 1,000 ha in 2025 - it is the equivalent of 650 tonnes of CO₂ avoided, which represents the impact of 650 return flights from Paris to New York.

This new offer meets the expectations of food manufacturers and their customers, who are looking for quality, reliable sourcing with a controlled environmental impact. In this way, VEGA* Maïsadour is a major player in responsible sourcing in Europe. In addition to regenerative maize, the Cooperative also works on other crop production in regenerative agriculture: soybeans, sunflowers, vegetable proteins, vegetables, sweet corn, etc. These are all opportunities to meet the market's growing expectations for sustainable ingredients with a low environmental footprint.

Sources:

- INRAE (2023), *Does anaerobic digestion really help to reduce greenhouse gas emissions? A nuanced case study based on 30 cogeneration plants in France* - Réf : 1 kg d'azote évité c'est 21.67 kg CO₂ eq
- Aviation GHG Emissions Calculator <https://eco-calculateur.aviation-civile.gouv.fr/>

ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936, Maïsadour has been a committed cooperative in the South-West, labelled CSR Engaged, which places Man and the Living at the centre of its concerns, for sustainable agriculture, food and society. Maïsadour develops sectors of excellence that meet consumer expectations to promote its farmers' production in France and in 50 countries. " *At Maïsadour, we work together for the success of our members and build the future of our territories.* " The Group, structured around the agricultural, seed and food business lines, markets gastronomic products under the Delpeyrat and Comtesse du Barry brands and Label Rouge poultry under the St SEVER and Marie Hot brands.

www.maisadour.com

Key Info

Governance: Daniel Peyraube, Chairman / Christophe Bonno, Chief Executive Officer
Turnover for the 2023-2024 financial year: 1.385 billion euros / 5000 farmers and 4300 employees

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