

Landes asparagus: a fresh and local vegetable, from the producers' field to your plate.

Haut-Mauco, March 06, 2025. With the arrival of spring, the asparagus season begins. A symbol of quality and freshness, this spring vegetable seduces French consumers every year. Certified IGP and Label Rouge Asperges des Sables des Landes and labeled Global Gap, asparagus is grown in accordance with the traditions of the Landes region.

Asparagus, a fresh, local and certified product



Asparagus, associated with traditions and terroir, is a must for the spring season. Acclaimed by consumers, especially around the Easter weekend, it is a niche product appreciated for its seasonality and quality. Consumption patterns are changing, and the French now favor quality over quantity. In this context, asparagus, locally grown and certified, stands out for its taste, freshness and traceability. White, green or purple-tipped, Landes asparagus comes in simple and gourmet dishes, bringing a touch of authenticity to each bite.

Asparagus in France:

6,525 hectares in production in 2021	25,749 tonnes harvested in 2022	5 production basins Landes (4060t) Maine et Loire (1570tons), Gironde (1500t), Ghent (1500t), Bas-Rhin (1287t)
France is the 4th largest asparagus producing country in Europe	About 3000 producers spread over the territory	The French consume an average of 630 g of asparagus/household/year

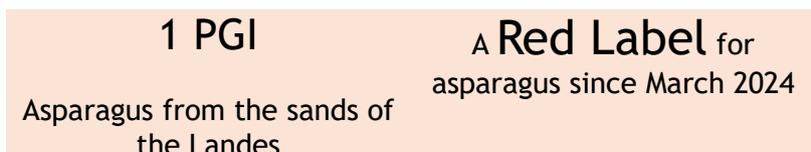
Sources:

- [Asparagus from France](#)
- FranceAgriMer
- [Agriculture.gouv.fr](#)
- [Gironde Chamber of Agriculture - Diversification sheet](#)

Local and responsible production

The Cooperative's asparagus is grown by about thirty local producers according to specific quality criteria. Manual harvesting allows the selection of the most tender asparagus, guaranteeing optimal quality, and preserves the plants for future seasons. Thanks to these practices, which perpetuate a valuable know-how, asparagus benefits from recognized certifications such as the PGI Asperges des Sables des Landes and the Global G.A.P., ensuring traceability, compliance with environmental standards and good agricultural practices.

Quality certifications:



GLOBAL G.A.P. (Good Agricultural Practices) is an international certification that guarantees that asparagus (and other agricultural products) are grown according to strict standards of food safety, respect for the environment, worker welfare and traceability



From the field to the plate: Maïsadour, a committed cooperative that supports its members

For more than 15 years, the Cooperative has been supporting its members in 100% local asparagus production. A key player in Landes agriculture, Maïsadour offers producers personalised follow-up adapted to each stage: training, technical advice, aid for the development of farms, etc. Each crop benefits from quality monitoring throughout its cycle, from field to plate. Thanks to the pooling of resources and solidarity between members, Maïsadour facilitates the stirrup of producers to develop sustainable farms in the territory.

Producer's word



Armand Grihon, asparagus producer in Sabres (40) and President of the Maisadour Asparagus Commission since January 2025.

"I am proud to grow asparagus on 29 hectares of our family farm. It's a historical culture for us, and I've always had a special affinity with this vegetable that I've known since I was a child. When I took over the farm in 2017, I chose to get into asparagus to generate additional income. Today, this crop represents more than 10% of our farm and generates the most income per hectare. Asparagus is a time-consuming and labour-intensive crop, but it is worth it. Thanks to the Maisadour Cooperative, we benefit from personalized support and training that allow us to perpetuate this traditional know-how. It is a local product of extreme quality, and I am proud to contribute to preserving this gastronomic and regional heritage. »

In order to maintain this sector, which is perfectly adapted to the specificities of the Landes, the Cooperative wishes to recruit 4 new producers this year for the development of about 40 new hectares of asparagus. Recruiting new members will ensure a promising future for this Landes culture and thus preserve the gastronomic and regional heritage.

It is thanks to this sustainable support and the training of new farmers that the Cooperative perpetuates the production of local asparagus that meets all standards in terms of quality and food safety in symbiosis with responsible agricultural practices, respectful of the environment and biodiversity.

Asparagus at Maisadour

30 Asparagus producers at Maisadour	1350 tons of green and white asparagus produced in 2024	315 hectares dedicated to asparagus production at Maisadour
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ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936, Maisadour 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. Maisadour develops sectors of excellence that meet consumer expectations to promote its farmers' production in France and in 50 countries. " *At Maisadour, 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 Delpéyrat 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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