



## Maïsadour obtains the Exemplary CSR Commitment label

*Haut-Mauco, April 10, 2025.* After obtaining the Committed CSR Confirmed label in February 2022, Maïsadour is taking a new step in its commitment to sustainable development by obtaining the Committed CSR label at the Exemplary level, issued by AFNOR. This distinction recognizes the Group's commitment to social responsibility and highlights the actions implemented for the sustainable and structured development of its activities. Based on the international standard ISO 26,000, this label attests to the approach taken by Maïsadour internally and with all its stakeholders.

### Recognition of Maïsadour's CSR actions and its AMBiTiON 2030 strategy

Obtaining the CSR Commitment label at the Exemplary level is the result of in-depth work carried out for more than fifteen years and materialized by the AMBiTiON 2030 strategy, deployed since 2023, which drives an ambitious social responsibility approach. This distinction underlines the solidity of the Group's CSR strategy, as well as the integration of social, societal and environmental issues into its strategic decisions. It also highlights the actions taken to accelerate the agricultural and food transition, preserve natural resources and improve the working conditions of employees and members.

**Daniel Peyraube, Chairman of Maïsadour:** *"This distinction recognises the collective work carried out within the Group and the commitment of everyone: members, employees and partners. It reinforces the idea that a cooperative model rooted in the territories is a relevant response to the challenges of the agricultural and food transition of today and tomorrow, in favour of sustainable development. »*

The evaluation carried out by AFNOR highlighted the coherence of Maïsadour's approach to sustainable development. **The Group relies on concrete and cross-cutting actions, integrating social responsibility issues at all levels of its business, through the 4 pillars of the AMBiTiON 2030 strategy:**

**Pillar 1: "An agroecological and environmental ambition", an ambitious trajectory for decarbonisation and the deployment of regenerative agriculture.**

- Structured carbon footprint and defined greenhouse gas (GHG) emissions reduction trajectory (-58% of GHG emissions by 2045, aligned with the National Low Carbon Strategy)
- Increasing the skills of the teams through training in regenerative agriculture and growing involvement of farmers
- Energy decarbonization plan (ISO 50 001 certification)
- Globalized energy topic with automation of energy data collection
- Actions in favour of biodiversity: agroforestry, planting hedges, installation of beehives
- Eco-design: Recyclable packaging and optimization of waste management

**Pillar 2: "value-added sectors", supporting members and structuring sustainable sectors.**

- Development of new sectors (honey, kiwi, soya)
- Support for farms: programme dedicated to the transfer of farms, deployment of practices and solutions promoting the agricultural transition
- Responsible purchasing policy and training of teams in sustainable practices
- Quality and food safety: Clean Label policy, fight against food waste
- Launch of a new S&OP process to better reconcile market demand and production

**Pillar 3: "an attractive company with high-performance teams", a strong commitment for employees.**

- Health and safety and security of employees:
  - Long-term health, safety and safety plan
  - Agreement on the prevention of stress and psychosocial risks and the quality of life at work
  - Actions in favour of professional equality and disability inclusion
  - Health plan and disease awareness (QWLC week, Pink October, blood donation, etc.)
- 1st social barometer conducted in December 2024
- Strengthening of internal links: family days, meetings with management

**Pillar 4: "a Cooperative committed to its territories and an actor in the evolution of society", a strong territorial anchoring and exchanges with all stakeholders**

- CSR Ambassador Program
- The Farm of the Future: a major event in the region to share innovations and involve farmers in the agro-ecological transition
- Digital accessibility and committed communication in CSR
- Exchanges, meetings, partnerships with a number of actors essential to the life of the territory (Nouvelle-Aquitaine region, interprofession, institutions, NGOs, etc.)

**Christelle Forzy, Director of QHSE and Sustainable Development at Maisadour:** *"Obtaining the Exemplary label recognises the in-depth transformation work carried out by Maisadour for several years. The Group's CSR strategy is not limited to a declaration of intent: it is translated into concrete actions that have a direct impact on agricultural, industrial and managerial practices. The carbon trajectory, the deployment of regenerative agriculture, commitments to animal welfare, the health and safety policy for employees, and the structuring of sustainable sectors are all initiatives that demonstrate this desire to act. Changing practices can only be achieved with a global and progressive approach, involving all the players. It is this vision that guides AMBiTiON 2030: to put sustainable development at the heart of every decision and to evolve our models. »*

### A long-term approach and ambitious prospects

The evaluations carried out have also made it possible to identify areas for improvement that will guide the next steps in the Group's CSR approach. This label is part of a process of continuous improvement, with monitoring planned every eighteen months and a complete renewal of the rating every three years. Maïsadour will continue its actions to achieve the decarbonisation objectives set, to continue and expand the regenerative agriculture approach, to deploy the "3 S Plan" (Health, Safety, Security), to accelerate on the issues of water and the preservation of biodiversity, to continue to innovate and to commit to the territories. And rely on the CSRD to improve the reporting of extra-financial data to serve the AMBiTiON 2030 strategy.

**Christophe Bonno, Chief Executive Officer of Maïsadour :** *"This Exemplary level label illustrates the solidity of Maïsadour's CSR approach, which reinforces our AMBiTiON 2030 strategy. This is a strong signal to all our stakeholders, by guaranteeing the credibility of the actions undertaken by Maïsadour. Perfectly convinced that agriculture and agri-food are part of the solutions to major environmental and societal challenges, I am committed to driving and supporting this transformation. Our sector must play its part and demonstrate that the cooperative, agricultural model meets the challenges of today and tomorrow. I would like to thank all those who contribute, every day, to making these commitments a reality. »*

### Financing backed by CSR performance and in line with AMBiTiON 2030

In 2023, Maïsadour signed a Sustainability *Linked Loan (SLL)*, including an adjustment clause based on the achievement of three key CSR indicators. This mechanism reinforces the Group's commitment by directly linking its financing conditions to its CSR performance.

This scheme is fully in line with the AMBiTiON 2030 strategy, which aims to structure and strengthen the agricultural and food transition by integrating measurable and sustained commitments.

#### The three indicators monitored are:

- The carbon footprint on scopes 1, 2 and 3, in order to assess and reduce the environmental footprint of the Group's activities. Maïsadour wishes to commit to all of its carbon impacts across its entire value chain, from sourcing to the end of life of its products.
- The achievement of 100,000 hectares in regenerative agriculture by 2025, as part of the deployment of more sustainable agricultural practices, and 169,000 hectares in regenerative agriculture by 2028.
- The frequency rate of occupational accidents, measured in the number of accidents per million hours worked, to strengthen prevention and improve employee safety. Occupational health and safety are an absolute priority for Maïsadour, and are inseparable from the attractiveness of the professions. Maïsadour's objective is to involve all employees to make safety, health and safety at work a daily state of mind. The Group is committed to reducing accidents at work and occupational diseases. Its ambition is to become a leading Cooperative Group in these areas.

This contract, signed until 2028, provides for an annual review of the achievement of objectives to ensure progress and maintenance of the commitments made by Maïsadour.

It illustrates the Group's desire to structure its CSR approach with concrete and measurable commitments, in the service of sustainable performance.

#### 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 Delpyrat and Comtesse du Barry brands and Label Rouge poultry under the St SEVER and Marie Hot brands.

[www.maisadour.com](http://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

#### PRESS CONTACTS

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