

## Maïsadour is stepping up its commitment to revive the poultry sector and offering unprecedented financial support to farmers

*Haut-Mauco, April 28, 2025.* Faced with a sustained demand for poultry and increasingly strong societal expectations, Maïsadour is launching a new development plan to revive poultry production. The objective: to support the creation of livestock buildings, to promote the commitment of farmers and to promote the sector at regional and national level. This development plan is fully in line with the AMBiTiON 2030 corporate strategy, and more particularly in its Pillar 2 "Value-added sectors", which aims to structure sustainable, efficient and remunerative sectors for farmers. On this occasion, Maïsadour invites all the players in the poultry sector to meet on 19 June to discuss the challenges of the sector and present this plan.

### An essential strategy to meet immediate needs and structure the future

In the autumn of 2024, a first plan for the evolution of farmers' remuneration was approved by the members of the Cooperative Council for the production of IGP Landes poultry in huts. Its measures included additional bonuses to achieve the sector's objectives and thus ensure the volumes needed by slaughterhouses.

In 2025, Maïsadour is continuing its commitment to the poultry sector with the launch of an ambitious and unprecedented development plan.

Driven by a steady increase in poultry consumption, poultry production is regaining encouraging prospects in the region. The Cooperative wishes to accelerate the creation of livestock buildings, with a direct subsidy for installation, applicable to all types of production (Standard poultry (1,350m<sup>2</sup>), Free-range (400m<sup>2</sup>), Libert  (Cabane)), relying in particular on its subsidiary Elevage Service for the construction of new buildings.

This scheme aims to meet the immediate production needs of the processing sites of Fermiers du Sud-Ouest (the poultry sector of Maïsadour). Thus, 150 new huts are needed to produce 450,000 chickens in the short term, and 15 standard buildings should be built by 2029 to ensure the production of 3 million additional chickens and 50 new 400m<sup>2</sup> buildings should be able to produce 700,000 more poultry.

Type of breeding	Number of buildings needed	Number of additional poultry	Either
Free Breeding	150 new cabins	450 000	12 huts per breeder
Standard breeding	15 new buildings by 2029	3 million	1 building per breeder
Free-range farming	50 new buildings	700 000	3 buildings per breeder

**Patrick Faget, Director of the Livestock Branch:** "This plan reflects our desire to act in a concrete and immediate way to support our farmers, while building a long-term vision for the sector. It is a real lever for reviving investment in our territories and guaranteeing sustainable food sovereignty, in line with consumer expectations. »

## Financial and human support for the farmers of today and tomorrow

Maïsadour thus supports farmers interested in setting up or diversifying thanks to:

- A fixed installation bonus paid as soon as the building is built, to start the project without risk
- An earn-out during the entire amortization period, guaranteeing a stable and predictable income
- Personalised support from the cooperative's technicians: design, assembly, regulatory procedures, production start-up, technical follow-up
- A secure contractual framework, with a guaranteed outlet via the Fermiers du Sud-Ouest sector

In addition, work is being carried out to facilitate the transfer of farms, a crucial issue at a time when a large proportion of farms are reaching a generational turning point. Maïsadour wants to offer young people a structured and motivating installation process, and to support sellers in their process of passing the baton.

**Alexandre Lafaille, Poultry Production Development Manager:** *" Today, we are able to support the installation of new farmers in very good conditions. We want to reassure and make people want to do it. The cooperative model allows you to have a long-term vision, a network, and solid outlets. It's a real opportunity for young people who want to set up or diversify their farm. »*

## A value-creating sector in the region

In line with its AMBiTiON 2030 strategy and its pillar 2 "Value-added sectors", Maïsadour affirms its role as a driving force for quality agriculture rooted in the territories. The poultry sector in Maïsadour is a lever for economic and social dynamism for the South-West. It generates direct and indirect jobs, promotes local resources, supports agri-food processing and contributes to maintaining agriculture in the area. The poultry sector is based on an integrated model, controlled from start to finish, which allows for sustainable value creation shared by all links, from the farmer to the consumer. With this recovery plan, Maïsadour intends to build an exemplary poultry sector, capable of combining food sovereignty, profitability for farmers, and respect for animal welfare.

**Michaël Dolet-Fayet, President of the Poultry sector of Maïsadour and the Fermiers du Sud-Ouest and poultry farmer:** *"Raising poultry is much more than an agricultural activity: it is a profession of passion, rigour and transmission. For decades, our breeders have been carrying a unique know-how, in exemplary breeding conditions, with small open-air huts that cannot be found anywhere else in the world. We are proud to have been the pioneers of the Label Rouge in France, and we have been able to make this quality requirement a real collective culture. Today, consumption is changing and we have to adapt to the market. The development of standard farming is also essential to fill our slaughterhouse and meet consumer expectations. This plan is an invitation to join a recognized, ambitious sector that is deeply rooted in its territory. »*

To embody this dynamic and share the ambitions of the sector, Maïsadour is organising a dedicated day on 19 June 2025, on the farm of a member. The objective: to allow stakeholders to discover in concrete terms the issues, support systems and opportunities offered through the cooperative model.

This event will be an opportunity to recall that the success of the recovery depends on the mobilization of all the links in the sector: banks, insurance companies, government services, suppliers of agricultural equipment, etc. Each actor has a key role to play. While a building now takes more than 18 months to come out of the ground, it is essential to remove the

obstacles, speed up the process and facilitate the emergence of new projects to meet, without delay, the growing needs of the sector.

#### **ABOUT THE MAÏSADOUR COOPERATIVE GROUP**

Since 1936, Maïsadour has been a committed cooperative in the South-West, labelled Exemplary CSR, 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 Delpéyrat 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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