

Maïsadour develops a new potato sector with Roger & Roger: controlled diversification and added value for members

Haut-Mauco, July 08, 2025. On the occasion of the first harvest, VEGA* Maïsadour - the crop production subsidiary of the Maïsadour Cooperative Group - is formalising the launch of a new diversification crop: potatoes. In partnership with the Belgian manufacturer Roger & Roger, a major player in the production of crisps and snacks, this new sector relies on the agronomic know-how of the Maïsadour teams, and offers secure commercial opportunities for the Cooperative's farmers. This structuring partnership is a concrete illustration of the Group's AMBiTiON 2030 strategy, and more specifically its pillar 2: "Development of value-added sectors".

Tailor-made diversification for farms with a specific terroir

In 2025, VEGA* Maïsadour, the Maïsadour Group's plant-based production brand, is initiating potato cultivation with the Belgian manufacturer Roger & Roger, which specialises in the production of crisps and other potato-based snacks. This partnership allows a selection of farmers, identified for their technical skills, the quality of their land, access to irrigation and their desire for innovation, to engage in diversification production, with high added value.

Located on the black sands of the Haute-Lande, an area renowned for its draining, loose structure rich in organic matter, this spring crop fits perfectly into existing production systems. The support of VEGA*Maïsadour advisors, who have had extensive technical expertise in potato cultivation routes for many years, guarantees safe management of the crop, from soil preparation to harvesting. For committed producers, the challenge is clear: to diversify their rotation, secure additional income and integrate a new sector, supported from start to finish by the Cooperative.



Armand Grihon, farmer and member of Maïsadour (Sabres - 40), and potato producer:
"When you start a new crop like potatoes, you have to be well supported. With Maïsadour, I found real technical support: advice, regular visits, anticipation of needs. I know I'm not alone. And above all, I produce for an already identified end customer, which gives me real visibility on the value of my harvest. It's reassuring, and motivating. »

A partnership based on proximity, trust and field expertise

This collaboration is based on solid fundamentals: geographical proximity to the production area, support for producers and monitoring of their cultivation by the cooperative, and

agronomic technicality of the advisors. For Roger & Roger, the Landes represents a strategic basin with early harvests, allowing it to launch the season and supplement summer supplies, a crucial period to supply its processing tool. By choosing Maisadour, Roger & Roger ensures a structured partnership, with a single point of contact capable of managing all the technical follow-up, and guaranteeing a standard of quality. The major interest also lies in the fluid flow of information: Maisadour's advisors, who are close to the field, ensure fast and accurate reporting of events, particularly climatic events, and allow for reactive adjustments on the part of the industrial company Roger & Roger. This operational link is one of the pillars of the success of this first year of production.

François Bouche, Purchasing Manager at Roger & Roger: *"Maisadour was able to meet our expectations with great rigour and professionalism. What we are looking for is not only tons of potatoes, but a long-lasting, trusting relationship with a player who knows the producers, who understands the production constraints and who is able to make the link regularly with our industrial needs. The strength of a cooperative like Maisadour is that it has this dual expertise: human and technical. We are delighted with this first collaboration and that it is part of a win-win dynamic. »*

A first campaign structured around cutting-edge support

For this first year, 5 farmers from the Landes have been selected to join the sector. The support is based on 3 VEGA Maisadour advisors trained specifically in potato cultivation, mobilized throughout the cycle, from planting to harvest, i.e. a period of 4 months. This close monitoring, a guarantee of quality and performance, reinforces the targeted diversification strategy carried out by the Cooperative.

Grégory Moulis, Director of Crop Production at Maisadour: *"With this potato sector, we are achieving a strong strategic ambition: to build new opportunities for our members, in a logic of economic security and agricultural innovation. This partnership with Roger & Roger perfectly illustrates the meaning of VEGA - PLANT EXPERTISE from SEED to PLATE - and our ability to mobilize our technical teams, to structure a new crop in a territory that we know perfectly, and to bring real added value to each link in the chain. Our VEGA advisors are present on a daily basis alongside the producers, and this proximity is a real factor of success. »*

With potatoes, Maisadour is strengthening its targeted diversification approach accessible to a large majority of its members, in addition to its main sectors: white asparagus, maize with special starches, green vegetables, sweet corn, soybeans, and seed production. At the same time, the Group is developing more specific projects on crops with high added value or niche use, such as irises. In each case, the logic remains the same: to build viable opportunities, in conjunction with solid industrial partners, to enhance the value of the territories and support the agricultural transition.

ABOUT ROGER & ROGER

Roger & Roger is a Belgian producer of potato and corn chips and snacks located in the Eurometropolis near Lille. Since its foundation in 1999, our family-owned potato chip company has become a key name in the international private label market. From Mouscron, the products are exported to more than 20 countries. Roger & Roger also markets its own brand Croky. An enthusiastic, flexible and ambitious team of around 400 employees controls the entire production chain of our extensive range of snacks, from potato selection to packaging and distribution. One of the pillars for society is the relationship with agriculture, in particular French agriculture thanks to its geographical proximity.

Key Info

Governance: Yves De Vinck, President
Turnover: €310 million

ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936, Maisadour has been a committed cooperative in the South-West, labelled CSR Committed Exemplary level, 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 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

PRESS CONTACTS

CORIOLINK AGENCY

Océane Vilminot - T. 07 84 90 83 16

oceane.vilminot@coriolink.com

Sarah Ezzine- T. 07 43 36 64 67

sarah.ezzine@coriolink.com

MAÏSADOUR

Aurélie Zimmermann - T. 06 08 92 92 52

a.zimmermann@maisadour.com

Nina Bernadet - T. 07 89 39 60 46

n.bernadet@maisadour.com