

## Informing consumers on the environmental impact of food products: GS1 France, FoodPilot and Maisadour present a demonstration based on the GS1 augmented QR Code

Paris, February 25, 2026 - On the occasion of the 2026 International Agricultural Show, GS1 France, FoodPilot and the Maisadour Cooperative Group are collaborating to present an operational traceability pilot to inform consumers about the environmental impact of food products *via* the GS1 augmented QR Code. This demonstration is a concrete example of how environmental data can become accessible, understandable and actionable at the time of purchase.



*Demonstration in the presence of Nicolas Guilhot, Director of Maisadour Distribution, Christophe Bonno, Managing Director of Maisadour, Daniel Peyraube, President of Maisadour, Virginie Becquart, Co-founder of FoodPilot and Cédric Lecolley, Sales and Supply Chain Director at GS1 France*

### A pilot to give the consumer the keys to an informed choice

Consumers' expectations are changing, they want to understand the origin of products, the conditions of production and their environmental and societal impacts.

To meet this challenge, food companies must rely on reliable and interoperable product data throughout the value chain. This is the role of GS1 standards: to provide a common language to identify products, structure data and share it between business partners across the value chain.

This is precisely the ambition of FoodPilot, whose SaaS platform allows agri-food companies to collect, measure and manage their CSR indicators in order to transform data into useful information for consumers.

## The GS1 augmented QR Code at the service of trusted product data

GS1 is a neutral, not-for-profit organization that has been developing global standards for data identification and exchange for more than 50 years, used by more than 2 million companies in 150 countries.

Faced with new regulatory requirements (nutritional information, ingredients, enhanced traceability, environmental labelling) and the growing expectations of society, GS1 is evolving its standards system with the deployment of the GS1 augmented QR Code.

The GS1 augmented QR Code is capable of ensuring the checkout process, like the famous barcode, while giving access, via a simple scan, to enriched digital information, in particular: traceability, origin, environmental data.

Its gradual deployment is part of a collective dynamic, on an international and intersectoral scale, to support players towards a more sustainable economy while facilitating regulatory compliance.

## A strategic collaboration between Maïsadour, FoodPilot and GS1 France

This pilot project combines:

- **Maïsadour**, a committed agricultural cooperative group, a pioneer in the transparency and promotion of the sectors;
- **FoodPilot**, which develops the application infrastructure and the calculation modules for CSR indicators;
- **GS1 France**, which provides the standards system, particularly the GS1 augmented QR Code, allowing access to structured and interoperable information in one scan.

After 12 months of joint development between GS1 France and FoodPilot, this pilot demonstrates the technical feasibility and potential for large-scale deployment.

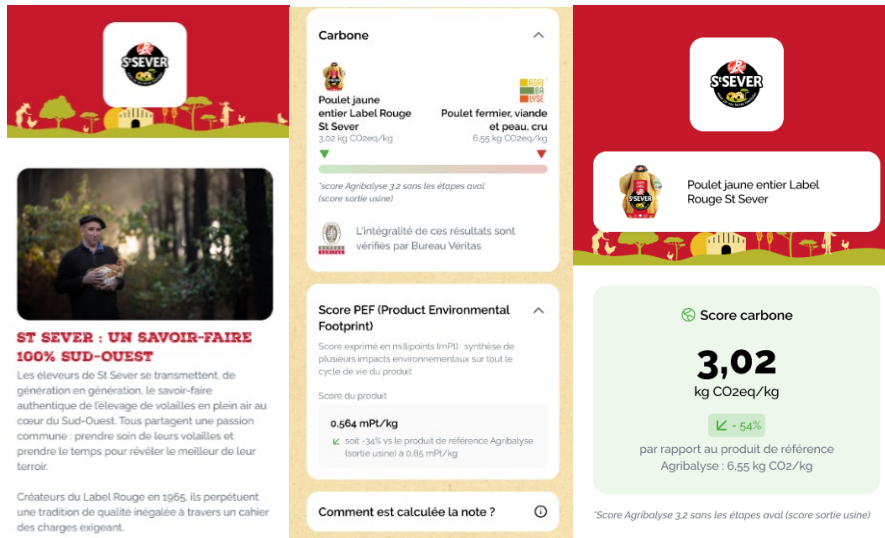
## A concrete case with the St SEVER products of the Maïsadour cooperative group

Presented at SIA 2026, the pilot is deployed on emblematic products of the St Sever brand, of the Maïsadour cooperative group that has been committed to a structured CSR approach for many years.

The demonstration makes it possible to test in real conditions the access to the environmental data offered by the brand, *via* the FoodPilot platform to the consumer: environmental impact, origin of raw materials, breeding conditions, processing and societal commitments.

This data does not only benefit the consumer: it also makes it possible to identify new areas of progress in terms of CSR (regenerative agriculture, water use, animal welfare, remuneration of farmers) and to place continuous improvement at the heart of the cooperative model.

The objective: to transform the act of purchasing from a simple criterion of price to a better-informed decision, based on objective data and a global vision of the value chain.



"Thanks to these pilot prototypes, Maisadour is committed to a pioneering approach to environmental transparency, to measure, improve and display the impact of its products on health and the planet. This approach, which concerns our Poulet St Sever, Poulet d'Ici and Delpeyrat brands, makes it possible to promote the progress already made to decarbonize our sectors, and prepares us for the carbon display of tomorrow. - **Christophe Bonno, Managing Director of Maisadour**

"Since the creation of FoodPilot, our conviction has been clear: data must become a lever for transformation for the entire food sector. To progress, you have to measure. To choose, you have to understand. By making the environmental impacts of products visible and comparable, we enable both companies to manage their performance and consumers to make informed choices. From the plot to the consumer, this transparency is essential to better understand what sustainable food is and to recognise the value of the approaches implemented by the sectors. - **Didier Livio, CEO of FoodPilot**

"We are delighted to support Maisadour and FoodPilot in this strategic initiative to share environmental data with consumers, built on the GS1 standards and in particular on the GS1 augmented QR Code. The challenge is to deploy a common language, at the level of all stakeholders, to make it possible to objectify and demonstrate, thanks to standardised and reliable data, the efforts undertaken to mitigate the environmental impact of products. - **Cédric Lecolley, Sales and Supply Chain Director at GS1 France**

#### ABOUT GS1 France

GS1 is the international, neutral, not-for-profit organization created by companies to facilitate and automate trade between trading partners based on a unique, globally recognized and used identification system. With more than 58,000 member

companies in France of all sizes and sectors, and more than 2 million worldwide, GS1 offers a real space for collaboration and inclusion to define and adopt common rules - standards - that benefit everyone. With GS1 standards, companies uniquely identify their products, logistics units, locations, entities and assets throughout their entire lifecycle, regardless of the sales channel.

It is in everyone's interest to speak the same language. [www.gs1.fr](http://www.gs1.fr)

#### **ABOUT FOODPILOT**

FoodPilot is the tool for managing the CSR progress of food products in France and Europe to help companies evaluate their products, define progress plans and manage their progress from farms to finished product. By offering a technology capable of collecting and analyzing a large amount of different, accurate and tamper-proof data, FoodPilot allows food companies to manage their performance across the entire value chain on a single platform to act faster and easier. Our ambition is to support and evolve companies towards a more sustainable model, allowing them to improve their overall performance and formalize their progress. Discover FoodPilot by visiting <https://foodpilot.io/>

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

Since 1936, Maïsadour 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 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 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**

##### **CORIOLINK agency for Maïsadour**

Océane Vilminot - T. 07 84 90 83 16

[oceane.vilminot@coriolink.com](mailto:oceane.vilminot@coriolink.com)

Sarah Ezzine- T. 07 43 36 64 67

[sarah.ezzine@coriolink.com](mailto:sarah.ezzine@coriolink.com)

##### **Maïsadour**

Aurélie Zimmermann - T. 06 08 92 92 52

[a.zimmermann@maisadour.com](mailto:a.zimmermann@maisadour.com)

Nina Bernadet - T. 07 89 39 60 46

[n.bernadet@maisadour.com](mailto:n.bernadet@maisadour.com)

##### **Omnicom Reputation Group Agency for GS1 France**

[france.GS1@omnicomprgroup.com](mailto:france.GS1@omnicomprgroup.com)

Maxime Lambert - 06 27 81 62 83

Inès Marotte - 06 89 84 40 32

Eugénie Dautel - 06 76 46 93 26

##### **BACKBONE Agency for FoodPilot**

Alban Saint-Joigny - T. 07 81 44 32 98

[alban.saintjoigny@backbone.consulting](mailto:alban.saintjoigny@backbone.consulting)