



Mont-de-Marsan, 06 December 2016

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Our Group is celebrating its 80th anniversary this year. Those 80 years for Maisadour can actually be seen as 4 lots of 20 years, since the Group was constructed in 4 major phases.

Up until the 1950s, farmers organised themselves to promote their grain. They then organised the production of seeds to suit their particular production area. From the 1980s, they came together through mergers of local cooperatives and structured their productions into sectors. Since the 2000s, our cooperative has been investing in food-processing and in developing markets abroad.

Over the years, the Maisadour Cooperative Group has forged alliances to ensure it grows and prospers. Whether primarily with family-run companies such as the Arrivé Group, the Bonduelle Group, the Ardo Group or international groups such as Syngenta, or then to varying degrees with cooperatives such as Vivadour, Val de Sèvre, Terrena, Terre du Sud, Euralis, Val de Gascogne, Arterris, etc.

These projects are true to Maisadour's culture, established to make sure that our production areas continue to flourish. Our guiding principle remains, as always, to ensure that our human and infrastructural resources put their full weight behind collaborative projects for the benefit of cooperative farmers and employees.

Our Cooperative Group is constantly moving, continuously adapting to globalisation of the economy and changes in society.

To celebrate this anniversary, during the General Assembly on 6 December 2016 we decided to call upon figures that have shaped the construction of our Group over the years.

Figures such as former president Jacques Castaing, former managing directors Guy Philip, André Lahitte and Thierry Blandinières, former administrator Étienne Layan, president of the Nouvelle Aquitaine regional chamber of agriculture, Dominique Graciet, administrator Isabelle Hargous, intern administrator Michael Dolet-Fayet, and former president of the Landes chamber of agriculture Gérard Capes, all spoke via video or in person about the changes that the Maisadour Cooperative Group has gone through and how its production areas have expanded.

Pascal Viné shared his view on the role of cooperative companies in our changing economy.

Jacques Legros, journalist and wine producer, also spoke and hosted the day's events.



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