



Ouled Taïma, 28 January 2017

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Maïsadour Maroc, the international development laboratory of the Maïsadour Cooperative Group

Maïsadour Maroc, a subsidiary of the Maïsadour Cooperative Group, has been diversifying its activities for the last 10 years. To mark this anniversary, the Maïsadour Maroc teams invited their main long-standing producers, customers, partners and suppliers for a visit around the packaging station in Ouled Taïma, close to Agadir.

Maïsadour's activities in Morocco

Maïsadour has developed two complementary activities in Morocco.

Maïsadour Maroc's activities include:

- Contractual fruit and vegetable production
- Packaging and agricultural machinery services as well as entering into a Lait Plus contract with Danone.
- Distribution of animal feed for Sud-Ouest Aliment, a subsidiary of the Maïsadour Cooperative Group, of seeds for Maïsadour Semences (another Group subsidiary) and of agricultural inputs.

Maïsadour Agri Maroc produces the following on leased farms:

- Sweetcorn
- Salad (radicchio...) particularly for Bonduelle Frais and Florette
- Melons with Val de Sérigny
- Raspberries with Driscoll's of Europe
- Blueberries
- Strawberries
- Green beans for Quality Bean Morocco, a subsidiary of the Agrial Group
- Multiplication of seeds



For the last three years, **Maïsadour Maroc** could be seen as an **international development laboratory for the Maïsadour Cooperative Group**. Indeed, the subsidiary received a boost of momentum and its activities diversified. The teams studied and conquered new markets. That's how Maïsadour Maroc was able to expand upon its long-standing activities around fruit and vegetables and focus more on distribution of seeds and horse feed on the Moroccan market.

Projects

Various projects are also under consideration. We are studying the feasibility of an animal feed assembly workshop in partnership with Sud-Ouest Aliment and Nutricia.

A fruit and veg sales office is also in the pipeline, in collaboration with Moroccan producers. Maïsadour Maroc remains committed to the cooperative tradition, i.e. uniting farmers around a single objective: being more dynamic on the market.

More specifically, in 2017 Maïsadour Maroc is diversifying its range of agricultural inputs to include agricultural plastics and more broadly all supplies required by Moroccan farmers.



Maisadour Maroc: history

15 years' experience in agricultural production in Morocco

In 2002, Maisadour began carrying out vegetable production trials (sweetcorn on the cob, carrots, asparagus) in Morocco. Production in Morocco is harvested in what is the off-season for producers in the South-West of France.

Moroccan production of sweetcorn on the cob (November-January and April-June) complements the production of our members in Aquitaine (July-September).

Investment in packaging

- **In late 2006**, the station in Ouled Teïma, close to Agadir, was inaugurated. A rural setting was chosen for the station in order to be closer to its production areas and producers. This enables the station to cool, package and export fruit and vegetables in very short turnaround times. This is a real asset for our customers as the shelf life of the products is longer. This versatile station is able to package various fruit and vegetables. It was designed in 2006 to package up to 6 million corncobs per month and 50 tonnes of other vegetables per day. The station can currently package 100 tonnes per day and its surface area has increased to 10,000 m².

A genuine culture of Corporate And Environmental Responsibility

- **Protecting the environment**

Since 2004, Maisadour Maroc has held **GLOBALG.A.P.* certification**, awarded by a private sector body that defines the standards for the certification of agricultural products worldwide. Maisadour participates in the implementation across its production area and supports farmers in implementing good agricultural practices, particularly through GLOBALG.A.P. certification which enables them to have access to higher added-value markets.

GlobalG.A.P. was the first step in this process, which has now expanded to environmental and social certifications. Having these certifications are a prerequisite to entering the demanding markets of Northern Europe.

In 2008, Maisadour Maroc won a Sustainable Development, Environment trophy parallel to the SIFEL trade fair. The company has continued to raise awareness among the local population, particularly by hosting visits from local schoolchildren. This action is part of the **LEAF (Linking Environment and Farming) certification** awarded to Maisadour Maroc.

Various means are implemented by the Maisadour Maroc team to limit the impact that its activities have on its immediate environment as well as on the flora and fauna.

Another area of focus is the importance of water in Maisadour Maroc's activities and the need to optimise the use of this resource. All waste water from the packaging station is treated and reused to water landscaped areas.

In early February 2010, Maisadour Maroc signed an agreement with a local association whose aim is to promote citizen action for the environment and waste management. Maisadour Maroc was the first Moroccan company in the agricultural industry to commit to this approach.

- **Corporate aspects**

In late 2009, Maisadour Maroc signed a partnership agreement with the CNSS (the Moroccan National Social Security Fund). The agreement enables employees' reimbursement claims



and social & sickness benefits to be managed internally. This means that Maïsadour Maroc employees no longer have to go into CNSS branches to complete their formalities. Their point of contact is Maïsadour Maroc's Human Resources department.

In 2016, Maïsadour Maroc was one of three winners of the Professional Equality Prize created to celebrate International Women's Day and improve the rate at which women enter the job market in Morocco. The prize was awarded under a partnership between the Ministry of Employment and Social Affairs and NGOs working in the field of gender equality. To win the prize, Maïsadour Maroc fulfilled the predefined criteria: compliance with standards on the principle of equal opportunities between the sexes in recruitment, working conditions and further training, as well as the full involvement of women on the company's representative bodies.

The prize rewarded all the actions taken by the company to promote gender equality. The news that Maïsadour Maroc had won the prize was a source of much pride for the company's employees.

Maïsadour Maroc is continuing in this approach and, in collaboration with the company's trade unions and the country's Ministry of Labour, is working as a pilot company to implement a corporate collective agreement on a national scale.

**The GlobalG.A.P standard is designed primarily to reassure consumers as to the way in which food products are cultivated on the farm, by minimising agricultural activities that could harm the environment, reducing the use of chemical inputs and guaranteeing a responsible approach to the health and safety of workers.*

Maïsadour Maroc's activity in key figures

- Turnover of €2,376K in 2015-2016
- Turnover of €636,000 between 1 July and 31 December 2016
- Nearly 400 workers in full-time equivalent work for Maïsadour Maroc
- Production areas:
 - 700 ha of sweetcorn
 - 45 ha of radicchio salad
 - 45 ha of red berries



Find out more about the Maisadour Cooperative Group

- Turnover: around 1.46 billion euros (30 June 2016)
- 6,000 employees (30 June 2016)
- 8,000 farmers

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Our food-processing cooperative group is structured around four divisions, from field to plate:

- The Agricultural Division (grain, agricultural supplies, seeds, vegetables, animal production and feed).
- The Garden Centre/Motorised Gardening Division (garden centres, central purchasing facility and points of sale for motorised gardening).
- The Fine Food Division with foie gras, Bayonne ham, salmon, fresh fish, etc. (Delpeyrat, Comtesse du Barry, Sarrade and Delmas).
- The Poultry Division (Fermiers du Sud-Ouest) with slaughtering and butchering through to marketing (St Sever, Marie Hot...).

Our mission remains to promote the agricultural know-how of our region, the South-West of France. Our Group is arranged into sectors in order to create value for all activities whilst focusing on innovation and ensuring consistent product quality. The Group also draws upon a Sustainable Development approach which is intrinsically linked to the cooperative and the practices of its 8,000 farmers.

Maisadour is also expanding internationally (Ukraine, Spain, Germany, Morocco, etc.). Consolidating and sustaining outlets for our farmers remains our guiding principle.