

Bordeaux Sciences Agro, MAS Seeds and Maisadour sign a strategic partnership to develop research projects fitting into the agricultural transition

Bordeaux, Thursday the 11th of May 2023. At a time when the agricultural world is facing many challenges, Bordeaux Sciences Agro, MAS Seeds and the Maisadour Cooperative Group sign a strategic partnership welcomed by the Nouvelle-Aquitaine Region. This partnership intends to develop joint training, studies and research projects in agroecology and digital agriculture, in order to meet the necessary transitions of tomorrow's agriculture. As part of a jointly defined roadmap, the projects will be deployed around three axes: agroecology, digital technologies for agriculture and human resources.

“The fight against climate change must become the backbone of today's agriculture. Water management, climate hazards, reductions of the use of plant protection products, etc. There are many constraints on agricultural production which must be reflected in a new approach. Agriculture needs to become regenerative; it must take part in recreating the soil wealth, store carbon, better optimize water resources, develop the biodiversity, while maintaining good yields to meet the food sovereignty. We have a Research and Innovation Department that is experimenting on a daily basis with new solutions for our members, but we must go even further», explains Jean-Louis Zwick, Director of the Agricultural Business Line of Maisadour.

“Bordeaux Sciences Agro has made agroecology one of the strong axes of its teachings and projects. The skills of the teams need to ease the agroecological ambitions of MAS Seeds and Maisadour,” says Sabine Brun-Rageul, Director of Bordeaux Sciences Agro.

The activities involved in this partnership are firstly the various plant production of the Group: grain maize, waxy/waxy pro, sweet corn, sunflower, soybean and vegetable.

“Through this partnership, the teams of Bordeaux Sciences Agro, MAS Seeds and Maisadour want to work on research and staff training intended to make concrete progress in the agroecological transition of our main seed and plant subsidiaries and this, in a sustainable way for our members”, says Pierre Flye Sainte Marie, Executive Director of MAS Seeds.

Maïsadour and MAS Seeds wish to strongly raise awareness to agroecology among the employees. Thus, the creation and the achievement of a training around the agroecological

concepts is on the partnership agenda. Priority will be given to the development of training for agricultural technicians, field advisers and senior managers in the two entities.



From left to right: Jean-Pierre Raynaud, Vice President of the Nouvelle-Aquitaine Region; Sabine Brun-Rageul, Director of Bordeaux Sciences Agro; Christophe Bonno, Executive Director of Maïsadour; Camille Massol, Assistant to the Director of Agriculture, Agri-Food Industries and Fisheries of the Nouvelle-Aquitaine Region; Pierre Flye Sainte Marie, Executive Director of MAS Seeds; Jean-Louis Zwick, Director the Agricultural Business Line of Maïsadour.

A TRANSITION THROUGH DIGITAL TECHNOLOGIES

The digital technologies must become a major leverage for the agroecological transition. Traceability and decision support tools, data collection and valorization, etc. the digital technologies are an integral part of the development of tomorrow's agriculture.

MAS Seeds and Maïsadour are already investing in R&D and deploy many digital solutions for their members and customers (weather stations, geolocation, etc.), but the aspiration is to define a new strategy and a roadmap thanks to the many advantages of digital technologies, using the data valorization and artificial intelligence.

“The digital tools allow us to increase our knowledge and to develop our projects faster,” explains François Harambat, Director of the Strategic Marketing at MAS Seeds. “It’s a challenge

to bring this technological and digital transition internally and then to farmers. The expertise of Bordeaux Sciences Agro in this area is very valuable to us.”

The seed producer and the cooperative group will rely on the Digital Department for Agriculture (NumAg) of the School, consisting of five teacher researchers and five agronomic engineers, experts in digital technologies, to achieve their objectives. *“Bordeaux Sciences Agro appears as a valued partner to anticipate and support the digital transformation phase of agriculture»*, explains Fabien Skiba, Research and Innovation Director of the Agricultural Business Line of Maïsadour. The School develops some training for professionals in the field of data sciences, information systems and connected agriculture. It has also created the AgroTIC Chair with the Agro Montpellier Institute, a chair that federates 28 companies around some actions (seminars, studies, monitoring, working groups, etc.) for the development and sharing of knowledge around agricultural digital technologies.

DEVELOPING AND SUPPORTING THE AGRICULTURAL TRANSITION

The success of the agricultural transition will be thanks to men and women aware of the new issues and trained in tomorrow’s solutions.

The tripartite partnership aims to exchange knowledge with all their audiences: students, researchers, professors, agronomists, technicians and members. The training should allow the employees and future employees to be operational tomorrow to support the farmers.

Thus, this partnership should allow:

- The implementation of training for Maïsadour employees and farm managers.
- The recruitment of students of Bordeaux Sciences Agro for internships, work-study programs and other student projects.
- The involvement of Maïsadour in the students’ training in order to enrich their educational curriculum with the concrete case of an agricultural cooperative.
- The affiliation to an agro-digital ecosystem and the involvement in collaborative projects for knowledge sharing and co-construction of solutions.

One of the first concrete actions will be to conduct a survey on the uses and needs of digital technologies for agriculture, and to support the definition of a digital strategy.

COMMITTING TO THE SUSTAINABILITY OF TOMORROW’S FARMS

“Ensuring the sustainability of our chains and the economic viability of our territory is our first mission as an agricultural cooperative. Our commitment is ongoing, and our engagement must be at the service of transforming our production models to contribute to our level in the food sovereignty. In line with our CSR policy, this partnership represents a new concrete



progress toward tomorrow's agriculture," says Christophe Bonno, Executive Director of Maïsadour.

"We need to transform our agricultural model from the inside. This partnership should allow us to find some personalities and expertise, who will reflect on this change and support it, thanks to their own vision and knowledge," confirms Pierre Flye Sainte Marie, Executive Director of MAS Seeds.

"As a training and research institute strongly involved in the transition of the agricultural world, we are very pleased to be able to support some leading actors. We are convinced that this collaboration will be beneficial at all levels, for our students, researchers, as well as for the members and employees of MAS Seeds and the Cooperative Group involved in these projects»," adds Sabine Brun-Rageul, Director of Bordeaux Sciences Agro.

Present at the signing, Jean-Pierre Raynaud, Vice-President of the Nouvelle-Aquitaine Region in charge of the Agriculture and the Agroecological Transition, welcomed and congratulated all the teams of Bordeaux Sciences Agro, MAS Seeds and Maïsadour for this partnership that *"is in relation with the strategic orientations of the Nouvelle-Aquitaine Region to address climate change challenges."*

ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936 Maïsadour has been a committed cooperative from the South-West of France, with a CSR Committed label, placing Man and the Living at the center of its concerns, for a sustainable agriculture, food and society. Maïsadour develops chains of excellence that meet the expectations of consumers to promote, in France and in 50 countries, the productions of its farmers. "At Maïsadour, we are working together for the success of our members and are developing the future of our territories." The Group, structure around the Agricultural Activities, Seed and Food Business Lines, markets gourmet product under the brands Maison Delpeyrat and Comtesse du Barry and Red Label poultry under the brands St-Sever and Marie Hot. www.maisadour.com



Key information

Governance: Daniel Peyraube, President / Christophe Bonno Executive Director

Turnover for fiscal year 2021-2022: €1.145 billion/ 5,000 member farmers and 4,300 employees

ABOUT MAS SEEDS

MAS Seed is a subsidiary of the Maisadour Cooperative Group, farmers cooperative from the South-West of France. With 70 years of experience in the seed fields, MAS Seeds is structured around 3 business lines: the creation of varieties for field crops and breeding, the seed production and their marketing. MAS Seeds has 13 subsidiaries abroad and 85% of its turnovers is made out of France in around 50 countries.

Management: Pierre Flye-Sainte-Marie (Executive Director) and Jean-Luc Capes (President)

For more information about MAS Seeds: [MAS Seeds](#), [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#)

ABOUT BORDEAUX SCIENCES AGRO

Bordeaux Sciences Agro is a public institution of higher education and agricultural research under the supervision of the French Ministry of Agriculture and Food. Created in 1925, it trains 600 students every year who follow the Agronomic Engineer course through the initial training under a student or apprentice status or through one of the six Master Degrees co-accredited with Bordeaux universities or national partners or the CGE-certified Specialized Master Degree. In France, agricultural, veterinary and landscape higher education, gather 20 institutions ensuring the training of 17,000 students.

In these institutions, training for sustainable development, agronomy, food, environment, landscape, veterinary medicine and land-use planning are offered. Through its local anchorage and its national and international partnerships, Bordeaux Sciences Agro contributes to the influence of the university site of Bordeaux by being one of the 7 founding members of the IDEX “University of Bordeaux”, supports the activities of the regional clusters and competitiveness poles and collaborates with the main actors of research and higher education agronomic and veterinary in France within the framework of the French Institute of Agronomy, Veterinary and Forestry.

PRESS CONTACT

MAÏSADOUR COOPERATIVE GROUP

Camille Eridia (Monet Agency)

T. 05 56 20 66 77 - maisadour@monet-rp.com

BORDEAUX SCIENCES AGRO

Élodie Larrouquette (Initial Agency)

T: 06.31.39.17.22 elodie@agence-initiale.fr

Aurélié Zimmermann

T. 06 08 92 92 52 - a.zimmermann@maisadour.com