

By revealing the new identity of its Agralia subsidiary, the Plant Business Line of Maïsadour testifies of its transformation to prepare for the future

Haut-Mauco, the 25th of May 2023. After having announced last February the launch of VEGA* Maïsadour, the Plant Business Line of the Maïsadour Cooperative Group actively pursues its transformation. Its Agralia subsidiary reveals a new identity and thus positions itself as the modern trade that simplifies the farmers' life. Through this change, Maïsadour validates the first step of its transformation plan whose 8 projects are being deployed by more than 60 employees, with a finish line set for 2024.

Simplicity, Modernity, Proximity... A new identity with strong commitments

Agralia leader of the agricultural trade in the South-West of France, has nowadays 40 advisors, 6 service experts, 37 supply stores (in 4 departments, Gers, Gironde, Landes and Pyrénées Atlantiques), collects more than 200,000 tons of cereals per year and has a turnover of €56 million. To mark its transformation and reaffirms its commitment toward the farmers of the territory, the trader revealed at the beginning of May its new identity with a bicolor logo; green, emblem of crop production, and orange, reflecting the link with the Maïsadour Cooperative Group. Agralia now positions itself as the "modern trader" simplifying the farmers' life by offering specific and attractive offers. *"Our former graphic identity dates from the creation of Agralia in 2001. We gave it a new impetus. Our wish? Make our image reflecting our commitment toward innovation and modernity, in line with the expectations of tomorrow's farmers,"* explains Jean-Louis Zwick, Managing Director of Agralia and of the Maïsadour Agricultural Business Line.



An offer developed to ease the farmers' lives

With a simple and competitive offer, Agralia wants to provide a concrete answer to the farmers who want to optimize their activity. How? By offering reactive, modern and responsive logistics services, advices and services to manage the farms on topics such as irrigation, precision agriculture or risk management, as well as a cereal marketing offer. For example, last Spring, a click & collect service was launched on Aladin by Agralia, the e-commerce website that has a turnover of €10 million with almost 800 farmers and where the clients and advisors can have a real-time stock reading available. *"Agralia offers a new mode of innovative relation and modern tool allowing me to easily get my supplies, at any time of the day, a real advantage in my daily life. The close relationship I have with my advisor also helps me to implement new projects on my farm, especially around added valued productions,"* explains Clément Darracq, farmer in Hagetaubin (64).

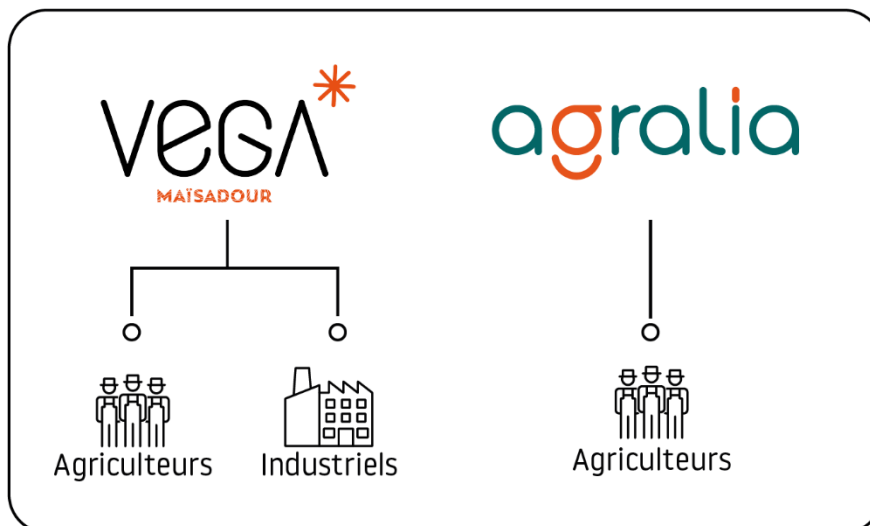
In addition to this new identity, the trader launches a new offer: the "privilege" program. By registering, the farmer gets some benefits such as: D+1 express logistic services, free return on-site, priority crop monitoring, included services and expertise. This formula allows access to discounts, private sales and to have priority in the allocation of certain products in high demand. *"We are pleased to announce these new*

features in our offer, which testify of our commitment to make life easier for the farmers by offering them solutions adapted to their needs. We are convinced that these evolutions prepare the future and strengthen our position of leader on the agricultural trade market in the South-West of France,” adds the director.

VEGA* Maïsadour and Agralia in the leading position in terms of plant expertise in the South-West of France

A change that happened a few weeks after the creation of VEGA* Maïsadour, the historical supply-collect activity of the cooperative that has been modernized, and which positions itself as a trusted third party between qualified farmers and plant manufacturers. The Plant Business Line of Maïsadour representing a turnover of €204 million during the last fiscal year is now structured around 2 entities that are both specific and complementary: VEGA* Maïsadour and Agralia. “For 18 months, more than 60 people from all the professions of our Plant Business Line have been mobilized to work on 8 transformation projects defined as part of a dedicated roadmap. With the launch of these new identities, we are already doing concrete actions by providing our farmers and customers with a clear offer. Our next works will focus on the optimization and modernization of logistics for the collect of cereals and on the development of offers in favor of a regenerative agriculture, particularly around carbon. We are on track and confident we will reach our objectives by 2024,” he concluded.

PRODUCTIONS VÉGÉTALES



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

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