

## **Maisadour welcomes the financial commitments of the State related to the fight against the avian influenza and will be fully ready by the 1<sup>st</sup> of October**

*Haut-Mauco, the 21<sup>st</sup> of July 2023. Following the announcements of the French Ministry of Agriculture and of food sovereignty related to the financial supports for the poultry and palmiped sector, Maisadour wishes to welcome this commitment and to reaffirm that the Group will be to implement the vaccination for the duck sector starting from the 1<sup>st</sup> of October.*

### **A needed and essential financial support for the poultry and palmiped sectors**

Even if a major avian crisis was avoided last winter thanks to the implementation of the Adour Plan in 68 municipalities of the Gers, the Landes and the Pyrénées-Atlantiques, an unprecedented crisis occurred last May affecting all the links in the chain of the poultry and palmiped sectors. It was therefore necessary for the State to provide its support.

In parallel with the existing aid for breeders, the government has announced the implementation of a compensation scheme for the selection-incubation link. This is a very good news for the Maisadour Group, which suffered losses of animals and non-production on its mating incubation in hatchings, guinea fowl and palmiped during the last months.

Maisadour also welcomes that 85% of the vaccination campaign against the avian influenza that will start on the entire mainland France from the 1<sup>st</sup> of October is financed by the State. This unprecedented and ambitious project is essential for the sectors.

Concerning the implementation of the breeding for the 2023/2024 winter, Maisadour, like the CIFOG and ANVOL inter-branch organizations, is still waiting for the compensation scheme related to the de-densification measures on the farms.

**The Maisadour Group will be ready by the 1<sup>st</sup> of October to implement the vaccination against the avian influenza.**

After the heavy financial losses due to the latest avian crises not only in the South-West of France, but also in the West of France, the avian influenza vaccine is now a necessary and complementary solution to the biosecurity measures already in place in the territories.

The vaccine is eagerly expected by the breeders and the Maisadour Group to allow a more serene production season. Maisadour will be fully ready by the 1<sup>st</sup> of October to implement the vaccination: between 60,000 and 80,000 animals will be vaccinated every week. All the teams are currently working with the veterinarians on a large traceability system for vaccinated animals. Concerning the operational implementation of the vaccine: some vaccination teams are hired, the employees and the breeders are trained and a large work on logistics and schedules is conducted. Maisadour is determined to do everything possible to ensure the success of this vaccination campaign.

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

Since 1936 Maisadour 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. Maisadour develops chains of excellence that meet the expectations of consumers to promote, in France and in 50 countries, the productions of its farmers. “At Maisadour, 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](http://www.maisadour.com)

#### **Key information**

Governance: Daniel Peyraube, President / Christophe Bonno Executive Director  
Turnover for fiscal year 2021-2022: €1.415 billion/ 5,000 farmers and 4,300 employees

#### **PRESS CONTACT**

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