

Fermiers du Gers aims for a reduction by 90% of its gas consumption by 2026 and wins the ADEME call for projects to improve energy performance

Condom, the 21st of August 2023. The Fermiers du Gers company, subsidiary of Fermiers du Sud-Ouest, 1st poultry group of the South-West of France and 3rd of France, has just been selected as part of the call for projects launched by the ADEME to improve energy performance (DECARB FLASH).

Fermiers du Gers will receive a grant of more than €177,000 to support its big project of energy performance, whose estimated investment at the Condom site is over €600,000.

Fermiers du Gers is the first company in Occitania to win the call for projects launched by the ADEME for the decarbonization of the industry

The Maïsadour Cooperative Group strongly commits to energy efficiency and decarbonization of its sites. Its subsidiary Fermiers du Sud-Ouest implements this approach on its first site: Condom. The Condom project is part of the “Ginger” corporate strategic plan for Fermiers du Sud-Ouest.

The global energy strategy of Fermiers du Sud-Ouest is to work on 2 complementary leverages to remove fossil fuels from its Condom site:

- Reducing the use of resources
- Decarbonizing the energy

This strategy, supported by the ADEME as part of the national plan France 2023 for the decarbonization of the industry, is part of the first wave of winners of this call for projects in the agri-food sector at the national level. Launched in 2022, France 2030 is an investment plan of €54 billion which should enable France to catch up in certain historical sectors. It also aims to create new industrial and technological sectors.

On Wednesday, 16 August, the Secretary General of the prefecture of Gers, Jean-Sébastien Boucard, and the Deputy Regional Director of the ADEME in Occitania, Thierry Baig, visited Fermiers du Sud-Ouest’s poultry processing plant in Condom, first company of Occitania to win the call for projects launched by the ADEME to improve energy performance (DECARB FLASH).

Fermiers du Sud-Ouest, which belongs to the poultry business line of the Maïsadour Group, got the “confirmed” CSR Committed Label in February 2022.



Jean-Sébastien Boucard, the Secretary General of the prefecture of department 32, sub-prefect of Auch and adviser of France 2030: *“I wanted to come to meet Fermiers du Gers, which is the first company of the Gers to get the grants of France 2030. Its project has demonstrated its strength and consistency by being selected and is fully in line with the production decarbonization targets set by France 2030. Congratulations to them.”*

Thierry Baig, Deputy Regional Director of the ADEME: *“Fermiers du Sud-Ouest project, supported by Maisadour, shows commitment strategy towards decarbonization. First, the ADEME funded an audit to improve the energy performance of the site. The feasibility study helped to define the guidelines to remove the waste and reduce the energy consumption with co-production. This is why this case has been selected, it meets the requirements of the selection criteria of the DECARB FLASH Call for Projects, one of the decarbonization tools of the French 2030 industry.”*

The acceleration of the policy for energy sobriety of Fermiers du Gers is organized in three stages.

- 1/ First, some actions to reduce gas and water consumption are implemented thanks to new good practices.
- 2/ Then, some process to capture the lost heat at different stages of the manufacturing processes have been implemented in order to replace the use of fossil fuels. Heat pumps or other innovating systems will complement this energy economy.
- 3/ Finally, Fermiers du Gers works to introduce renewable energies in its energy mix

Concerning the decarbonization of energy, Fermiers du Gers aims to reduce by 90% the volume of natural gas it uses by 2026.

The grant of the ADEME rewards the investments related to decarbonization.

2022-2023	2023-2024	2024-2025	2025-2026
Capture of the lost heat (1/2)	Capture of the lost heat (2/2)	Preheating of the water and of the air without fossil fuel	Removal of the gas consumption
Recovery of the heat produced by equipment providing cooling	Recovery of the heat produced by the compressed air group required for some equipment	Modification of the air treatment in the workshops and installation of a heat pump to heat the water	Replacement of a gas boiler by an electric boiler
Up to 30% less gas consumption	-40% of gas consumption	-80% of gas consumption	-90% of the gas consumption

THE POULTRY CHAIN AT MAÏSADOUR

A FEW FIGURES

FISCAL YEAR 2021-2022

29 million
of poultry
produced and
marketed

€205 million of
turnover

+76%
of Maïsadour poultry
are Red Label
and/or organic

772
full-time
equivalent
employees

496
poultry breeders at
Maïsadour (including
95% in Red Label)

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 Delpyrat 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: €1.415 billion/ 5,000 farmers and 4,300 employees

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