

An additional billion euro for the agricultural planning and transition

Maïsadour, welcomes this announcement to sustain the installation and the access to land for young farmers

Haut-Mauco, the 11th of September 2023. The French Minister of Agriculture, Marc Fesneau announced one additional billion euro in the 2024 budget to support the installation and the access to land of young farmers and for the ecological planning. This extra envelop will be added to the €5.9 billion of the French agricultural budget in 2023. A good news for the Maïsadour Cooperative, which echoes the work it has already done to perpetuate the transfer of the farms.

By 2030, around half of the French farmers will be old enough to retire. Between the demographic evolution, the changes in the profession and the lack of knowledge about the agricultural environment, the Maïsadour Cooperative, a major economic player in its territories, makes transmission, a key issue.

- **A working group gathering all the chains (animal production, plant production, animal nutrition) has already been implemented for several months to work faster on the theme of transmission.** This system integrating the training department makes the link between the Cooperative and its members to carry out specific actions to promote the installation of farms and the transfer of some farms. The results of the first action should be revealed within 6 months.
- **At the same time, Maïsadour is helping the young member-farmers with their installation by signing a charter that guarantees them an economic support over a period of 5 years. Thus, in 2021-2022, 82 Young Members have been supported by Maïsadour.**

Through its proximity with its members, Maïsadour has a role of facilitator and makes the link with the Chambers of Agriculture, major players in the transmission.

Maïsadour wants to develop an offer for the farms who are transferring their farms and those who are looking for one. Many farmers are not coming from the agricultural world and are looking for a support concerning the farmer profession itself.

Christophe Bonno, Executive Director of Maïsadour: *“The access to land and the ecological planning are both fundamental for agriculture and for Maïsadour. The transmission of the business from generation to generation of cooperative farmers is a real challenge: many farmers, with successful farms, are close to retirement and buyers are becoming rarer. It is necessary to entice the youngest to take over for these professions of passion. To ensure the future of these farms and keep a production and an agriculture to feed the country, we are working hard to support the young farmers, pass on know-how and offer them some training. But we need some means to ensure our food sovereignty, valuable for our future this is why the announcement of the Minister of Agriculture is a step in the right direction!”*

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 Delpéyrat 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

PRESS CONTACT

CORIO LINK AGENCY

Océane Vilminot - T. 07 84 90 83 16 / oceane.vilminot@coriolink.com

Amélie Lebreton - T. 06 70 60 25 30 / amelie.lebreton@coriolink.com

MAÏSADOUR

Auréli Zimmermann

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