

## Agroecology / agriculture: Maisadour joins the NEOCOOP program to accelerate its agro-ecological transition

*Haut-Mauco*, the 6<sup>th</sup> of September 2023. At a time when the agricultural industry is facing climate change, rising energy prices and international tensions, agroecology appears to be THE solution balancing food, economic, environmental and social challenges.

Maisadour is actively tackling the subject to accelerate its agroecological transition and offers to its members a new agricultural model.

The Cooperative is one of the five applicants that have been selected in July 2023 to join NEOCOOP, a program launched by the Nouvelle-Aquitaine Region to accelerate the deployment of the agroecological transition to serve the agriculture and food of tomorrow.

A program structured around 6 main objectives, dedicated to the agriculture of tomorrow.

The Nouvelle-Aquitaine Region has selected Maisadour to be part of the NEOCOOP program. As part of the Néo Terra roadmap<sup>1</sup>, this project, fully funded by the Nouvelle-Aquitaine Region, supports the agricultural cooperatives of the region during one year to develop more environmentally friendly production methods, while guaranteeing the competitiveness and profitability of the farms.

In the program of the NEOCOOP plan, 6 possible intervention axes: preserving the biodiversity, stopping the use of synthetic pesticides, mitigating climate change, adapting to climate change, animal welfare and health safety, sustainable food.

**Daniel Peyraube, President of Maisadour:** *“The agroecology is to work “with” the nature. The agricultural model produces to feed and ensure the economic development of the farms while respecting the environment and men. Thanks to the NEOCOOP program, Maisadour marks a new step in its commitment to sustainable development and is committed to the ambition of the Nouvelle-Aquitaine Region to become the first eco-responsible region in France.”*

**Christophe Bonno, Executive Director of Maisadour:** *“Facing the climate emergency, it is time, more than ever, to radically change our agricultural practices. As a committed cooperative, we must be at the forefront of sustainable development and live up to our responsibilities for the future generations. Maisadour is in a transition phase for agroecology, some practices are already being implemented (training, agroforestry). We want to go even further to reduce our carbon footprint and offers to our farmers some alternatives while ensuring the food sovereignty. The agroecology is a great opportunity for us!”*

A tailor-made support funded by the Region with an overall budget of €700,000 over three years

By committing to this program, the agricultural cooperatives are projected in a new development model and will benefit from a dedicated support adapted to the problems encountered that may be about: **innovation** (research & development, experimentation, etc.), **digital and new technologies** (precision farming, big data, robotics, etc.), **investments and funding required for the agroecological transition** (banking tools, grants,

<sup>1</sup> Roadmap of the Nouvelle-Aquitaine Region, voted in 2019, to accelerate the energy and ecological transition: <https://www.neo-terra.fr/>

etc.), **governance and corporate social responsibility** (type of governance, internal regulation, balances between the stakeholder, organization, etc.) and **strengthening the skills**, in particular through training.

A working group made of employees and members/farmers of Maisadour, supported by the agricultural and food transition department of the Transitions-DD firm, specialist in sustainable development strategy, is responsible for monitoring the projects throughout the duration of the support.

Four stages mark the eleven months of the NEOCOOP program:

- SEPTEMBER 2023. **The diagnostic**
- NOVEMBER 2023. **The detailed action plan: priority action themes**
- UNTIL JUNE 2024. **The implementation**
- JUNE 2024 **The results**

**Alain Rousset, President of the Nouvelle-Aquitaine Region:** *“The application of Maisadour for the Néocoop program has been selected by the Region in particular because of the will of the cooperative to invest in agroecological transition and of the actions that are already implemented in the field.*

*We want NEOCOOP to be a true accelerator of the agroecological transition, which allows to show the example, to test very advanced innovations and to spread this dynamic to more people to make the members of cooperatives want to join the movement to move towards a more sustainable agriculture.”*



### Agroecology, what is it?

The agroecology is a way to design a production system relying on the features provided by the ecosystems. It offers several leverages to ensure the agricultural production while reducing the use of inputs and preserving the soil and the water (biocontrol, crops diversification, agroforestry).<sup>2</sup>



### What are the themes of NEOCOOP?

- stopping the use of synthetic pesticides,
- preserving the biodiversity
- mitigating climate change
- adapting to climate change
- animal welfare and health safety
- sustainable food



### Who can get some support?

NEOCOOP is primarily intended for agricultural cooperatives in Nouvelle-Aquitaine with fewer than 249 employees and a turnover of €50 million or less.



### How does it work?

After being selected through the Call for Expressions of Interest (AMI), the applicants are contacted by the provider chosen by the Nouvelle-Aquitaine Region to support the cooperatives. Then the 4 steps of the NEOCOOP program start: a full PROGRAM with 15 days of support spread over 11 months.

## 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 Bushiness 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)

<sup>2</sup> <https://agriculture.gouv.fr/quest-ce-que-lagroecologie>  
<https://www.inrae.fr/agroecologie>

### **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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