

**MAÏSADOUR**  
NOTRE CULTURE. VOTRE BIEN-VIVRE

## General Assemblies of Poultry and Palmiped Producers' Organizations 2023-2024: Maïsadour recruits farmers to meet consumer demand

*Haut-Mauco, November 13, 2024.* The Maïsadour Cooperative brought together its farmers who are members of the various producers' organizations on Tuesday, November 12 in Hagetmau, on the occasion of their general assemblies. As every year, they made it possible to take stock of the past year, particularly for the poultry and palmiped sectors, marked by the arrival of vaccination against avian influenza and the return of production volumes. In order to meet the demand of its customers, Maïsadour is looking for breeders.



### Vaccination against Avian Influenza has allowed the return of serenity to farms in the 2023-2024 financial year

The year 2023 was marked by the arrival of the vaccination of ducks against avian influenza, which began in October 2023. Thanks to good coordination between all the players in the sector and reinforced biosecurity, vaccination has made it possible to control the virus in the 2023-2024 financial year. Apart from feasts in poultry and waterfowl slightly impacted by the avian flu episode in the spring of 2023, farms have regained stable production. With the recent declaration of a case of avian influenza in the Landes, Maïsadour is extremely vigilant and continues its commitment to biosecurity.

### Collective work to ensure the sustainability of a reviving poultry sector

The poultry market is growing thanks to a recovery in consumption (+10%). In this context, Fermiers du Sud-Ouest, Maïsadour's poultry subsidiary, has regained its position on the

markets. All the players in the sector are mobilised to participate in this revival of demand: implementation of a communication campaign on a national and European scale carried out by Synalaf, meetings with the players in the mass distribution sector to promote poultry on the shelves, at affordable prices... These actions are accompanied by a commitment by Maïsadour to its members, especially for those working in hut farms. **In order to guarantee Fermiers du Sud-Ouest the expected volumes and quality, the Cooperative decided last September to award a financial bonus to support its farmers in this performance dynamic.** The Cooperative wants Fermiers du Sud-Ouest to be able to fully market its quality products and meet the demand of its customers: free-range, free-range, or everyday poultry.

**Bernard Tautia, Vice-President of Poultry Production at Maïsadour and farmer in Campagne (40):** *"The current market allows the sector to regain optimism, driven by French consumption. To continue to benefit from this favourable trend, develop the sector and preserve our local know-how, it is essential to produce volumes while maintaining a high level of quality of our poultry. We are all committed to supporting this dynamic, because the sustainability of our sector is based on this ability to combine volume, quality and know-how."*



Scan the QR code to view the testimony of **Douglas Ambroise**, a farmer in Fleurac (24) and a member of Maïsadour.



*"I produce IGP Périgord poultry, and we are fighting to try to get our chicken to be consumed locally. Without each other, we cannot function normally. Hence my commitment to make our production consume locally. »*

### **The palmiped sector is recovering its production volumes**

The systematic vaccination of ducks since October 2023, first carried out on farms and then in hatcheries for the first dose, has enabled the sector to return to stable production volumes and farmers to regain confidence. After a festive 2023 impacted by the avian crisis in the spring of 2023, the festive 2024 seems to be positive for producers, who will be able to offer foie gras in sufficient quantities for the end of year celebrations.

While the 2023-2024 financial year has gone smoothly, the health risk has been raised from "moderate" to "high" at the beginning of November. A decision that forces producers to shelter their ducks, everywhere in France, to limit potential contamination of avian influenza, from farm to farm. The prospect of new outbreaks and the increase in health risks are once again weakening the sector despite the strict implementation of vaccination and biosecurity measures, to which is added financial uncertainty about the continuation of vaccine coverage by the State, from January 2025.

**Chantal Brèthes, Vice-President of Maïsadour Palmiped Production and breeder in Montaut (40):** *"The vaccination has been a success, but it is important to stress that avian influenza has not disappeared. Work must continue, in collaboration with all stakeholders, to find a solution regarding the coverage of vaccination from 2025 onwards. To date, 70% of the cost of the vaccine is covered by the State until December 31, but no decision has yet been taken regarding the coverage for 2025."*

### Continuous improvement on farms to strengthen the supply chains

Maïsadour is committed to continuous improvement of agricultural practices and production conditions. In 2024, the Cooperative has reworked its animal welfare and welfare policy based on three pillars: the animal, the human and the environment. This policy has been carried out by and for all the players in the chain, from hatching to slaughter. This collective approach is accompanied by a training programme: today, 91% of farmers and more than 300 employees are trained in good animal welfare and biosecurity practices, thus strengthening health safety and quality standards within farms.

Agroforestry is another key axis for animal welfare. Since 2021, 25,100 trees have been planted in 61 projects, contributing to the preservation of ecosystems while improving the living environment of animals. At the beginning of May 2024, Maïsadour was also selected by the Regional Directorate of Food, Agriculture and Forestry (DRAAF) of Nouvelle-Aquitaine as part of a call for projects. Maïsadour will thus benefit from financial support to support farmers in their hedge planting projects (advice, drafting of the planting programme, assistance in submitting the application, etc.). About twenty cases are being examined.



Scan the QR code to view the testimony of **Axel Colson**, a farmer in Sallespisse (40) and a member of Maïsadour.

*"Animal welfare is paramount, which is why I wanted to raise poultry in the open air. The huts are equipped with perches, and this winter, an agroforestry project will take shape: a wooded trail for poultry. »*



All these initiatives, driven by the AMBiTiON 2030 corporate strategy, are part of the improvement of the performance of the poultry and palmiped sectors and should enable the Maïsadour Group and its subsidiaries to meet consumer expectations in terms of corporate responsibility and sustainability.

### Maïsadour works for the development of the poultry and palmiped sectors

Maïsadour actively pursues the development of the sectors by supporting producers and diversifying innovative projects. In May 2023, the Group signed a partnership with the Maisons Familiales Rurales (MFR) for an agricultural transfer programme aimed at facilitating connections between farmers close to retirement and young people with farm takeover projects. To date, 15 transfer files have been handled, three of which have already resulted in successful transfers, thus offering a new perspective to farms in the territory.



Scan the QR code to view the testimony of **Jérôme and Gaëlle Ordonez**, breeders in Cauneille (40) and members of Maisadour.

*"I wasn't in agriculture at all, I was a chartered accountant! Today, I've been learning how to raise chickens for a year. »*



At the same time, Maisadour is working to improve the working comfort of farmers by developing tools that could change their daily lives.



Scan the QR code to view the testimony of **Rémi Deyres**, a farmer in Sainte-Colombe (40) and a member of Maisadour.

*"I'm 21 years old, I'm in the process of settling down with my uncle in the town of Sainte-Colombe. The advantage of being a couple, and this was a key point of my installation, is that everyone has time for themselves and their families, something that we can do today. »*



Elevage Service, a subsidiary of Maisadour that develops and sells livestock equipment, is testing this year in real conditions connected huts, which allow all the functionalities of a livestock building to be managed remotely via a smartphone (temperature, hygrometry, opening of hatches, brightness). An innovation that saves time, but also comforts for producers. A new innovation is also being tested by farmers who are members of Maisadour and which also promises to revolutionise farming: **the robot dog** is being developed to bring in poultry in the evening instead of farmers.

Maisadour also offers **photovoltaic panel** installations on livestock buildings, to help with financing, diversify income and strengthen the production of carbon-free energy. This is a guarantee of profitability for producers, who are offered new opportunities: roof rental or direct sale of electricity.

Continuous improvement remains at the heart of Maisadour's priorities, with concrete actions to ensure fair remuneration for producers, promote a balance between professional and personal life, and develop innovative solutions.

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

Since 1936, Maisadour has been a committed cooperative in the South-West, labelled CSR Engaged, which places Man and the Living at the centre of its concerns, for sustainable agriculture, food and society. Maisadour develops sectors of excellence that meet consumer expectations to promote its farmers' production in France and in 50 countries. " *At Maisadour, we work together for the success of our members and build the future of our territories.*" The Group, structured around the agricultural, seed and food business lines, markets gastronomic products under the Delpeyrat and Comtesse du Barry brands and Label Rouge poultry under the St SEVER and Marie Hot brands.

[www.maisadour.com](http://www.maisadour.com)

**Key Info**

Governance: Daniel Peyraube, Chairman / Christophe Bonno, Chief Executive Officer  
Turnover for the 2022-2023 financial year: €1.475 billion / 5000 farmers and 4300 employees

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