



Maïsadour, builder of solutions for the agriculture of tomorrow, sustainable and profitable

Haut-Mauco, December 12, 2024. The agriculture of tomorrow will be sustainable or it will not be, this is the watchword of the Maïsadour Cooperative Group. One year after the presentation of its new corporate strategy "AMBiTiON 2030", Maïsadour has set to work to find solutions and accelerate on regenerative agriculture and innovation. Optimization of industrial tools, carbon diagnostics, innovations, training in regenerative agriculture, the Cooperative is equipping itself with the necessary tools to strengthen its performance in the service of the agriculture of tomorrow, sustainable and profitable. At its annual press conference on December 12, the Group unveiled relatively satisfactory results despite a turbulent context. Maïsadour is focused on the future and investing to return to growth.

Daniel Peyraube, President of Maïsadour : *"The performance of our actions and the profitability of our sectors is the ultimate objective of our corporate strategy: for regenerative and competitive agriculture. Last year, we set an ambitious goal for 2030, to become a pioneer in agroecology. This year, the Group has given itself the means to find solutions: implementation of innovative techniques for sustainability, new technological tools, investments in tests and research. All this is possible thanks to the collective, human commitment of all the Maïsadour teams. »*

Christophe Bonno, Chief Executive Officer of Maïsadour : *"We had a relatively satisfactory year, with €1.976 billion in actual revenue including internal flows, in a very complicated context. Inflation remains present, markets volatile and unstable, and consumer demand is affected. The price factor is more important than ever for households. However, Maïsadour is continuing its transformation and investing for the future. I salute the commitment of the teams, it is a real strength for our Group. »*

The performance of farms and work tools, a lever for farmers in the face of new environmental challenges

Faced with the challenges of preserving the environment and food sovereignty, performance is the sinews of war for farmers.

- While the challenges are piling up for the French poultry sector (poultry crisis, imports), Maïsadour is demonstrating its **commitment to farmers with the implementation of a premium for farmers** representing an 18% increase in income. In France, poultry is the only meat to record growth in consumption in 2024: +11.4% overall consumption over seven months, compared to the same period in 2023. To meet the growing demand, Maïsadour has set itself a target of 600,000 additional poultry in huts over the next financial year.
- In January, the LICORN scheme, an innovative and personalised advice to farmers to secure the decarbonisation of their crops and optimise fertilisation while

maintaining their yields, was deployed on more than 4,000 hectares of members. The objective in 2025 is to aim for 10,000 hectares.

- Élevage Service, in partnership with Maisadour's Research & Innovation department, offers "**connected huts**" that the producer can manage remotely, via a smartphone: temperature, hydrometry, opening of hatches, light. An innovation that saves time but also comfort for producers, who are now concerned about being able to reconcile professional and private life.

A transformation focused on regenerative agriculture

Maisadour's CSR commitment continues in 2025 with actions already initiated and the embarkation of all farmers towards regenerative agriculture.

- **In 2024, more than 450 farmers carried out a simplified carbon diagnosis of their farm.** This approach aims to identify the first levers for improvement for farms. Solutions are offered to farmers to control their environmental footprint, such as optimising the use of fertilisers, precision farming tool solutions and low-carbon fertilisers. Farmers can then carry out a complete carbon diagnosis to go further in their approach.
- **10 MAS Seeds pilot farms have carried out a complete MyEasyCarbon diagnosis on their seed production.** These diagnoses make it possible to identify all sources of carbon emissions on a farm, in order to reduce them, while guaranteeing profitability for farmers.
- Maisadour encourages the establishment of **plant cover for regenerative agriculture.** This practice improves soil structure, crop diversity, feeds the nitrogen cycle, while regenerating soils, promoting carbon storage and helping to protect resources (such as water).
- With this in mind, MAS Seeds launched a new range of cover crops and forage mixtures in September 2023.
- **The Cooperative works in partnership with Earthworm Foundation**, an international non-profit organization whose objective is to work with all actors in the supply chains to improve the environmental and social impact of the production of raw materials. The first phase of the partnership consists of the **construction of a group-wide regenerative agriculture program**, in line with their Maisadour "AMBiTiON 2030" strategy, allowing members undertaking their agricultural transition to be both technically supported by the cooperative and to receive financial incentives through the development of raw materials such as corn, soy or chicken.
- In order to accelerate the deployment of the agroecological transition among the Cooperative's members, Maisadour had the opportunity to participate in the NEOCOOP course, a program funded by the Nouvelle-Aquitaine Region. From July 2023 and for a year, employees and members of the Cooperative have been working on the development of various work modules **for the agriculture and food of tomorrow.** For example, a structured 3-year training plan has been defined: **with the training on regenerative agriculture of 800 employees, including about fifty technicians and 350 members**, other training themes will also be set up: soil management, plant cover, animal welfare, carbon and biodiversity.

Innovation to rethink agriculture

Maisadour intends, through innovation, to meet the challenge of sustainable agriculture, maintaining efficient yields with high value-added production for the Group and its farmers.

- In 2025, Maisadour will **inaugurate the Langolen fish farms in Brittany.** These fish farms make it possible to secure the supply of the Group's sites and to offer consumers

trout from the best French farms. Indeed, fish farms are equipped with a virtuous system of recirculated water that is unique in France.

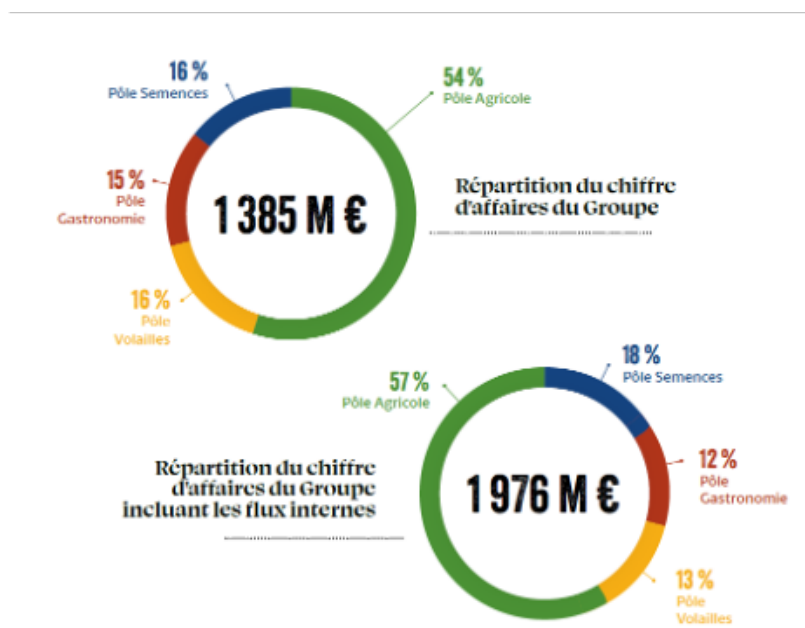
- As a cooperative committed to the agroecological and food transition, Maisadour organized this year the **2nd edition of the Farm of the Future** to celebrate innovation in the service of tomorrow's agriculture. More than 1,000 farmers, manufacturers, partners and suppliers came to discover solutions to rethink the crop and animal production sectors through innovation.
- An innovation with great potential was also presented to members at the Ferme du Futur: a **"dog" robot controlled by artificial intelligence capable of bringing in poultry at nightfall** in complete autonomy. Developed with the company EVOTECH, this innovation represents a significant saving in time and working comfort for farmers. Tests are carried out in real conditions in order to offer the best version of this robot to farmers.

Relatively satisfactory results despite a turbulent context, and a long-term vision

The results for the 2023-2024 financial year are satisfactory despite a turbulent context. The Group's external revenue was €1.385 billion. This slight decline is due to lower prices for cereals and agricultural inputs, the impact of avian influenza and the overall context of deflation. Maisadour's actual turnover including internal flows amounted to €1.976 billion. A result that reflects the mastery of the sectors from upstream to downstream, one of the group's strengths.

Despite a complicated external economic context, Maisadour recorded an EBITDA increase of 14%, thanks to good performances in seeds, animal nutrition and hatchery.

Maisadour is continuing its transformation and is projecting itself through new investments in the service of performance for the agriculture of tomorrow (modernization of sites, digital transformation with the strengthening of a partnership with SAP, investments in tests and research with in ovo sexing, fish farms). The group allocated €29 million last year and this effort continues for the coming year with €30 million.



To download the 2023-2024 Annual Report, click here.

ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936, Maïsadour 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. Maïsadour develops sectors of excellence that meet consumer expectations to promote its farmers' production in France and in 50 countries. " *At Maïsadour, 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

Key Info

Governance: Daniel Peyraube, Chairman / Christophe Bonno, Chief Executive Officer

Turnover for the 2021-2022 financial year: €1.385 billion / 5000 farmers and 4300 employees

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