

The poultry and ducks from the South-West of France return to free-range

Haut-Mauco, the 20th of March 2024 The biosecurity measures and the vaccination campaign against the avian influenza of the Winter 2023 seem to have paid off. Thus, the level of health risk was lowered to “moderate” on Sunday, the 17th of March. An encouraging situation that allows the breeders to deconfine their animals so they can get back to free-range as they were used to in the South-West of France.

Daniel Peyraube, farmer and President of Maïsadour: *“Our breeders are relieved during this month of March as it seems the biosecurity and the vaccination worked well. There was a genuine collaboration during the whole Winter between Maïsadour’s teams, the veterinarians and the farmers to protect as much as possible the animals and preserve the incomes of the breeders. The first results are encouraging even if we remain cautious. As the health risk was lowered to the “moderate” level, the animals go back to free-range, trademark of the farms of the South-West of France. We now need to think about organizing the next Winter campaign to make our farms safer with less burdensome procedures for the farmers.”*

A promising season for the breeders

The encouraging health situation of the last months is truly a breath of fresh air for the breeders who experienced a succession of avian crisis during the last five years. Maïsadour welcomes the close collaboration of all the professions concerned (farmers, veterinarians, technicians within the cooperative) without forgetting the State services and the various interlocutors of its sectors. They all mobilized for the success of the vaccination campaign against the avian influenza. It should also be noted that the knowledge and practices of the farmers in biosecurity have been strengthened. These combined mechanisms led to a better protection of the animals and of the breeders. As the health situation has been stable for several months, the risk level was lowered to “moderated.”

A successful 2023 vaccination campaign and a necessary brainstorming about the cost of the next one

The 2023 vaccination campaign is the first positive step, but the effort need to continue to allow the farmers to project themselves serenely into the future.

An experiment on a first dose of vaccine injected in the hatchery is underway on the one of Aignan. This solution would ease the current mechanism: there would be only one dose of the vaccine in the breeding (and still two doses to inject in the risky areas). The first trials, in collaboration with the DGAL, some health veterinarians and the teams of the hatchery are satisfactory.

The State committed to cover 85% of the vaccine costs for the first year (period from October 2023 to September 2024) by announcing a gradual withdrawal for the next few years, without giving it framework. Thus, some discussions should take place in the coming months for the next vaccination campaign. Maïsadour joints the players of the palmiped and poultry chains to request the perpetuation of the State’s commitment to fund the vaccination campaigns, which would allow the farmers to reduce its costs and anticipate the future protocols that require a significant mobilization for the producers.

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 Business 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

Key information

Governance: Daniel Peyraube, President / Christophe Bonno Executive Director

Turnover for fiscal year 2022-2023: €1.415 billion/ 5,000 farmers and 4,300 employees

PRESS CONTACT

CORIOLINK 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

Aurélie Zimmermann - T. 06 08 92 92 52 - a.zimmermann@maisadour.com

Nina Bernadet - T. 07 89 39 60 46 - n.bernadet@maisadour.com