



LA FERME DU FUTUR
MAÏSADOUR

RSE



Ferme du Futur #2: Maïsadour celebrates innovation for the agriculture of tomorrow

Haut-Mauco, September 13, 2024. While last May a call for expressions of interest was launched at the national level to support research and innovation projects in favor of the agroecological transition and food sovereignty, the "Ferme du Futur" was back this Thursday, September 12 for a 2nd edition to highlight the innovations that will shape the future agricultural world. Robotisation, intelligent spraying system, optimisation of water consumption, connected livestock huts, this major agricultural event is organised in the Landes by the Maïsadour Cooperative Group. The event invited more than 1000 farmers, industrialists, partners and suppliers to discover solutions to rethink the plant and animal production sectors through innovation.



Innovation: one of the pillars of Maïsadour AMBiTiON's 2030 corporate strategy

As an agricultural cooperative, Maïsadour is a committed player in the agroecological and food transition. To achieve this, the Group has been deploying its corporate strategy since 2023: AMBiTiON 2030, within which innovation is a cross-cutting subject across all its sectors and businesses:

- To **develop regenerative agriculture** (new agricultural equipment that is more respectful of the soil, more sustainable plant protection products, for example);
- To **preserve water resources** (use of plot data and decision-making tools);
- To **develop the use of renewable energies** on the Cooperative's farms and sites (installation of photovoltaic panels);
- To **guarantee the sustainability and performance of farmers' activities and the Group's activities** (experimenting with new crops, consolidating its existing sectors);
- To **develop tools that improve the conditions of plant or animal production** but also the working conditions of employees and farmers (including robots, connected huts) ...

Daniel Peyraube, President of Maïsadour: *"Precision agriculture, the use of drones, biosolutions, remote sensing, robots, innovation offers us a range of solutions to optimize agricultural yields while reducing environmental impact. We must give our farmers the means to take advantage of them to meet the challenges of performance and sustainability. The agriculture of tomorrow must generalize the adoption of innovative and sustainable practices that will be arguments in favor of the attractiveness of the farming profession. The "Ferme du Futur" presents concrete solutions that can be applied to the agricultural and agri-food worlds. The Maïsadour Group wants to be a*

pioneer and visionary for its members, its farmers and all its stakeholders. Tomorrow is cultivated today! and Maisadour is there! »

Christophe Bonno, Managing Director of Maisadour: *"Maisadour has intensified its efforts in agroecology, making this approach the first pillar of our AMBiTiON 2030 corporate strategy. All the technical advisors of the Cooperative's agricultural division as well as the advisors of MAS Seeds, our seed sector, have been trained in regenerative agriculture, in order to best support farmers in their agroecological transition. In a context where companies must innovate to develop and remain competitive, we firmly believe that innovation and new technologies are the allies of tomorrow's sustainable operations: economically and ecologically. We are constantly looking for solutions so that the products of tomorrow meet the expectations of our consumers, and are developed as environmentally friendly as possible. This is the whole offer of the 'Ferme du Futur'!"*

REGENERATIVE AGRICULTURE: PROTECTING SOILS AND LIVING THINGS

NATIONAL EXCLUSIVE

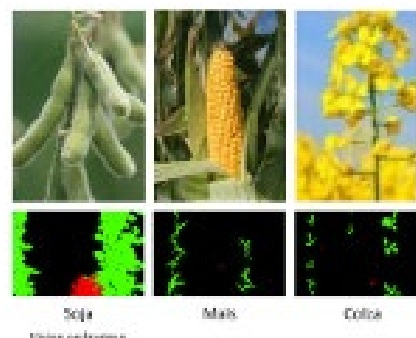
ONE SMART SPRAY, the smart spraying solution for the agroecological transition

To support producers towards a more sustainable, resilient and competitive agriculture, the Group is offering its members the opportunity to experiment with the ONE SMART SPRAY smart spray solution co-developed by BASF and Bosch, a solution that is unprecedented on national soil and tested exclusively with Maisadour. **This innovation reduces the volumes of herbicides on vegetating crops by up to 70% thanks to high-precision technology.** Equipped with high-resolution multispectral cameras, ONE SMART SPRAY is able to instantly detect weeds in the field. BASF's integrated digital solution xarvio® FIELD MANAGER manages plot information and allows the decision to treat to be adapted according to the size of the weeds and their potential harm to the crop. The spraying system is then switched on the weeds in a targeted manner.

The experiments were carried out on grain maize crops grown by farmers in Maisadour. By helping to reduce the environmental footprint while maintaining the profitability of farms, the ONE SMART SPRAY intelligent spraying solution provides a concrete response to the current problems of the agricultural world. An economic model for this solution is being built between the BASF and Maisadour teams.



Technologie ONE SMART SPRAY



Targeted application, images analyzed and visible in real time

Hubert Pottiau, Key Account Manager for Prescription and Regulatory Affairs: *"The pilot currently being conducted with Maisadour is part of our desire to provide concrete, innovative and useful solutions to farmers. This collaboration allows us to test the ONE SMART SPRAY innovation in real conditions and to optimize its use in a given pedoclimatic context. We want to define together the best path to follow to support and massively deploy this solution to members."*

MAS seeds: adapting crops and agriculture to climate change

On the occasion of the Ferme du Futur, MAS Seeds, the seeds division of Maïsadour presents its varieties of corn and sunflower capable of adapting to climatic hazards:

- In maize, the WATERLOCK and GREEN+ ranges: developed to allow maize a better tolerance to water stress.
- HelioSMART range: range of sunflowers offering better disease tolerance

MAS Seeds also develops a range of plant covers, intermediate crops planted between two main crops. Cover crops are essential in regenerative agriculture. They protect and enrich soils by improving their fertility and structure, while limiting erosion and increasing the level of organic matter. In addition, these solutions make it possible to naturally control pests and reduce the use of synthetic fertilizers for subsequent crops.

MAS Seeds is committed to regenerative agriculture with farmers. In order to support farmers in their transition to regenerative agriculture, MAS Seeds offers financial support of €200 for the establishment of 10 hectares. Thanks to its wide range, the seed company offers the possibility of diversifying rotations (maize, sunflower, cover crops, soybeans, rapeseed, etc.). The field teams are present to advise and guide farmers in the choice of crops, the establishment of plant cover, the optimisation of fertilisation and the management of water resources.

IMPROVING THE WORKING ENVIRONMENT FOR FARMERS

Connected cabins for a better work-life balance

To reconcile animal welfare and farmers' well-being, Maïsadour offers "connected huts" that allow the producer to remotely manage, via a smartphone, all the functionalities of a livestock building (temperature, humidity, opening of hatches, brightness). An innovation that saves time but also comfort for producers, who are now concerned about being able to reconcile professional and private life. This innovation is presented by Elevage Service, a subsidiary of Maïsadour, in partnership with the Group's Research & Innovation division.

A 100% autonomous tractor

The 100% autonomous AgBot tractor from the company Agxeed is capable of carrying out several daily tasks such as soil preparation, sowing, etc. He can work day or night, without the need for farmer intervention. In addition to being a revolution in the daily life of farmers, this tractor is lighter than average, in order to minimize its impact on the soil.

A powerful and reliable washing robot for poultry buildings

The ProCleaner P200, marketed by ID1port, is a revolutionary solution, specially designed for the cleaning of poultry buildings. This powerful and reliable robot improves working conditions, reduces drudgery and reduces the time spent on cleaning. The ProCleaner P200 is designed as a manoeuvrable trailer for programmable and efficient cleaning of building walls and ceilings. Washing is carried out by a trolley that automatically returns to its base.



Revolution in farming: a robot dog to support poultry farmers

Bringing the poultry home at nightfall in complete autonomy and thus freeing the farmer from a constraint to improve his working comfort. This is the ambition of the innovation being developed at Maïsadour, in collaboration with the Evotech Group. Based in Saint-Geours-de-Maremne (Landes), Evotech is at the origin of the Landes robots that assisted the teams of deminers during the Paris Olympic Games.

This robot dog, presented exclusively at the Ferme du Futur, is a revolution in the making for poultry farms, with real time savings for producers and more comfort at work.

IMPROVING ANIMAL WELFARE AND PROTECTING THE PLANET

When technology comes to revolutionize fish farms

With the purchase of the Delmas site in Castets (40) in 2013 and the acquisition of two fish farms in Finistère, Maisadour has its own aquaculture sector. The Group is developing a sustainable fish farming project, thanks in particular to a water recycling system and the installation of photovoltaic panels. This new form of fish farming makes it possible to respond in particular to the challenges of water resources for fish production, and also to offer consumers quality products that respect animals and the environment.

In ovo sexing: artificial intelligence invites itself to the hatchery

In **ovo sexing** is a unique machine, developed in-house with partners in innovation and medical imaging. It is set to change the daily life of the teams at the hatcheries. Combining advanced technologies and artificial intelligence, the sexing robot identifies the eggs of non-marketed female ducklings that will be identified before hatching. With an investment of €4 million, the Group expects to be operational in October 2024.

A DAY TO DISCUSS THE AGRICULTURE OF TOMORROW IN THE LANDES

7 themes were defined before the event as major challenges for agriculture in the Landes:

- Adapting to climate change
- Strengthening the transition to regenerative agriculture
- Producing for value-added sectors
- Securing your production and your company
- Producing more autonomously, connected, intelligently and robotically
- What food for tomorrow?
- Generating energy on your farm

These are all themes that gave rise to discussions between visitors and partners, but also during conferences and round tables planned throughout the day.

Gilles Babinet, an expert on artificial intelligence issues, is the guest of honor at this event and was able to discuss **artificial intelligence as an ally in the transition to regenerative agriculture**.

Gilles Babinet, entrepreneur and Vice-President of the National Digital Council, expert on artificial intelligence issues: *"Artificial intelligence opens up new perspectives for agriculture by optimising the management of the many factors that influence farms, including complex elements such as climate or pedoclimatic conditions. AI will improve efficiency at every stage, from autonomous tractor driving to the logistics of harvests, with systems eventually able to model complex strategic decisions. By promoting more sustainable, less energy-intensive and less carbon-emitting practices, AI is becoming an essential ally in supporting the agricultural transition. »*

THE FARM OF THE FUTURE AND FUTURE FARMERS

An event that attracts the younger generations of farmers

The Hector Serres agricultural high school in Oeyrely took the opportunity to introduce the agricultural professions of tomorrow to 21 students in the 1st and 2nd year of the BTS Agronomy and Sustainable Crops and 15 students in the BTS Analysis, Management and Strategy of the Agricultural Business.

Involved in the organization of the event, the future farmers were alongside the Maisadour teams to lend a hand. They also took advantage of the highlights of the day: the conference by Gilles Babinet and round tables. The students were all the more interested because the vocational school offers agricultural training focused on new technologies.

Other schools also came to the event: CFAA and CFPPA of Montardon, Maison Familiale et Rurale de Aire, LPA of Orthez...) In total, more than a hundred students from schools in the region, all levels combined, discovered the Ferme du Futur!

www.lafermedufutur.fr

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 Delpyrat 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 2022-2023 financial year: €1.475 billion / 5000 farmers and 4300 employees

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