



2024 maize harvest: VEGA* Maïsadour and Agralia are committed to improving farmers' economic profitability

Haut-Mauco, September 23, 2024. Despite the bad weather conditions in spring, the maize harvest looks promising this year. Started in mid-September, it is expected to reach a total volume of 530,000 tonnes. Faced with the expected humidity of maize at harvest, generated by both a staggered planting and rainy weather at the end of summer, Maïsadour is setting up an attractive system to encourage farmers to start their harvest. An early age with multiple advantages!



Reducing drying costs: a real commitment for farmers

For the past 3 years, in order to promote early harvests that secure the quality of the grain, the Cooperative and its subsidiary Agralia, the 1st merchant in the South-West, **have been offering an attractive drying rate. The rate is €27 per dried tonne for humidity between 22% and 32% humidity, called "moisture plateau".** Despite the inflationary context, VEGA* Maïsadour and Agralia are offering a lower price of €2 per tonne, compared to 2023, i.e. a **7% reduction in the drying rate.**

This competitive tariff, valid until 30 October, increases the economic profitability of farmers' maize production. From 1 November, the Cooperative will be forced to increase drying costs, in line with the increase in costs (energy in particular), but still remaining competitive.

Weather in 2024 rather favourable to yields

The fairly rainy weather in the spring has staggered and delayed the sowing period. Nevertheless, the summer climate was beneficial to the growth of maize, which was able to maintain its yield potential.

Harvested in mid-September, the harvests will be spread over the months of October and November, and may last until December for some late areas. The peak of collection is expected around mid-October.

Good yield results are expected: the Maïsadour Group expects 530,000 tonnes of maize to be harvested, thanks in particular to good performance on rainfed areas.

The multiple benefits to be reaped early

Beyond the economic arguments, it is important to harvest early, for health and environmental reasons. Harvesting maize "early" avoids climatic hazards (gales, autumn

rain), minimises the risk of maize degradation (mycotoxin, datura) and promotes the establishment of early plant cover.

Sowing cover crops early: a major action in regenerative agriculture

In the face of climate change, the Cooperative is strongly committed to regenerative agriculture, as it demonstrated at La Ferme du Futur on 12 September. Plant cover is one of the major actions in this dynamic. **They enrich the soil for the next crop, which will reduce the use of nitrogen fertilisers** and therefore carbon emissions. The cover crops **also produce biomass** that enriches the soil. The earlier the plant cover is sown; the more they will develop and will be beneficial to the soil for the spring. Finally, the root system of the cover crops **will improve the structure of the soil and allow it to retain water better.**

Maize from the South-West: a recognised and expected quality

As the European leader in value-added maize, VEGA*Maïsadour is committed to providing quality maize to its industrial customers. This European recognition allows the Cooperative to have a significant value-added maize production for its members (special starch maize intended for human consumption for example - At VEGA* Maïsadour, 1 grain of maize out of 2 is intended for human consumption!).

Systematic control against datura

Regulations are tightening on the amount of (toxic) datura alkaloids in maize grains. From now on, the datura "plant" is also to be avoided, and not only its seeds. Indeed, when the entire plant passes through the threshing machine, its toxic juices contaminate the corn kernels. Farmers must therefore adjust their harvesting machine carefully to avoid seeds and plants. In accordance with the requirements and recommendations of the Class A Maize Charter, a systematic control of the presence of datura is carried out at the reception at each silo.

Transparency and service: the VEGA* Maïsadour and Agralia teams at the side of its farmers!

As every year, **transparency is required on drying costs:** they are made available to farmers on the e-ma and Infolia members/customers areas. A calculator allows them to know their drying budget in advance.

New in 2024: two smartphone apps have been launched for the "Farm of the Future", **VEGA* Market and Agralia Market**, to make it easier for farmers to sell their maize. This application makes it possible to boost offers to farmers, and to gain in responsiveness in an uncertain and volatile cereal price market.

VEGA* MAISADOUR and AGRALIA are maintaining their local service **with a collection system of 58 fixed sites and numerous mobile points (ferries and transgrain screws)**, reinforced by sites in reciprocity with the Euralis and Vivadour cooperatives. Significant logistical resources are also made available to farmers during the harvest.

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

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

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

PRESS CONTACTS

AGENCE CORIOLINK

Océane Vilminot - T. 07 84 90 83 16

oceane.vilminot@coriolink.com

Sarah Ezzine - T. 07 84 90 83 15

sarah.ezzine@coriolink.com

MAÏSADOUR

Aurélié Zimmermann - T. 06 08 92 92 52

a.zimmermann@maisadour.com

Nina Bernadet - T. 07 89 39 60 46

n.bernadet@maisadour.com