

The free-range guinea fowl of the Landes, a gourmet poultry from the traditional breeding of the South-West

Haut-Mauco, October 25, 2024. With its unique taste and nutritional qualities, the Landes free-range guinea fowl is a product that is very popular with consumers and professionals. This success can be explained by the excellent conditions in which guinea fowl is raised in the Landes, where respect for animal welfare and quality food give this poultry exceptional taste qualities, making it a product of choice.



The free-range guinea fowl of the Landes: an exceptional poultry

The free-range guinea fowl of the Landes is the result of traditional breeding, recognized since 1966, with the first Label Rouge in its category. Appreciated for its superior quality, it is raised in the open air in the Landes region, in compliance with strict specifications guaranteeing the quality of the product and the well-being of the animals. Coming from a slow-growing strain, guinea fowl is raised for a minimum of 94 days, and is fed a 100% natural vegetable diet, including 75% cereals, mainly French corn.



Mathieu Labarthe, guinea fowl farmer in Bégaar (40): *"Raising guinea fowl is above all about respecting their natural rhythm and offering them the best living conditions. Here in the Landes, our guinea fowl are raised in large spaces so that they can move freely. Their diet, based on local cereals, guarantees an incomparable quality of flesh. We take care of their well-being every day, because it is this attention that makes all the difference in the quality of the final product. We are proud to perpetuate a traditional know-how that can be felt in the unique taste of this poultry."*

A complete offer adapted to all sales channels

Fermiers du Sud-Ouest offers a wide range of free-range guinea fowl, meeting the needs of the various distribution channels. Whether for artisan butchers, delicatessens and caterers, or supermarkets, Fermiers du Sud-Ouest makes sure to offer quality products, adapted to each type of clientele.

Marie Hot free-range guinea fowl: a wide range of offers for butchery, delicatessen and catering professionals (BCT)

Marie Hot free-range guinea fowl are offered in different forms:

- The Label Rouge guinea fowl comes from the Landes whole, shredded or ready to cook (PAC).
- Free-range guinea fowl cuts, practical and ready to use for quick cooking or preparations such as paupiettes, ballotines or mini-roasts. These formats allow butchers and caterers to offer simple and quick solutions to their customers, perfectly suited to small tables and weekday meals. For the holidays, the overcoat offer makes it easier to prepare festive pieces.

St SEVER and Le Gemmeur free-range guinea fowl, authenticity in supermarkets



Under the emblematic brand of the South-West St SEVER, the Label Rouge free-range guinea fowl is offered in self-service in large and medium-sized supermarkets. Raised in the open air in the south-west, fed with 100% French corn and wheat and GMO-free, it seduces consumers looking for authentic poultry.

Free-range guinea fowl are also marketed by the Le Gemmeur brand in the butcher's departments and offered in different forms: ready-to-cook, slivered, or cut (legs

and supremes).

More than 1 in 5 French people regularly consume guinea fowl, with an average consumption of 5 to 6 times a year. Mass distribution remains the main purchasing channel, closely followed by traditional shops. This distinctive product naturally finds its place on the shelves of supermarkets, offering quality poultry for festive or everyday meals.



A local product that seduces consumers

The free-range guinea fowl of the Landes stands out for its firm, slightly gamey flesh, low in fat and rich in protein. Ideal for festive meals, it is also prized for its versatility in the kitchen. Whether roasts, paupiettes or ballotines, it lends itself easily to convivial preparations.

In 2023, 7 out of 10 French people said they consumed guinea fowl, including more than 1 in 5 on a regular basis. Synonymous with quality and pleasure, it embodies a taste experience, a product of sharing and conviviality. Particularly popular during the festive period, 8 out of 10 French people believe that it has its place on their holiday tables.



The Fermiers du Sud-Ouest Group: a local commitment

The Fermiers du Sud-Ouest Group, a major player in the poultry sector, is committed to a process of respect for people, animals and the Earth. With breeders located in the Landes, Gers and Périgord, Fermiers du Sud-Ouest defends a sustainable economic model, promoting the riches of the South-West. A pioneer of the Label Rouge and committed to animal welfare, the Group is committed to offering healthy products, thanks to complete control of the production chain, from poultry feed to their final processing.

Fermiers du Sud-Ouest, a subsidiary of the Maisadour Cooperative Group, is the Label Rouge specialist in poultry from the South-West. The 1st Poultry Group in the South-West works to "Feed well" by preserving the richness and know-how of its territories. It brings together more than 1,100 breeders in the Landes, Gers and Périgord regions, three origins recognised for the quality of their agricultural production. Through the brands St SEVER, Gers, Landes, Périgord, Poulet d'ici, Marie Hot, Le Gemmeur, Menu Volaille, it is aimed at 3 types of professional customers: Large and Medium-sized Food Stores, Out-of-Home Catering and Butchers-Charcutiers-Rôtisseurs-Caterers in France and internationally. www.fermiers-so.fr / www.st-sever.fr

Key Info

Governance: Michael Dolet-Fayet, Chairman / Vincent Robin, Chief Executive Officer
Turnover for the 2022-2023 financial year: €229 million / 1,050 farmers and 744 employees new figures

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

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