

End-of-year celebrations: sales demonstration to bring employees, producers and consumers closer together

Haut-Mauco, **December 06, 2024**. As the end-of-year celebrations approach, farmers in the South-West and Maïsadour employees are mobilizing to share French know-how and raise consumer awareness. This period, synonymous with exceptional meals, is also an opportunity to consume differently and to highlight local production, a challenge for the territory. Through in-store events, Maïsadour is showcasing its poultry and duck sectors, with the Fermiers du Sud-Ouest and Maison Delpeyrat brands, to present the richness of their festive products (chicken, capon, turkey, guinea fowl, foie gras, smoked salmon, etc.), and to strengthen the link between producers, employees and consumers.

Farmers in the South-West of France working as close as possible to consumers to preserve French know-how

From 20 to 23 December, Fermiers du Sud-Ouest is highlighting St SEVER festive poultry in several supermarkets in the South of France, from Ussel in Corrèze, to Nice and the Bordeaux region. Animating festive poultry shelves, raising awareness among the general public, explaining the commitment to virtuous farming, the breeders are doing everything possible to encourage the consumption of local and responsible products. It was also an opportunity to give advice on the choice of poultry for the holidays and recipe ideas.



Douglas Frontou, Label poultry farmer in Fleurac (24): " *Participating in these in-store events is essential for me. It's an opportunity to meet consumers, to explain our job as breeders and to show all the work behind the products they find on the shelves. These exchanges make it possible to re-establish a direct link with consumers, to explain to them why quality poultry has a price, and to break down certain preconceived ideas. Many of the consumers I meet sometimes feel disconnected from the products they buy, so talking directly with a producer reassures them, it makes things more concrete. It is a precious moment to recreate dialogue between all the links in the chain, from breeding to supermarkets, and it is also a form of recognition for me for the work accomplished throughout the year on the farm. »*

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The end-of-year celebrations, an opportunity to consume better: the French are ready to pay more for quality products

While Maïsadour is mobilizing to present consumers with products of choice for the end of year celebrations, 65.4% (Prometheus Kantar 2024 study) of French people are willing to pay more for quality products.

For more than half of households, 'Consume Better' is important in their product choices:

- 58.2% of households pay attention to the information on the packaging (label, composition, Nutri-Score, etc.).
- 54.3% of households choose their products according to origin and origin.
- 52% of households favour brands that are committed (environmental, social, ethical).



In parallel with this search for more qualitative products, consumer habits are also evolving towards the search for more practicality. The size of households is a determining factor, for example young people are turning more to more accessible products and are less likely to cook for large tables.

Also to meet these new needs, Fermiers du Sud-Ouest is developing an adapted offer, with capon roasts (330g) and chicken (480g), ready to cook in 45 minutes in the oven for 2 to 3 people, or mini-capons (2 to 2.5 kg) in self-service.

Farmers in the South-West engaged in a virtuous breeding process to prepare for the end of year celebrations

At Maïsadour, 69 members raise festive poultry. This year in the South-West basins, and to meet the increase in demand, Maïsadour has recorded a 15% increase in production.

The festive poultry of the South-West are raised in the open air, in the countryside of the South-West. Their diet is composed of at least 75% to 80% cereals and dairy products at the end of their breeding.

Vincent Robin, Managing Director of Fermiers du Sud-Ouest: *"We are committed to offering exceptional products for the holidays. Behind every festive poultry, there is the passionate work of a farmer, who perpetuates practices that respect the animal and the environment. It is this attention to every detail that guarantees authentic flavours and exceptional products. »*



Nadia Duprat, a chicken farmer in Malaussane (64): *"The poultry raised in the countryside of the South-West for the end of year celebrations frolic on large plains and forests. These spaces offer them shade corners and natural complements to their diet (grass, seeds, insects). The respect for traditional know-how and the well-being of poultry give meaning to my profession, I am very proud to bring quality and gourmet products to consumers, in this period when the pleasure of taste is in the spotlight. »*

"Delpeyrat-Days": Delpeyrat employees mobilized for the festive season



Vincent Fleury, Deputy Managing Director of MVVH:
"The end-of-year festivities are also a crucial period for Maison Delpeyrat, which is widely investing in the shelves of large and medium-sized supermarkets with its festive products such as foie gras or salmon, which are popular with consumers for festive meals. Promoting these products requires a lot of manpower in the store, which is why Maison Delpeyrat offers its employees the opportunity to directly support these operations through the "Delpeyrat Days". This initiative, in line with pillar 3 of the AMBiTiON 2030 corporate strategy: an attractive company and high-performance teams, allows volunteer employees to fully immerse themselves in the excitement of the holidays and to be in direct contact with the field. »

Two missions are offered: to participate in the installation of festive products on the shelves, at night, and alongside the field teams, or to participate in the animation of tastings during the day with professional animators, the opportunity to exchange with consumers. These actions allow employees to take a new look at the brand's product journey, and to discuss directly with consumers.

Volunteer employees have the opportunity to develop their skills and exchange with different actors by discovering the backstage of the festivities and sharing Delpeyrat's history and know-how. The "Delpeyrat Days" reinforce the pride of belonging to their company Maison Delpeyrat, which places passion and excellence at the heart of its values.



ABOUT THE GROUPE FERMIERS DU SUD-OUEST

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

ABOUT MAISON DELPEYRAT

Founded in 1890, Maison Delpeyrat has been committed to responsible gastronomy for nearly 130 years and uses all its know-how to offer the best to consumers and allow them to experience convivial moments around good products of the gastronomy of the South-West. And if the adventure of the Maison Delpeyrat began under the impetus of a single man, Pierre Delpeyrat, it owes its longevity to the women and men, and in particular to the farmers, who shaped it, all grouped together within the Landes cooperative Maisadour. This, with the know-how and passion that characterize them. Lovers of

the gastronomy of the South-West, they do everything possible to preserve this unique heritage.
www.delpeyrat.com

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 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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