

## A positive festive season for Fermiers du Sud-Ouest and Delpeyrat

*Haut-Mauco, February 13, 2025.* The Maïsadour subsidiaries, Fermiers du Sud-Ouest and Delpeyrat, are recording good momentum for the 2024 festive season. Fermiers du Sud-Ouest recorded a growth of +12% in volume for festive poultry and Delpeyrat is the leader in volume for foie gras in 2024. The Group is thus a benchmark in markets driven by excellence and know-how. A performance that reflects consumers' enthusiasm for quality festive products, combining tradition and gastronomic creativity.

### Fermiers du Sud-Ouest: a solid performance but a potential hampered by a lack of poultry

Fermiers du Sud-Ouest had a good season, with significant growth of +12% in volume compared to 2023. While the Butchery-Charcuterie-Catering (BCTR) remains the main sales channel for festive products, the increase this year is mainly driven by Out-of-Home Catering (+ 21%) and Mass Distribution (+18%). This dynamic illustrates the enthusiasm of consumers for quality festive products, driven by the historical know-how of an entire sector.

Capon retains its status as the star of festive poultry, accounting for 63% of volumes, followed by chicken, guinea fowl capon and turkey. There was also a clear growth in the small pieces segment (+8.5% in volume), including mini capons, cuts (legs, supremes, overcoats) and elaborate pieces (roast capon and chicken). This trend responds to a change in consumption patterns, with smaller festive tables and an increased need for practicality, especially in BCTR to compensate for the lack of labour.



*St SEVER capon roast*



*St SEVER chicken roast*

Vincent Robin, Managing Director of Fermiers du Sud-Ouest : *"We are satisfied with this festive season, especially as it is taking place without avian influenza. Festive poultry remains a staple of end-of-year meals. Consumer demand was there, and we could have gone even further if we had more products. This underlines the importance of strengthening our sector and recruiting new breeders to meet market expectations and continue our development. »*

**Delpeyrat: number 1 in sales in terms of volumes for foie gras 2024, leader in whole foie gras**

Delpeyrat has established itself as a benchmark in the foie gras market, and has reached the position of leading brand in volume for the first time since 2017, with a 17.6% market share\* (an increase of 10 pts in market share in 3 years). The brand is also the leader in the whole foie gras market (the highest quality) with 17.4% volume market share\*.

These excellent results confirm the enthusiasm for the Delpeyrat brand, obtained thanks to a range that meets the expectations of all French people, to the excellent quality of the products carried by the breeders and the teams in the workshops (27 medals obtained at the Concours Général Agricole since 2012), and by a successful communication and partnership work. This year, the brand has highlighted an exclusive foie gras recipe signed by Michelin-starred chef Michel Sarran.

Vincent Fleury, Deputy Managing Director of Delpeyrat: *"We see that consumers remain loyal to traditional festive and gastronomic products. Delpeyrat, which celebrates its 135th anniversary in 2025, puts all its know-how at the service of excellence and innovation. Our new recipes, such as those developed with Michel Sarran, are a perfect illustration of our commitment to always offer the best."*



Foie gras "Christmas in my way" - Michel Sarran



Foie gras "Jour de Fêtes"



Foie gras "100% Committed Breeders"

With this positive festive season, Maisadour confirms the solidity and attractiveness of its subsidiaries Fermiers du Sud-Ouest and Delpeyrat. Driven by recognized know-how and an ability to innovate, the Group makes every effort to meet the expectations of consumers in search of quality and authenticity.

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*\*Sources: Circana Distributor Panel, HM+SM+e-commerce, festive season 2024 (P11+P12+P13)*

#### **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](http://www.fermiers-so.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](http://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](http://www.maisadour.com)

#### **Key Info**

Governance: Daniel Peyraube, Chairman / Christophe Bonno, Chief Executive Officer  
Turnover for the 2023-2024 financial year: 1.385 billion euros / 5000 farmers and 4300 employees

#### **PRESS CONTACTS**

##### **AGENCE CORIOLINK**

Océane Vilminot - T. 07 84 90 83 16

[oceane.vilminot@coriolink.com](mailto:oceane.vilminot@coriolink.com)

Amélie Lebreton - T. 06 70 60 25 30

[amelie.lebreton@coriolink.com](mailto:amelie.lebreton@coriolink.com)

##### **MAÏSADOUR**

Auréli Zimmermann - T. 06 08 92 92 52

[a.zimmermann@maisadour.com](mailto:a.zimmermann@maisadour.com)

Nina Bernadet - T. 07 89 39 60 46

[n.bernadet@maisadour.com](mailto:n.bernadet@maisadour.com)