

Innovation

groupe coopératif
 **MAÏSADOUR**



The Maisadour Cooperative Group is resolutely pursuing its aim of making innovation a firm part of its development strategy.

Through the approaches initiated within the Group's segments and companies, as well as through the creation of its subsidiary Ovalie Innovation, the entire organisation is beginning to form a particularly well coordinated and efficient system.

The effects of this are already being measured, both in the levels of investment in new tools as well as in the number of partnerships and alliances forged with the aim of conquering new markets and increasing added value. Not forgetting the potential future benefits of the new Research and Development programmes that have been launched by the Group in recent years: whether outright or in partnership with start-ups, manufacturers, university laboratories, the INRA, the CNRS, etc. as well as with Technical Institutes in the sector. All these projects make up a tremendous pool of solutions and skills improvements, but they also reflect the Maisadour Cooperative Group's desire to forge ahead in a changing and demanding economic and social environment.

A 2014 assessment highlighted the Group's level of investment in R&D (1.5% of its turnover). This percentage is perfectly in line with what occurs across the food processing sector.

It is essential that this effort be maintained or even increased, whilst ensuring that the right balance is struck between potential benefits from these projects and accepted risk-taking.

In terms of risk-taking in research and innovation, the support of public authorities remains a key driver that the Group is using more and more effectively each year. For example, around 15 projects fall within the scope of Ovalie Innovation, representing €5 million in investments, 50% of which is financed by regional initiatives, the BPI, ADEME, the State, Europe, etc. The leverage effect is even more significant when you realise that these programmes are carried out as collaborative efforts in which other public or private partners also commit resources in order to broaden the aim and therefore the scope of these projects.

A good illustration of the power of this collaborative R&D approach to innovation can be found in Ovalie Innovation's recent recognition at the first trophées des initiatives coopératives (Cooperative Initiative Trophies) (Gold Award in the "environment protection" category and the Special Award chosen by voters online). Beyond the developed solution, this recognition honours the innovation methodology used by a cooperative group.

Finally, it is said that innovation is a passionate and enthusiastic action to which a rigorous process is applied. It stems primarily from the will of people to develop their practices and behaviour and to bring life to the ambitions they hold. So let's thank the teams involved in the projects for all their hard work, not forgetting the trainee recruits, apprentices and PhD students working on research topics initiated by the Maisadour Cooperative Group, in partnership with Universities, the numbers of which are growing significantly year on year. It's an excellent and promising sign!



Thierry VÉRONÈSE
Scientific Director at Ovalie Innovation

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R&D-Innovation of the Maïsadour Cooperative Group

> REMINDER ON THE ORGANISATION

OVALIE INNOVATION

Under the responsibility of Thierry Véronèse, the team comprises:

- 3 project managers (Patrice Galaup, Stéphane Ballas and Anne-Marie Busutill).
- 1 strategic monitoring and communications manager (Maryline Cotentin).
- 5 PhD students in cooperation with public laboratories and private partners.

Directly serving various activities within the Maïsadour and Vivadour Cooperative Groups, Ovalie Innovation's inter-disciplinary tasks in support of innovation are as follows:

- Help stimulate and structure R&D-Innovation within business segments.
- Meet their specific requirements, explore and suggest new ways forward.
- Provide financial engineering strategies as part of public support measures for innovation.
- Explore new avenues in both public and private collaborative projects with innovative companies, universities and research institutes.
- Ensure integration in innovation networks.

Governance and leadership:

- Executive Committee: Régis Fournier (Director of Innovation at Maïsadour), Franck Clavier (Managing Director at Vivadour), Thierry Véronèse.
- Steering Committee: Executive Committee + Michel Prugue (President of Maïsadour), Jean-Marc Gassiot (Vice-President of Vivadour).
- Multi-Disciplinary Technical Innovation Committee (C2TI): An Ovalie Innovation team and one operational representative per business segment for each cooperative (18 people in all).

New: www.ovalie-innovation.com website

AGRONOMIC DIVISION/SUSTAINABLE DEVELOPMENT

The Group's agronomy-environment-experimentation department is continuing to establish its structure and is pursuing its long-term work on experiments. The agrosites launched in 2011 are coming to the end of



Agronomic encounters in 2015 on the Agrosite in Souprosse (Landes).

their transition period (5 years). It is envisaged that they will be extended for a further 8 to 10 years. The issues of crop diversification, winter cover crops and fertilisation, initiated from the very beginning, are all the more relevant with changes in the CAP and the nitrates directive. We have a close partnership with Arvalis and the INRA in Toulouse, in order to integrate some of our Agrosites into a regional reference around the theme of "agro-ecology".

MAÏSADOUR SEMENCES

R&D at Maïsadour Semences continued to develop on its 4 strategic areas of focus: development of



production areas, species, tools and collaborations. Of note among these developments is the 50% increase in the capacity of the biomolecular analysis laboratory which develops selection-aid markers, thanks to the robotisation of analysis tools and the transfer to SNIP technology for all plant species. This means 5 times more analyses in a fifth of the time! In 2015, Maïsadour Semences launched its R&D structure in Ukraine with a team of seven people.

NUTRICIA



Benquet site (Landes).

R&D at Nutricia is fully up and running under the responsibility of Maxime Quentin. Activities at the experimental station in Benquet are headed by Fanny Rochon, Charles Desorthes and Rémy Quentin and are operating at full throttle. The programmes involve duck and chicken rearing, with major focus on feeding plans, genetics and animal health and well-being.

FINE FOOD AND POULTRY DIVISIONS

R&D at Delpeyrat is structured in 3 Divisions, under the responsibility of Eric Enfert:

- Delpeyrat Foie Gras & Ham R&D.
- Delpeyrat Smoked Salmon & Delmas Fish and Seafood R&D.
- Delpeyrat Traiteur R&D.

Significant reorganisation in 2015: Traiteur R&D established and reorganised at the Saint-Pierre-du-Mont site and Delmas R&D set up.



Delpeyrat's R&D is in full swing on all its activities.

For example, over a thousand projects were handled during the last financial year.

As for Fermiers du Sud-Ouest, organisation is intensifying through systematic R&D consultations on issues concerning processes and products.

IN 2015: CREATION OF INNOVAL SUD-OUEST

INNOVAL Sud-Ouest, an association comprising Arterris, Maïsadour, Terres du Sud and Vivadour was set up to pool scientific monitoring elements and discuss joint R&D projects which cannot be implemented individually or which do not provide a significant competitive advantage to any of the partners.

SNAPSHOT ON THE INCREASING NUMBER OF PHD STUDENTS IN THE GROUP

- With the INRA, the École d'Ingénieurs de Purpan, within the framework of INNOVAL Sud-Ouest: on the theme of innovative crop systems, Caroline Roussy.
- With the Bioprocesses Engineering Laboratory of the INSA in Toulouse:
 - on the theme of bioplastics derived from agricultural by-products, in collaboration with the company Végéplast, Nicolas Andin.
 - on the theme of organic additives for the food processing sector derived from agricultural by-products, M. Bony.
- With the Laboratory for Analysis and Architecture of Systems of the CNRS: on the theme of sensors to assess vineyard yield, Dominique Henry.
- With the Laboratory of Agro-Industrial Chemistry of the INP Toulouse: on the theme of industrial processing of innovative crops, Evelien Uiterrahaegen.
- With the Chemical Engineering Laboratory of the ENSA Toulouse: on the theme of health monitoring in the fattened duck sector, recruiting ongoing.

Maïsadour's innovation dynamic

I. At the heart of businesses to strengthen and optimise members' income

SNAPSHOT ON SEEDS INNOVATION

Maïsadour Semences

- In Ukraine, having gained initial experience on experiments that began 3 years ago, a team of 7 is now running trials on maize, sunflower and rapeseed in 7 locations. A new selection programme for early dent maize has been launched under the guidance of the Rhodon team. This programme is based on the initial work on genomics contracted with NSG (USA).
- The MAS research programme on winter rapeseed which began in 2009 is reaching a certain level of maturity, with the first Maïsadour Semences hybrid proposals based on two sterility systems MSL and CMS Ogura.
- The number of collaboration projects has increased, with partnerships in the Green Biotechnology Scientific Interest Group (Rapsodyn, Amaizing and Sunrise projects have been presented in previous activity reports), as well as new developments in R&D projects with Syngenta and the launch of highly innovative projects such as broomrape resistance selection methods and infrared technology onboard machines to directly measure the quantity and quality of grains...

Without getting into the latest fad of "New Information and Communications Technologies", where large multinational companies invest in "Big Data" projects that aim to model the agricultural industry as a whole, Maïsadour Semences has a pragmatic approach which prioritises ensuring consistency between genomic, phenotypic (i.e. varietal description), agronomic and climatic databases so that farmers have tools that assist them in decisions concerning selection, varietal development and crops.

This project began with the establishment of AgroTis, a company which will firstly deal with the agronomic and climatological aspects on the ground, before developing the connection with plant genetics. AgroTis is the result of a partnership with Denis Boisgontier and his company Cap2020. The partnership has been

going strong for some 6 years now and led to the first agro-climatic services for farmers and distributor customers: Précosem® and Mas'Pilot.

SNAPSHOT ON PRECISION AGRICULTURE AND AGRONOMY

Agronomy department/Agralia

- Increased usage of Irré-LIS®.



Arvalis' computer-based water balance service expanded significantly during the 2014-2015 season. Thanks to the teams at Agralia and Maïsadour, the tool was deployed on 4,500 ha. 90 farmers currently use the tool on 200 plots spread across the Aquitaine region. In order to meet this demand, the agronomy department carried out more than 180 soil profiles. The number of farmers involved doubled between 2014 and 2015. Available up till now on food-grain maize, the tool has also been tested on seed maize in collaboration with Maïsadour Semences. It will be available on seed maize from next year, meaning even more production areas can be monitored in 2016.

- IRRIS project: field testing under way

In partnership with Ovalie Innovation, in June 2015 the agronomy department successfully implemented prototypes of Irris humidity sensors developed by the company TCSD on 4 key sites: the sandy soil of Rion-des-Landes, the alluvial soil of Souprosse, the compact silt soil of Renung and the "touyas" soil of Poursiugues. The measurements are under way. This equipment has enabled the agronomy department to acquire autonomous weather stations, making

it easier to access rainfall and temperature data for each site (saving time and improving precision).



- **Crop diversification:**
2 more Agrosites established

Given the CAP context, the agronomy department has set up a non-irrigated site in Monségur in order to continue developing references on crop diversification. Each year, each crop (grain maize, soya, sunflowers, rapeseed, soft wheat) will be grown on the site. This platform will also provide an opportunity to concentrate on varietal trials of diversification crops as well as to monitor the local area via the plant health bulletin (Bulletin de Santé Végétal). A second site will be set up in 2016. This one, however, will be irrigated.

- **Doazit catchment area:**
how to reduce run-off?



Experiments have been carried out to reduce run-off via the use of crop techniques, such as strip-till (tilling the seed row) and minimum tillage (tilling the soil to plough depth but without turning it over), that are simplified in comparison to ploughing. The ultimate aim is to reduce the transfer of phytosanitary products into surface water. Protocols to collect run-off and monitor surface conditions have been carried out in Doazit and Saint-Cricq-Chalosse. They make for interesting results, with a 30% reduction in run-off using minimum tillage. For ploughing, a course seedbed preparation (rarely used nowadays) should also reduce the risk.

Ovalie Innovation continues to assess drone technology

- Within the framework of INNOVAL, the Agri drones-Services project began in April 2015, with the collaboration of In Vivo, Arvalis, Terres Inovia and the INRA of Avignon. Delair-Tech's technology was chosen. Delair-Tech is start-up SME that designs, produces and markets aerial observation solutions using long-endurance drones for the industrial and agricultural sectors. The aim of the project is to develop a long-range drone imaging system as well as image-processing algorithms and associated agronomic models in order to provide information for decision support tools that are needed in the implementation of precision agriculture on the major crops of wheat, maize, sunflowers and rapeseed (fertilisation, weeding, irrigation, yield forecasting, etc.). This is in order to provide a comprehensive consulting service (co-financed by the French Ministry of Agriculture and the regions of Midi-Pyrénées and Aquitaine, certification by the Agri-Sud-Ouest Innovation and Aerospace Valley Competitive Clusters).
- Ovalie Innovation was the first company to carry out a test flight of an AGRIBIRD drone that spreads biocontrol products. In close cooperation with the two founders of this Montauban-based start-up, Ovalie is banking on a rotary wing drone-based method of applying biocontrol products and is involved in their field trials. This next-generation quadricopter is able to take on large amounts of trichogramma capsules and then release them with precision (trichogramma are enemies of the European corn borer and as such can reduce damage on maize). Trials will continue in 2016.
- Ovalie Innovation suggested studying and developing drone imaging to promote research on, and production of, maize, rapeseed and sunflower seeds. Maïsadour Semences and Delair-Tech then developed a joint work schedule in order to address some of the issues relating to seed research and production: studies are being carried out on emergence density assessments on micro-plots, biomass quantification, water stress and tassel detect.

SNAPSHOT ON ANIMAL PRODUCTION

Nutricia R&D and Animal Production

- Nutricia R&D was on show at the 11th Poultry and Foie Gras Palmiped Research Days (Journées de la Recherche Avicole et Palmipèdes à Foie Gras), with two research publications that can be put to direct use in the field: one on the value of an alfalfa concentrate in the production of organic chicken¹ (in collaboration with ITAVI and DESIALIS) and the other analysing a new vaccination strategy in the farming of Landes Label Rouge poultry² (in collaboration with the Merial laboratory). These research papers are peer-reviewed, which is proof of the thoroughness of the experimental efforts.

- Palmiped news: new rearing practices have been tested in order to optimise the feeding plan and subsequently better manage how it is adjusted in line with climatic conditions and the animal's genetic origin. How can we manage ducks' consumption? How can we ensure they gain feathers suitably and that they have good balance? How can we prepare them for cramming? How can we optimise the initial conditions? All these issues have been addressed and have provided baseline results that can be quickly used in the field.



- Poultry news: research involved SASSO genetics, the leading genetics of our Label Rouge productions, with which testing was carried out. This research followed a first comparative test on strains, which enabled us to specify the nutritional requirements of our leading strain in Liberté chicken and define areas for improvement. Understanding which of the specific and challenging diets suits the strain best will allow us to further improve its ability in all conditions.

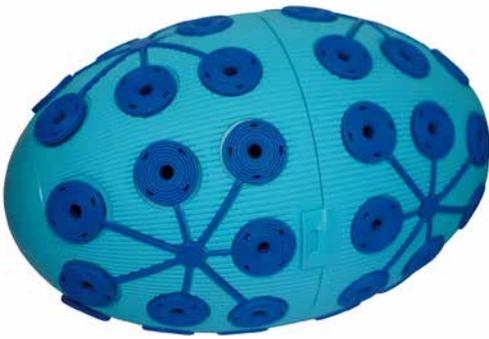
- Campylobacter is another key issue. These bacteria are a major cause of food-borne diarrhoeal illnesses in humans. To ensure the products are safe and thereby reassure our customers, experiments on these bacteria must be carried out. Even though the infection is not directly due to the consumption of cooked chicken, but rather to indirect contamination, the amount of bacteria carried by our poultry must be reduced.



The trial set up at the experimental station follows a product screening programme carried out by the unit for the hygiene and quality of poultry and pork products (HQPAP laboratory, managed by Dr. M. Chemaly) of the French Agency for Food, Environmental and Occupational Health & Safety (ANSES), as part of the Campybro project (European project studying campylobacter). The aim of carrying out tests on molecules is to reduce the prevalence of bacteria so as to limit potential carcass contamination.

- In collaboration with Ovalie Innovation: finalisation of the KOMPLANTES R&D project concerning research on active plant ingredients that can limit the detrimental consequences of coccidiosis, the most damaging protozoan disease in poultry production. The only solutions currently available are vaccination and the use of synthetic chemical additives. Plant extracts are an interesting alternative, especially in quality production, because they are held in high regard. This project is coordinated by Caribou TG, a company specialising in plant fermentation, and brings together Symbiotec, a laboratory specialising in analysing plant extraction and fermentation processes, and Nutricia as animal experimentation coordinator. Following three years of development, screening of candidate plants by the INRA and several zootechnical tests on extracts at the École d'Ingénieurs de Purpan, the research programme came to an end with a test of the anti-coccidiosis solution following an experimental infection at the Benquet station. Three doses of a mix of wormwood, iris and plantain were tested. Label Rouge poultry were infected at 17 days of age by a mixture of parasites made by the INRA of Nouzilly (37) from ground coccidia. The results are encouraging enough to envisage developing this solution on a larger scale.

1. H. CLAVÉ, M. QUENTIN, F. VAN DER HORST, D. COULMIER and I. BOUVAREL, 2015: Incidence de l'utilisation d'un concentré de luzerne bio sur les performances, la pigmentation et la qualité nutritionnelle de la viande du poulet biologique à chair jaune. 11th JRAPG.
2. M. QUENTIN, T. DELQUIGNY, X. BANSE, P. MORILLON, 2015: Étude de terrain Modification de la stratégie de contrôle par la vaccination de la maladie de Gumboro dans des élevages de poulets « Label Rouge » du Sud-Ouest de la France. 11th JRAPG.



Ovalie Innovation R&D

• **TENECAPT®**, a mealworm trap
 After two years of research in partnership with the company AB7 industries, Ovalie Innovation has developed an alternative way of combating mealworm. These insects are problematic in poultry farming because they live inside the insulation material of buildings and gradually destroy it, causing significant energy losses. They are also carriers of various parasites and pathogens, and farmers may develop allergies to them. Often ineffective larvicides and insecticides can now be improved or even replaced by this next-generation trap consisting of an ergonomic physical trap and a powerful organic attractant. Using the trap can significantly reduce mealworm populations in livestock buildings. No chemical treatment is needed, meaning it's an eco-friendly solution. The TENECAPT® trap has been available for purchase from the Maisadour and Vivadour Animal Production branches since the summer of 2015. The project received an award at the first Cooperative Initiative Trophies (Gold Award in the "environment protection" category and the Special Award chosen by voters online).

SNAPSHOT ON THE FINE FOOD AND POULTRY DIVISIONS

Here are some examples showing the dynamism of the R&D activity

Delpeyrat

Foie gras and duck meat: key projects in the financial year

- Combining the crunchiness of nuts with the melt-in-your-mouth softness of foie gras in a semi-cooked pasteurised product that is stable over time and after heating.
- Research on new taste combinations for Delpeyrat, Sarrade or some of our customers' ranges through the incorporation of new spirits (Laphrohaig whisky, Abricotine, Williamine, Vouvray), fruit (apricots, figs, olives, mirabelle plums) and a selection of pepper spices from around the world.
- Collaboration with major chefs such as Guy Martin on the development of signature ranges.



- Continued work on developing and optimising the "le Foie Gras" range.
- Ready to cook: duck wings that are easily prepared in the microwave in a few minutes, or oven-ready marinated duck breasts that come in an aluminium container.
- Increased use as an apéritif: foie gras with topping available as a small 100 g log suitable for apéritifs.

Salmon and prepared seafood:

- Recipes for premium taramas and blinis under the Delpeyrat brand
- New sources for smoked salmon, such as Ireland

Salted meats

- New sources (Italy, Serrano) to support Delpeyrat's development on cold meats
- Development of a Bayonne ham range that meets the requirements for sale in the USA

Catering:

- Highly sophisticated recipes for the food service industry, such as Saltimbocca: stuffed chicken breast wrapped in a slice of Bayonne ham and sage jus.

Delmas:

- Development of the Delmas summer range (sourcing and recipes, skin processes, ready to cook).



II. New business segments to create new revenue for members

1. Methanisation: following on from previous years, methanisation opportunities continue to be assessed at Group level.

- This year sees the continuation of the MéthAdour methanisation project, which began in 2013 in partnership with the company Fonroche amid discussions on the Technopôle AgroLandes. The project aims to produce, within the next two years, a structuring tool for the area, to be used to promote and secure outlets for some of the Group's by-products.



A methanisation site.

- Meanwhile, Ovalie Innovation is continuing to study the merits of micro-methanisation on farms. This research is being carried out in close consultation with Élevage Service and the Animal Production branch in order to soon be able to provide a viable offering for duck and chicken rearing farms.

2. A vision for the future: Ovalie Innovation and Nutricia are working together to assess the merits of using insects and microalgae to formulate livestock feed.

Investigations on new sources of protein along with research on new production activities for farmers are converging towards an exciting and promising ambition in the usage of insect meal. In this context, partnerships are crucial and connections have been made with one of the best-recognised biotechnology start-ups working in the industrial production and processing of insects for feed and green chemistry. Within the framework of this partnership, protein-rich insect meal will be tested at Nutricia from the autumn of 2015, so that the nutritional potential of these new feeds can be assessed on poultry and fish.

In the same spirit, Ovalie Innovation and Nutricia have established a relationship with the company Greensea of the Greentech Group, with the aim of assessing productions based on micro-algae, those microscopic creatures which carry so many hopes of finding interesting active ingredients for animal feed. Spirulina is the best known example, but there are many other species of interest for livestock feed!

3. Green chemistry:

OVALIE INNOVATION IS LOOKING TO CREATE ADDED VALUE...

...FROM THE GROUP'S BY-PRODUCTS

- Feathers: partnership with the University of SFAX (Tunisia) working on the development of an eco-procedure to process duck and chicken feathers with the aim of repurposing them in feed.
- Infertile eggs: partnership with Greentech, Symbiotec and BIO-Industrie (a regional centre for innovation and technology transfer, or CRITT in French), to

split infertile eggs in hatcheries and repurpose the various components (food supplements market, cosmetics market) – Co-financed by ADEME.

- Slaughter by-products: turned into bioplastics in collaboration with the company Végéplast.
- Vegetable and alfalfa by-products: Ovalie Innovation is part of the RUBIS programme with the INSA in Toulouse and the Ecole des Mines in Albi. The objective is to extract an innovative molecule with textural properties for the food processing and cosmetic markets – Co-financed by the Midi-Pyrénées region.

...BY IMPLEMENTING NEW CROPS:



Moving towards new productions provides an opportunity to generate new income, diversify crop rotations (CAP), etc. Because of this, Maisadour is extending its involvement in its economic interest group with Biolandes, a company specialising in extracting and formulating the main active ingredients in plants for the cosmetic and food supplements markets. This economic interest group began in 2004 and has enabled us to structure an iris production/processing business (iris is a plant that produces irone, a valuable aroma for the food processing and perfume industries). Other plants are currently being studied as part of this partnership framework.

About iris production: During the winter of 2014-2015, 58 tonnes of fresh product, with roots and green parts removed, were harvested from 6.4 hectares, enough to fill 130 harvest bins. The planting programme is set at around 7 ha/year, giving a total of around 20 hectares currently in place.

AN ORIGINAL APPLICATION: FIRE EXTINGUISHING AGENTS WITH A MAIZE STARCH BASE

In 2013, Ovalie Innovation and the Landes Chamber of Commerce and Industry undertook a joint research programme, focussing especially on green chemistry. Several projects were studied.

One example is the closer relationship with the teams at the Landes fire and rescue service led by Commander



Perez (Head of the Safety/Analysis and Research Division). These teams had the opportunity to test the TetraKO extinguishing agent by the American company Earthclean Corporation. This natural additive is made with a maize starch base and the Landes fire service confirmed its worth as a product that could replace the chemical agents that are currently used: a clean, biodegradable, non-toxic solution is on the horizon!

Operations relating to the creation of the technopôle AgroLandes (an agricultural technology park focussing on innovation in the agricultural and food processing industries) are well under way.

Don't forget that in 2013 the authorities of the Landes Departmental Council and the Cap de Gascogne Community of Communes acquired an 84 ha site through a joint association. This site is located between Mont-de-Marsan and Haut-Mauco.

Legal studies conducted to enable the AgroLandes technology park to operate in optimal conditions led to the creation of a public interest group which is tasked with developing the site, finding potential businesses that could set up on the site and handling external relations. A director has recently been recruited and a team will be put together to implement this ambitious programme on an operational level.

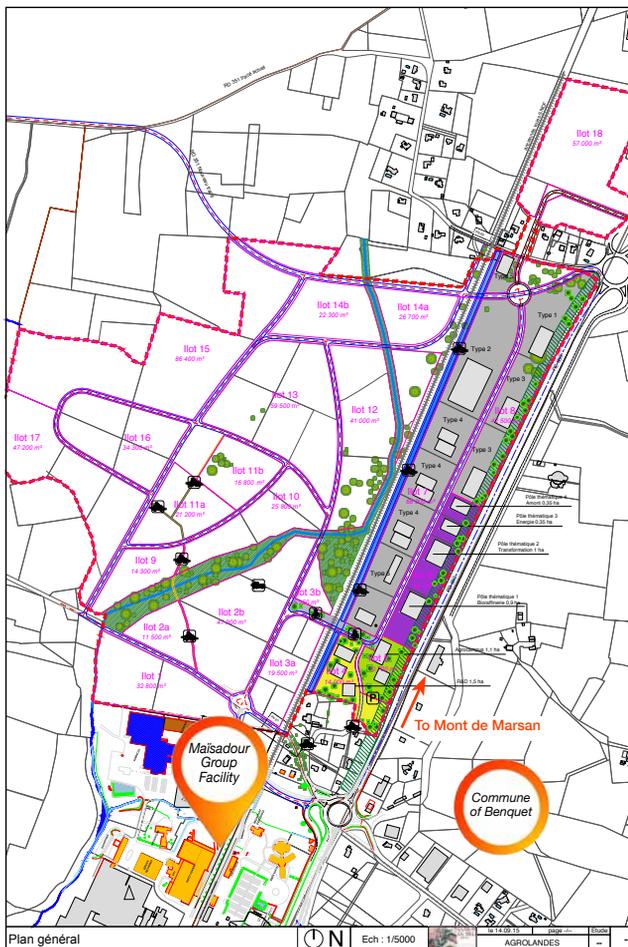
A lot is expected of this public interest group because of the way its governance is organised. In fact, the group was founded on the principle of balance between economic stakeholders and institutional bodies in terms of decision-making. The group will bring together public and private investors in a single structure. A board of directors will comprise the group's decision-making body, while a steering committee which will include and indeed be chaired by the companies will have an influence on the development of AgroLandes, especially on the scheduling of technology centres. On 22 September 2015, AgroLandes, a non-for-profit association (in accordance with the law of 1901) was established with the aim of bringing together the founding companies of the public interest group so that they can speak with one voice on the steering committee.

In addition to the association and the public interest group being founded, a decision was made for economic stakeholders to begin working on a joint task in order to quickly bring about industrial applications. The main areas of focus are currently as follows:

- Energy: optimisation of energy performance all along the value chain.
- Agricultural and food processing by-products: repurposing of by-products to build new economic models based on the creation of new outlets.
- Improved product preservation: product stabilisation, food safety, extending use-by dates.
- New "factory of the future" technologies are among the priorities and in the same vein, the "farm of the future" concept will also be worked on, in closer collaboration with the Landes Chamber of Agriculture.

For the Maisadour Cooperative Group, the outlook is very positive and the Group will continue consulting with local companies and working in partnership with authorities.

Agrolandes Technology Park



AgroLandes installation project.



Scientific Director at Ovalie Innovation

Thierry Véronèse

thierry.veronese@ovalie-innovation.com