

Press release
Paris, 10 July 2024

InVivo and Avril join forces to ramp up the agricultural transformation in France.

Soufflet Agriculture (InVivo), Saipol et Lesieur (Avril) mettent en place une coopération innovante pour produire du colza et du tournesol français en agriculture régénératrice.

Cette démarche expérimentale de filières agricoles durables ouvre une nouvelle voie dans l'accélération des transitions agricole et alimentaire.

Soufflet Agriculture – InVivo Group, Lesieur and Saipol – Avril business units - concluded a trade agreement on July 8 this year for commercializing rapeseed and sunflower seed grown using regenerative farming practices. As of the 2024 harvest, this partnership will help supply part of the Lesieur brand's seed needs, as well as part of Saipol's low-carbon biofuel production needs.

This agreement, which sends a powerful signal throughout the chain from A to Z, embodies Avril and InVivo's joint ambitions to step up support for agricultural and food transitions.

An ambitious, groundbreaking experimental agreement from two flagship agri-food groups

The multi-year rapeseed and sunflower sales contract, concluded between Lesieur, Saipol, and Soufflet Agriculture, covers the 2024 to 2027 harvest period. Multi-year contracts will also see Soufflet Agriculture working with partner farmers, who are committed to crop-rotation scale regenerative farming, to accompany them and provide them with guaranteed, prime opportunities.

From upstream to downstream, all the players in this commitment chain share the ambition, responsibilities, and promises of this wide-reaching agro-ecological initiative designed to explore a new model for promoting more sustainable agricultural sectors.

A new crop-rotation scale approach based on regenerative farming practices, promoting multi-sector opportunities

In addition to the pioneering farmers already committed, Soufflet Agriculture targets all farmers, by offering to accompany them in their transition to regenerative farming through InVivo Group's "Semons du Sens" (Let's Sow Sensibly) sustainable sector initiative. This initiative, which guarantees farmers multi-sector opportunities, promotes crops grown in partner farmer rotations (barley, wheat, legumes, oilseeds, protein crops, etc.) and, as such, ramps up agricultural and food transitions.

Crop complementarity helps ensure a better overall environmental footprint for farms. Placing the focus on opportunities for crop diversity in rotations supports farmers who are committed to a

regenerative farming transition, by helping them re-imagine their production systems to preserve soil life and water resources, promote biodiversity and reduce crops' carbon footprint.

By providing farmers with technical and financial peace of mind for their crop rotation, Soufflet Agriculture delivers one-of-a-kind support and real value, based on the implementation of agro-ecological practices throughout the farm, driven by a sound, tried and tested frame of reference.

The Soufflet Agriculture, Saipol, and Lesieur alliance opens up the sector approach.

This novel approach now offers agri-food sector industrial players raw materials which, quality- and quantity-wise, meet their specific expectations as well as their sustainable production requirements.

This ambitious, groundbreaking project aims to bring together all industrial groups that wish to commit to speeding up agricultural and food transitions.

A one-of-a-kind initiative driven by committed players, promoting transitions

« Soufflet Agriculture has already been working for several years on developing regenerative farming through its pilot platforms and through technical and financial support for pioneering farmers in this field. We are committed to "Semons du Sens" (Let's Sow Sensibly), InVivo's sustainable sector initiative, linking upstream agriculture and downstream industry, to help stakeholders create economic and environmental value on wheat, malting barley and other crop opportunities. As such, we are proud of this new partnership with Avril. It marks the first milestone in our ambition to accompany farmers on their crop rotation scale by giving them access to multi-sector opportunities. We are convinced this is a real answer to agricultural and food transition challenges» states Christophe Passelande, CEO of Soufflet Agriculture.

« Avril, driven by its purpose, Serving the Earth, fully supports this initiative, rolled out hand-in-hand with InVivo. With Lesieur and Saipol, we are embodying our commitment for sustainable, regenerative agriculture, made possible thanks to a vision that's shared by all players from upstream to downstream. Lesieur, with its French seed oils and its target for 100% regenerative farming supplies by 2030 and, Saipol, pioneer in low-carbon initiatives and in tracking down remunerative farming practices, fully illustrate our ambition, in conjunction with grain handling bodies and our customers, to accompany French food and environmental transitions » declares Emmanuel Manichon, General Director of Avril Consumer Goods and Avril Oilseed Processing & Renewable Energy.

About InVivo Group

The InVivo group is one of Europe's leading agricultural groups, with a turnover of €12,4 billion, more than half of which are generated in France, and a workforce of more than 14,500 employees, including 11,000 in France. Established in 36 countries, it has more than 92 industrial sites, including 65 in France. This key figure in food sovereignty operates along the entire value chain, from farm to fork, as a leader in each of its four major strategic business lines: international grain trade, agriculture, agri-food (Malting, Milling/ingredients/bakery, wine), gardening and food distribution. A global cross-functional centre for innovative and digital solutions completes the structure to accelerate the transformation of these activities towards the 3rd agricultural revolution.

For more information: invivo-group.com - @InVivoGroup

About Soufflet Agriculture

Soufflet Agriculture is the leading privately-owned grain handler in Europe. The company, present in the arable farming regions of France, as well as throughout Europe and the CIS, collects, stores, and markets agricultural produce, and distributes crop inputs. Soufflet Agriculture accompanies farmers on a daily basis in managing their farms to ensure greater profitability and sustainability.

As a pioneer in traced sectors and a driving force for their ongoing development over the past twenty years, it accompanies farmers in implementing special production specifications by providing expert agronomic advice, handling grain and ensuring profitable opportunities.

A-to-Z support that covers in-the-field agronomic solutions, digital tools and production optimization.

To find out more: Twitter @Soufflet_Agri | LinkedIn soufflet-agriculture

About Lesieur and Saipol

As business units of Avril, industrial and financial leader in the French vegetable oil and protein sector, Saipol and Lesieur are actively involved in developing plant-based solutions to promote food, agricultural and environmental transitions.

Together, we all do our part in Serving the Earth.

As a plant-based brand since 1908*, Lesieur is a French company committed to accompanying French people through their environmental and food transitions. Recognized for its iconic brands such as ISIO 4, Coeur de Tournesol, Fleur de Colza, Frial, Olizéa, and PUGET, Lesieur draws on its century-old know-how to create a wide range of products for everyday culinary needs. By working hand-in-hand with players throughout the agricultural world, Lesieur builds on the strength of its French roots and its community to offer premium-quality products to as many people as possible. As it wishes to make plant-based food available to all, Lesieur also offers delicious, practical plant-based main dishes under its Lesieur MA POPOTE ! brand.

More information on our Lesieur site and on our LinkedIn page.

*Lesieur is a French company that offers edible vegetable oils as well as sauces and condiments, and plant-based main dishes

Saipol is a European leader in oilseed processing (rapeseed, sunflower, and intermediate crop seeds), and develops value-added solutions involving edible vegetable oils, protein-rich oilseed meal, and low-carbon renewable energy.

Saipol brands and solutions focus on a regenerative economy: they play a role in energy (OleoVE, Diester, Oleo100) and food transitions, and help finance the agricultural transition as well as agriculture's role in sequestering carbon.

Saipol has a workforce of 650 in France, present on 5 industrial sites, 4 of which are powered by decarbonized sources of energy.

To find out more : saipol.com | LinkedIn | X

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