



## **Acquisition of Reilhe Martin: Agrial strengthens its position as leader at Rungis National Interest Market poultry pavilion**

**Agrial announces the acquisition of the Reilhe Martin company located on the Rungis National Interest Market (in the Ile-de-France region). This company reinforces the presence of Agrial's Meat division in the poultry pavilion, in complementarity with its company Avigros, already solidly established at Rungis for many years.**

The Reilhe Martin company employs 25 people and markets more than 5,000 tonnes of meat, with a turnover of 20 million euros. Poultry represents 80% of its activity, while game accounts for 20%. The company works mainly with French meats and exceptional poultry with quality labels (Label Rouge, etc.).

Through its Rungis-based company Avigros, which markets 30,000 tonnes of poultry for a turnover of more than 100 million euros, the trading department of Agrial's Meat division supplies restaurants, wholesalers, and butchers in the Paris region. Agrial is thus a major player in the poultry sector at Rungis Market, the largest fresh produce market in Europe.

The Reilhe Martin company was previously owned by Franck Martin and Pierre Portier. The latter will continue to manage the company in order to assist Agrial's Meat division in the takeover of the business.

For Stéphane Poyac, EVP of Agrial's Meat division: *"This acquisition enables us to strengthen our already solid positions at Rungis Market and to continue our proactive approach to poultry, initiated with Avigros through numerous projects ("Volailles fermières de Normandie", "Poulet d'exception 120 jours", etc.). We are thus continuing to develop a Meat division focused on quality products that are meaningful for the Co-operative's farmer members."*

### **About Agrial**

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Agrial is a French agricultural and agrifood co-operative which supports its farmer members every day to promote and sell their products. Relying on strong brands, the Group has 100 production sites in 11 countries and develops its agrifood activities in the dairy, fresh produce, beverage and meat sectors. As a committed company, Agrial develops high-performing and responsible farming, offering consumers healthy, safe and tasty food. Together, Agrial's 12,000 farmer members and 22,200 employees embody the company's values: long-termism, proximity, solidarity and boldness. In 2021, the Group generated 6.2 billion euros in turnover. More information: [www.agrial.com](http://www.agrial.com)

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