



The Evel'Up and Agrial co-operatives are building up a project to bring together their pork producer organisations

The project to bring together the pork producer organisations of the Agrial and Evel'Up co-operatives is currently being implemented. The goal is to build a new joint entity to provide local support to pork farmers. This project is particularly promising for the French pork industry and demonstrates the ambition of Evel'Up and Agrial to perpetuate and develop pig farming in the Great West region, with a focus on close proximity and local roots.

Agrial and Evel'Up are committed to providing local support for livestock farmers, optimising the value of production, and renewing the generations. The aim is threefold:

- To ensure the economic success of the industry and the competitiveness of its breeders, thereby reinforcing France's food sovereignty;
- Ensure that farmers succeed in their profession and facilitate the renewal of generations;
- Promote environmentally friendly farming practices that protect animal well-being.

The logic of the sector has also been at the very heart of the philosophy of both co-operatives for many years, with a large proportion of farmers committed to Label Rouge, 'Cochon De Bretagne', 'Porc Petit Lait', antibiotic-free, FAF ('Fabrication d'Aliments à la Ferme' / Manufacture of Food on the Farm) and many other quality initiatives. The charcuterie activities of Agrial's Meat division are also a real asset for the two co-operatives, enabling them to continue developing these sectors.

The study currently underway will analyse the relevance of pooling and strengthening the technical expertise, innovation, and commercial performance of the two co-operatives' pork producer organisations.

"The project to bring our two FOs (farmer organisations) together is taking shape around shared values and a strong ambition for pig farming in the Great West, respectful of the earth and people. Our discussions enable us to envisage an initial operational rapprochement between the teams of the Agrial and Evel'Up FOs at the beginning of 2024," conclude Philippe Bizien and Arnaud Degoulet, both pork producers and respectively Chairmen of Evel'Up and Agrial.

About Agrial

Agrial is a French agricultural and agri-food co-operative that supports its farmer members on a daily basis to promote and market their products. Relying on strong brands, the Group has 100 production sites in 11 countries and develops agri-food activities in the fields of milk, fresh vegetables and fruits, beverages and meats. A committed company, Agrial develops responsible and efficient agriculture and offers consumers safe, healthy and tasty food. Together, the 12,000 farmer members and 22,000 Agrial employees embody the company's values of sustainability, proximity, solidarity and boldness. In 2022, the Group generated €7.2 billion in revenue. More informations: www.agrial.com

Agrial represents 750,000 pigs for 340 pig farmers, mainly present in the Normandy, Pays-de-Loire and Centre French regions as well as in the Ille-et-Vilaine department in Brittany.

About Evel'Up

Evel'Up is an Agricultural Co-operative Society that is part of the regional and national landscape as one of the leaders in pig production and relying on the professionalism of its 700 member breeders and 130 employees. Evel'Up aims to carry out and facilitate on behalf of its farmer members all operations to make the breeding of animals more efficient, sustainably register each company by its practices and its profitability. This of course requires the best possible valuation of live animals. As part of a production approach respectful of the environment, sustainable and virtuous for the territories, Evel'Up has a real ambition to federate the sector, to bring guarantees of quality through the brand «Le Porc Français» and meet the expectations of the consumer and society. In 2022, the Evel'Up Cooperative generated €667 million in sales. More information: www.evelup.fr

Evel'Up represents 3.4 million pigs for 700 pig breeders, mainly present in Brittany (Finistère, Côtes d'Armor, Ille-et-Vilaine and Morbihan departments in Brittany).

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