

## PRESS RELEASE

# THE COOPERATIVES AGRIAL AND TERRENA ARE REFLECTING ON AN AGRICULTURAL AND AGRI-FOOD PROJECT TOGETHER FOR FUTURE GENERATIONS

**22 September 2025** – Today the cooperatives Agrial and Terrena announced the study for strategic merger project. This initiative, which is currently at the proposal stage, explores creating a new local cooperative player, supported by women and men – farmers and employees – who are committed to future generations.



*From left to right: Eric Forin, Chief Executive Officer of Terrena, Olivier Chaillou, Chairman of Terrena, Bernard Guillard, Chairman of Agrial, Julien Heillaut, Chief Executive Officer of Agrial.*

### **A project arising from joint thinking, subject to approval by farmer members.**

In a context marked by repeated crises, persistent inflation and increased competition in Europe, food has become an issue consumer are focused on. While players in distribution and catering are continuing to consolidate, farmers are having to take on several combats to remain sustainable partners: develop production, competitiveness, renew generations and adapt to transitions.

Faced with these challenges, the two strong cooperatives, which complement each other, have decided to start a joint reflection on the possibility of joining forces, in order to build a sustainable future for their farmer members, employees and consumers.

The project, led by the Boards of Directors of both cooperatives, is currently in the study phase and will be submitted to the vote of farmer members at their respective General assemblies. During the year 2026, they will talk closely and openly with their farmer members and employees: opportunities for discussion will be organised and governance will be fully involved. Farmer members will be fully informed, and they are the ones who will decide on the future of their cooperatives.

### **A collective vision to build together**

This large-scale, coherent, responsible project focused on the cooperative aspect is guided by three founding principles:

- **Supporting development of animal and crop production and bolstering our proximity**  
This project aims to bolster support for our farmer members in developing their production, to support the development of crop sectors of excellence, mixed farming agriculture and French food combining competitiveness and sustainability. By pooling our skills, activities and investments, the project will aim to densify our territorial network in order to maintain a high level of service and support generational renewal.
- **Building value-creating agri-food and agricultural industries for all**  
The project will capitalise on how our activities complement each other to bolster our cooperative model around resilient animal and crop industries and to be competitive across all market segments (conventional, organic, 'Label Rouge', PDO, 'La Nouvelle Agriculture', etc.), to meet the diverse needs of consumers. This new cooperative will rely on high-performance industrial sites, committed people and unique expertise. It will enable opportunities to be secured around our recognised brands and our member farmers' production promoted in France and internationally. New opportunities for our employees will also be created with this project, through fostering skills development and attracting new talents within a broader group.
- **Supporting the agroecological transition as closely as possible to the territories**  
By pooling our expertise and innovation capabilities, this project will also enable us to act together to face the issues resulting from climate challenges, the energy transition, healthy and sustainable food and French food sovereignty. Faced with the extent of the challenges, collective responses at territory level are essential: that is the very purpose of this joint project.

The project's implementation will be subject to the Competition Authority approving it, and a consultation to provide information will also be carried out with staff representatives from both cooperatives.

*"We are considering this project for the future with Terrena because we share the same values and the desire to develop sustainable agricultural industries in our territories. We are strong and complement each other, and the synergies to be put in place will enable us to better meet the diversity of consumer food requirements, support transitions while respecting resources, and create value for our farmer members, our employees and our territories,"* commented Bernard Guillard, farmer in Beauvoir (50) and Chairman of Agrial.

*"In a profoundly changing context, the study for this project our two strong, healthy cooperatives have started is a real opportunity to take control of our future to bolster proximity and support for farmers in our territories. We are building it for the generations of today and tomorrow, in order to maintain independent, competitive and sustainable French agriculture, capable of producing diversified and quality food,"* commented Olivier Chaillou, farmer in Brissac-Loire-Aubance (49) and Chairman of Terrena.

### **About Agrial**

Agrial is a French agricultural and agri-food cooperative that supports its 12,000 farmer members on a daily basis to enhance and market their produce. Relying on strong brands (Florette, Soignon, Grand Fermage, Danao, Loïc

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Raison, Breizh Cola, Tallec, etc.) the Group operates more than 100 production sites across 11 countries and develops agri-food activities in the sectors of dairy, vegetables, beverages, and meat. Together, Agrial's 12,000 farmer members and 17,500 employees embody the company's core values: long-termism, proximity, solidarity, and boldness. Its turnover reached 7.1 billion euros in 2024. More information: [www.agrial.com](http://www.agrial.com)

### **About Terrena:**

Terrena is an agricultural cooperative, based in western France. With turnover of 5.6 billion euros in 2024, 18,000 farmer members and 13,000 employees, Terrena is one of the key players in agriculture and agri-food in France. The Group has 80 processing sites and develops agricultural and food activities for livestock farms (poultry, rabbits, pigs, cattle, sheep, goats, milk and eggs) and crop production (cereals, flour milling, vegetable proteins, wine-growing, arboriculture and horticulture). It markets its products through consumer-recognised brands such as La Nouvelle Agriculture, Tipiak, Père Dodu or Ackerman. More information: [www.terrena.fr](http://www.terrena.fr)

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