



Belleville-sur-Vie, 5 September 2025

Modernisation of the Belleville-sur-Vie dairy: Agrial is continuing its investment strategy at the heart of local regions to enhance the value of its farmer members' milk.

Bernard Guillard, Chairman of 'Agrial and Julien Heillaut, Chief Executive Officer, celebrated on 5 September 2025 the modernisation of the Belleville-sur-Vie dairy, carried out over the past four years, in the presence of Lydie Bernard, Vice-President of the Pays de la Loire French Region, Alain Leboeuf, President of the Vendée French Departmental Council, Philippe Briaud, Mayor of Belleville-sur-Vie, as well as many co-operative farmer members and all employees. Agrial thus reaffirms its commitment to enhancing the value of its members' milk by securing the future of its Vendée site, which has been established in the region since 1965 and is the historic birthplace of the Grand Fermage butter brand.

The Belleville-sur-Vie dairy produces 22,000 tonnes of butter and 9,000 tonnes of crème fraîche annually. The site collects 230 million litres of milk per year, equivalent to the dairy production of 270 co-operative farmers from the south of Pays de la Loire and the north of Nouvelle-Aquitaine. This project strengthens Agrial's local presence, remaining close to its farmer members.

Agrial's Dairy division markets butter under the brands Grand Fermage, La Viète, and La Conviette, as well as under private labels for supermarkets, industrial clients, and the food service sector, both in France and internationally. The modernisation and automation works at the site have increased production capacity for flagship products, such as the sea salt crystal butter from Noirmoutier, for which Grand Fermage is the market leader in French retail. These improvements also enable the dairy to specialise in high value-added butters, targeting growing markets such as PDO butter and laminated butter for bakery and pastry professionals, as well as for industry. Charentes-Poitou PDO butter enjoys a strong reputation internationally, as demonstrated by the La Conviette brand, already iconic in South Korea, where a Maison La Conviette boutique has recently opened in Seoul.

Significant investments have enabled the modernisation of the site, focusing primarily on production lines, processes, energy systems, infrastructure, and staff facilities. The new laminated butter workshop now offers a high level of quality to professionals seeking consistent functional properties in butter throughout the year. Laminated butter is available in 2kg slab format and in 5kg, 10kg, or 25kg cubes, under the brands Grand Fermage, La Viète, and La Conviette, depending on whether it is conventional or PDO butter, sold in France or internationally. The new equipment also improves the site's sustainable performance in terms of water, energy, and packaging. These investments were co-financed by Europe and the Pays de la Loire French Region.

The 150 employees of the Belleville-sur-Vie dairy were involved from the start of the works, facilitating the adoption of the new installations. These upgrades have also led to the creation of new positions, with one maintenance technician role and two line operator roles still to be filled.

Bernard Guillard, Chairman of Agrial

"With the Belleville-sur-Vie dairy now fully renovated, Agrial has a new, competitive and sustainable processing facility. This investment at the heart of our regions perfectly illustrates the role of our co-operative: to ensure lasting

Julien Heillaut, Chief Executive Officer of Agrial

"We are especially proud to celebrate the renewal of the Belleville-sur-Vie dairy. This facility perfectly embodies the ambitions of our Horizon 2035 strategic plan: to revitalise animal production in our region, to have competitive and sustainable



market opportunities for its farmer members, to support the renewal of mixed farming operations, and to provide the necessary tools for future generations of farmers and employees.”

industrial tools (impact on transport, water, packaging, etc.), and to meet the expectations of consumers in France and internationally.”

About Agrial

Agrial is a French agricultural and agri-food co-operative that supports its farmer members on a daily basis to enhance and market their produce. Relying on strong brands (Florette, Soignon, Grand Fermage, Danao, Loïc Raison, Breizh Cola, Tallec...), 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. As a committed company, Agrial promotes responsible and efficient farming and offers consumers food that is safe, healthy, and full of flavour. Together, Agrial’s 12,000 member farmers and 17,500 employees embody the company’s values: long-termism, proximity, solidarity, and boldness. More information: www.agrial.com

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