



AGRIAL launches its 2035 Goat Plan to support the development of the sector and the establishment of 400 new farms. The Cooperative is supporting the development of its Soignon brand in France and internationally.

On November 25, at the Monneau family's goat farm in Bressuire, the Agrial Cooperative presented its new goat plan and its goal of continuing to develop the sector and establish around 40 new farms per year between now and 2035. As a major European player in goat cheese, Agrial's Milk division is continuing its development on the French and international markets to bring ever more value to its member farmers.

AGRIAL AIMS TO SET UP 400 NEW GOAT FARMERS BY 2035

The Cooperative has given a positive assessment of the first support plan for its goat sector, with more than 25 million additional liters of goat milk collected, 300 new farms established, and 77 development projects launched since 2016. The new 2035 goat plan aims to establish around 40 farmers per year by 2035 (in departments 85, 44, 49, 53, 72, 79, 86, 36, 37, 56, 35, 69, 42, 71, 26, and 07) and support the development of existing farms. The goal is to increase collection by an additional 35 million liters of goat milk in 10 years.

THREE PILARS OF AGRIAL'S NEW CAPRIN 2035 PLAN

The new 2035 goat plan is based on three pillars :

- **Training** provided by leading farmers and technical experts (veterinarians, nutritionists, building consultants, management consultants, etc.);
- **Individual monitoring** by a milk advisor, from the initial project planning stage to the introduction of young goats, including technical and economic monitoring;
- **Financial support** to secure projects :
 - A guaranteed price for five years, reassessed for new entrants and farm developments;
 - A SOIGNON grant paid from the first year for new producers and farm developments, up to €15,000 per member;
 - Assistance with the purchase of breeding stock of good health and genetic quality;
 - A cash advance for the purchase and rearing costs of goats and billy goats.

In addition to this 2035 goat plan, Agrial has set up its "Agriboost" youth plan to help young people starting out in agriculture to get off to the best possible start: welcome days, visits, discussions with elected officials, study trips, financial assistance (capitalization, production, etc.), tools to help manage the farm, etc. Agrial has thus supported 1,800 young members, providing a total of €1.8 million in aid.

CONTINUE THE DEVELOPMENT OF AGRIAL'S MILK DIVISION IN THE GOAT MARKET, IN FRANCE AND INTERNATIONALLY

Developing goat milk supplies is a major challenge for Agrial, given the steady growth of the goat cheese market in France, which is around 2-3% per year in supermarkets*. With 130 years of expertise, SOIGNON, the flagship brand of Agrial's Milk Division, dominates the goat cheese market and is also a major player in the ultra-fresh goat milk market in France. SOIGNON is also the leader in goat cheese in Europe and the United Arab Emirates and continues to expand its international exports. In line with this dynamic, the Agrial Cooperative wishes to consolidate and develop its positions across all marketing channels, including mass distribution, out-of-home catering, and industry.

**Source: NIELSEN Distributor Panel in hypermarkets, supermarkets, and drive-throughs*



"Agrial is strongly committed to supporting animal production in its territory, and its goat production basin in France offers real potential for development. With its 2035 goat plan, Agrial intends to develop production in its territories, continue its approach to creating value for its members and future generations, and respond to its market opportunities, both in France and internationally, successfully supported by SOIGNON."

Mickaël Lamy, President of Agrial's goat division, member of Agrial's Executive Committee.

"I have been passionate about agriculture and animals since I was a child. After working as an employee for a while, I wanted to set up my own business with my parents. We studied the project to ensure it was viable and livable, in particular by discussing it with my Agrial milk advisor. Becoming your own boss when you're young is a big responsibility, but I feel secure doing so on the family farm and reassured by the technical and financial support provided by my cooperative."

Raphaël Monneau, GAEC Capriluz

The goat sector at Agrial - KEY FIGURES 2024

600 goat farms ; 160 million liters of goat milk collected; 270 000 liters on average per farm

ABOUT AGRIAL

Agrial is a French agricultural and agri-food cooperative that supports its member farmers on a daily basis to promote and market their products. Backed by strong brands (Soignon, Florette, Grand Fermage, Danao, Loïc Raison, Breizh Cola, Tallec, etc.), the Group has more than 100 production sites in 11 countries and is developing agri-food activities in the fields of milk, vegetables, beverages, and meat. As a committed company, Agrial develops responsible and efficient agriculture and offers consumers safe, healthy, and tasty food. Together, Agrial's 12,000 member farmers and 17,500 employees embody the company's values: sustainability, proximity, solidarity, and boldness. More info: www.agrial.com

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