



FEEDING PEOPLE WELL

IS THE MOST IMPORTANT JOB
IN THE WORLD.

IT IS OUR MISSION,
AND WE'RE PROUD OF IT.



EUREDEN
THE LAND UNITES US



As Brittany's leading cooperative agri-food Group, our responsibility is to improve the quality of consumer offerings, while ensuring that farmers receive a fair and stable income. Co-op farmers, employees, partners...each in their own way is an essential link in the agri-food chain, working toward the same objective: **bringing responsible food to consumers.**



Serge Le Bartz,
Chairman
Alain Perrin,
General Manager



“We're listening to consumers in order to point our co-op farmers toward competitive, sustainable value chains that can bring responsible food to customers.”

KEY FIGURES



19,500

CO-OP FARMERS



8,500

EMPLOYEES



50

PRODUCTION SITES



218

STORES



€3.1

BILLION IN TURNOVER

A COOPERATIVE THAT BELONGS TO ITS FARMERS

As a cooperative that belongs to its co-op members, Eureden contributes to local development and cultivates competitive, sustainable, and transitional forms of agriculture.

INVOLVING CO-OP FARMERS IN DECISION-MAKING

Because transparency and democracy are part of our DNA, our governance is based on the principle of **“one person, one voice”**. As such, our 19,500 co-op members are represented in decision-making bodies by **400 co-op farmers** from throughout Brittany involved in animal and plant production for the cooperative.

PERSONALISED SUPPORT

Our mission is to help every farmer cope with changes in their job, whatever their production model. Our specialised field teams **support our members** with innovative agronomic, technical, and animal production solutions, while also ensuring they receive **a fair and stable income**.

RECONCILING PERFORMANCE AND SUSTAINABILITY

We believe that tomorrow's agriculture will be **diversified and sustainable**. As such, our focus is on quality and eco-friendly practices that respect animal welfare, not to mention the **well-being** of our farmers. Our “Cultivate differently” and “Raised with passion” initiatives, developed by our farmers and employees, are a concrete illustration of this philosophy.

30

BOARD CO-OP MEMBERS

400

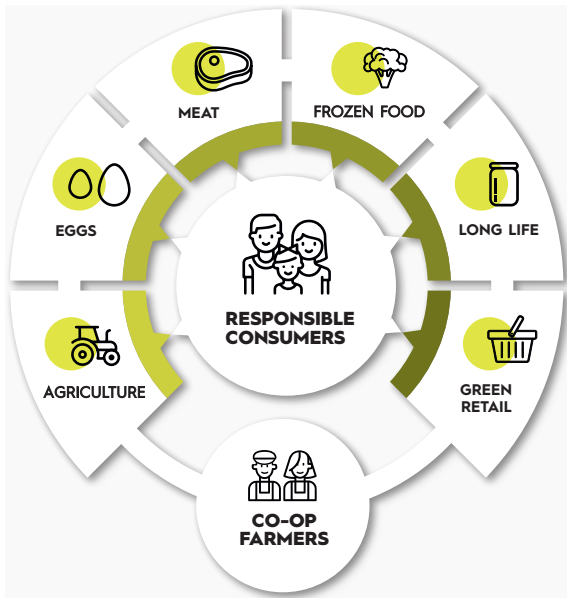
CO-OP FARMER REPRESENTATIVES



**WE'RE WORKING TOGETHER
TO BRING THE BEST TO
EVERYONE'S TABLE.**

AN INNOVATIVE AND SUCCESSFUL AGRI-FOOD **GROUP**

Our sustainable performance depends on our economic, social and environmental effectiveness in our six branches of activity, which operate on a matrix organisational model.



UPSTREAM/DOWNSTREAM RELATIONS: A REAL ASSET

Our industrial sites, which are organised into chains or grouped with strategic partners, process our farmers' output into **high-quality food products** that meet consumer expectations. We work every day to improve **cooperation** between each link in the chain (farmers, suppliers, partners, customers, etc.) in order to bring responsible food to consumers.

COMBINING STRATEGY AND INNOVATION

Eureden sees innovation as a major strategic focus for the **future of farming and food production**.

The agro-ecological transition, decarbonisation, digitalisation, industrial optimisation, new technologies... our innovations in products, processes and services span our entire operation, in France and abroad.



THE MEN AND WOMEN WHO MAKE UP **EUREDEN**

Our 8,500 employees and the 19,500 co-op farmers who own our cooperative (including 400 representatives) are united around a common objective: bringing responsible food to consumers.

INCREASING **WOMEN'S PARTICIPATION**

At Eureden, our teams are comprised of **men and women from diverse backgrounds**, which makes us strong. We make a point of ensuring equity and including women in our various business lines. Increasing women's participation in governance is also one of our top objectives. That is why a group of farmers in the cooperative created the think tank Par'celles, which fosters diversity on our governance bodies.

MANAGEMENT WITH A **HUMAN TOUCH**

Occupational well-being is a state of mind that we are building every day. With a management style that fosters collaborative methods, we're acting on several fronts to help all our employees flourish and ensure a better quality of life at work. Since their health and safety is **our top priority**, we work every day to strengthen our **prevention and awareness** tools.

DEVELOPING **SKILLS**

Our cooperative and human values enable us to **move forward together**. In order to develop their skills, we offer our employees training sessions throughout the year. Similarly, we also provide special support to co-op members by offering technical and regulatory training (agro-ecology, animal welfare, biosecurity, etc.).

2025 GOAL
DOUBLE
THE PERCENTAGE OF WOMEN
AMONG OUR 400 CO-OP FARMER
REPRESENTATIVES



**WE ARE THE MEN AND
WOMEN WHO WORK EVERY
DAY TO ENSURE PEOPLE'S
WELFARE.**

A LONG-TERM VISION FOR FUTURE GENERATIONS

Bringing in new generations of farmers, boosting our job appeal and helping our team transform themselves are some of the challenges we're tackling to ensure a bright future for agriculture.

SUPPORTING FUTURE FARMERS

To cope with the challenge of **generation renewal** in agriculture, we support members seeking to **transfer** their farms, as well as candidates looking to start up their own, with a number of concrete measures (connecting buyers and sellers, technical and financial support, training, etc.). We also reach out to young people to **promote** our cooperative model, based on values of equity, solidarity and progress.

ATTRACTING NEW TALENT

Our future is **in the hands of our future employees!** That is why one of our priorities is to make Eureden more appealing to younger generations. In addition to offering them a job, we offer the opportunity to join a community with decisively human values, where collaboration and efficiency go hand in hand.

BUILDING THE FUTURE

In a fast-changing environment, our growth relies on our **ability to transform ourselves**, by supporting transitions, strengthening our brands abroad, innovating in value-creating activities and forging new partnerships. To accomplish this, we're rolling out an extensive transformation plan for 2027, in order to build **a new, sustainable future** together!

IN BRITTANY,
1 OUT OF EVERY 3 YOUNG FARMERS IS SET UP BY THE COOPERATIVE 

*calculated based on an annual average of farmer start-ups in Brittany over the last three years.



**WITH OUR COMBINED
STRENGTHS, EXPERIENCES
AND TALENTS, WE ARE
GROWING TOGETHER.**



RESPONSIBLE FOOD

#RESPONSIBLEPROCESSING

#RESPONSIBLENOURISHMENT

#RESPONSIBLEFARMING

#RESPONSIBLELIVING

OUR BRANDS



A STRATEGY THAT REVOLVES AROUND CSR

With our Corporate Social Responsibility (CSR) agenda, all our co-op members, employees and partners are involved in helping to protect the planet, the foundation for our agricultural activities. That is the meaning of our signature: **THE LAND UNITES US**

A CROSS-CUTTING, PARTICIPATORY APPROACH

Because we believe we have a collective responsibility, and that our response to **social, economic and environmental issues** must be built together, our CSR agenda runs throughout the entire Group. With our educational, participatory approach, Eureden makes every effort to help **co-op farmers and employees** embrace this policy and ensure that everyone, in their own way, can play an active role in the group's sustainable development.

TURNING RESPONSIBILITY INTO ENGAGEMENT

Our CSR strategy relies on **five pillars**, which symbolise our commitments, identity and values.

Each of these pillars comes with corresponding action areas that encompass our environmental, social and governance challenges. All actions are designed to turn CSR into a mechanism for creating shared value between members, employees, the region and our consumers.

→ Discover all our commitments
in the 2021 integrated report
by scanning the QR Code!



To overcome societal challenges and contribute to sustainable development objectives, we've built our CSR policy around five pillars.



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