

*Mellac, 12/12/2025*

## **With renewed governance, the Eureden cooperative group continues its strategy of promoting healthy eating**

Eureden's General Meeting, held on 12 December 2025 in Quimper, formalised the handover at senior management level, one year after the change of president. This renewal of governance is also reflected at the level of the Board of Directors and, more broadly, among the cooperative's elected representatives. The theme chosen for the round table discussion, "The farmer of tomorrow", reflects one of the key challenges for the future of agriculture, agri-food and our regions. The General Meeting was also an opportunity to look back on the past year and reaffirm the Group's ambition to promote healthy eating.

In December 2024, Dany Rochefort, President of Eureden, succeeded Serge Le Bartz. One year later, after 25 years of involvement in the agri-food cooperative sector, including six years at Eureden, Alain Perrin stepped down as Chief Executive Officer, handing over to Marie-Gabrielle Daniel. This change in leadership was carefully planned to ensure a smooth transition and was approved by the Board of Directors.

### **Renewed and feminised governance**

As part of the renewal of the Board of Directors, two male farmers and one female farmer were elected as directors at the General Meeting. At

When Eureden was created, particular emphasis was placed on increasing the number of women in management positions. In three years, the percentage of female directors has doubled to 22%, which corresponds to the percentage of female farm managers. The cooperative is proud to have exceeded its target (20% by 2025) and intends to continue its efforts to promote gender diversity, particularly through the Par'Celles initiative.

### **Priority given to the establishment of young farmers**

Eureden has chosen to organise a round table discussion on the establishment of young farmers, a strategic issue for the future of our regions. Through insights from experts (notably Caroline Mazaud, lecturer and researcher at ESA Angers, who led the Agrinovo study) and testimonials from four young farmers, the round table addressed important topics such as farm transferability, training, management and work-life balance.

With its farm strategy division comprising 10 experts and an agricultural real estate agency, Repriz'Agri, as well as a €10 million budget over five years invested in the "Passeports JA" scheme, Eureden is pursuing a very proactive policy to support the establishment of young farmers. As a result, the cooperative helped 260 young people set up in business in the 2024/2025 financial year, which is an impressive achievement. The future of agriculture depends on this generational renewal, which we are wholeheartedly committed to supporting.

### **The 2024/2025 financial year confirms the strength of our model.**

Agricultural activities performed well, confirming the relevance of our multi-specialist cooperative in responding to the challenges of the mixed farming model. The distribution branch (Magasin Vert/Point Vert stores) also held up very well in a contracting market.

However, vegetable and meat processing activities suffered from a tense market, particularly affecting canned vegetables, which faced a sharp decline in consumption, leading to the implementation of an adaptation plan. Finally, the egg products business confirmed its leadership with a record level of performance.

It is accelerating its international development thanks to the partnership formed in spring 2025 with Griffiths in the United Kingdom. Upstream, the transition to alternative eggs has resumed at a steady pace.

## **2024/2025 in figures**

The accounts, which were approved at the General Meeting, show combined turnover of €3.7 billion. Half of this turnover was generated by the agriculture division, with the other half coming from other activities (vegetables, eggs, meat, distribution, milk). Combined EBITDA amounted to €104 million.

Investments amounted to £68 million, mainly in innovation and optimisation of industrial processes, improving the safety of goods and people, modernising our stores and transforming information systems.

In addition, €14 million in financial benefits will be redistributed to members for their activities with the cooperative in 2024/2025.

## **Staying the course**

In 2026, Eureden will continue to pursue its strategic ambitions, notably by finalising the structural partnership projects launched in 2025: Gelagri Bretagne's partnership with Greenyard Frozen France in the frozen vegetable sector, and Bazin's partnership with Arcado in the cured meat sector. In both cases, Eureden has chosen to join forces with a specialist market partner in order to develop these activities, improve performance and strengthen its upstream links in the long term. The aim is to create value for member farmers, employees, consumers and local communities.

At the same time, Eureden's short-term priorities remain adapting to its markets and operational performance, while continuing to make progress on all transition issues, whether digital transition, with the use of data or artificial intelligence, or agricultural transition, with decarbonisation, water management, reducing the use of plant protection products or animal welfare.

Eureden therefore intends to capitalise on its valuable assets: a sense of community, tailor-made support for mixed farming operations, a network of strategic partnerships, processing tools and brands. Its goal is to always provide its customers with a first-rate response and to be the cooperative of choice for farmers, ensuring generational renewal.

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By reconciling economic, social and environmental performance, Eureden aims to promote its ambition to serve farmers, local communities and good food for all.

**Dany Rochefort, President of Eureden:**

- *“We are at a turning point in the history of agriculture, with a significant generational shift, which we are supporting with a very proactive policy on setting up new farms.”*
- *“We are pleased to redistribute €14 million in financial benefits to members for their activities with Eureden in 2024/2025, which demonstrates the financial strength of our cooperative.”*

**Marie-Gabrielle Daniel, Managing Director of Eureden**

- *“In the 2024/2025 financial year, we invested €68 million in our local areas, in our factories and stores, for the benefit of our members and customers.”*
- *“In 2026, we will continue to roll out our strategic ambitions and implement the structural partnership projects launched in 2025 in the frozen vegetable and cured meat sectors.”*

**About the Eureden Group**

The Breton cooperative agri-food group Eureden brings together 16,000 farmer-cooperators and 8,000 employees around a common ambition: good food for all, with a constant focus on meeting the expectations of consumers and society.

Comprising five divisions (Agriculture, Eggs, Meat, Vegetables, Distribution) and a downstream dairy business within Laïta, the Eureden Group has 40 industrial sites, 150 stores for cooperative farmers and the general public, and a portfolio of strong brands such as d'aucy, Jean Nicolas, Globus, Paysan Breton, Cocotine, Aubret, Point Vert and Magasin Vert.