



PRESS RELEASE

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Eureden Field Days for Growing Crops Differently

The Eureden "Field Crops" days took place from 21 to 23 June 2022 on the Trébrivan experimental platform. The objective of these days was to federate the teams around the approach of progress "Cultivons Autrement" which one of the major stakes is the reduction of phytosanitary products. The aim was also to help employees and members to improve their agroecological practices through training and experience sharing.

The "Cultivons Autrement" progress approach was initiated by the Eureden cooperative in 2019. Its objective is to promote agroecological practices to reduce the environmental impact of crop-related activities.

For this, actions are implemented to promote biodiversity, water quality, reduction of CO2 emissions, soil fertility, and reduction of phytosanitary products while maintaining the economic performance of farmers.

About : www.eureden.com

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120 employees and farmers worked in focus groups to identify five priority areas:

- The development of alternative agronomic practices
- The organization of training sessions and experience sharing
- Developing the use of digital tools
- The implementation of actions in favor of biodiversity and the environment
- The establishment of channels promoting agroecology

They have also defined objectives to be reached by 2025:

- To double the surfaces protected by alternative solutions
- To mechanically weed about 10,000 hectares of corn and vegetables
- To reach 250 members involved in crop progress groups
- Offer a range of products with zero hazardous products
- To double the proportion of areas monitored by a decision support tool (DST) for the application of fungicides

Field crop days - References for "Growing differently"

From June 21 to 23, 2022, the Eureden agronomy teams organized technical days at the Trébrivan experimentation platform with the ambition to further involve the teams in the "Growing differently" approach with a strong, common and shared message !

Numerous experiments concerning the replacement or the reduction of products issued from synthetic chemistry, on biocontrol products, on biostimulants or even on the choice of varieties take place throughout the year on the platform and are closely followed by the agronomy department of Eureden.

About 450 people (farmers members of the Eureden 30,000 Farm groups, Eureden technicians, elected representatives of the cooperative) took part in these days and followed 7 workshops to progress in their agroecological practices:

- The good practices at the time of sowing
- Mechanical weeding
- Varietal choice
- Herbicide resistance cases
- Nitrogen fertilization of wheat
- Decision support tools for the use of fungicides
- Biocontrol products

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About the Eureden group

The Breton cooperative group Eureden gathers 19,500 farmers and 8,500 employees around a common ambition: good food for all, with the constant concern to meet the expectations of consumers and society.

The Eureden group is composed of 6 branches (Agriculture, Eggs, Meat, Frozen Food, Long Life and Green Distribution) and has 50 industrial sites, more than 200 stores for farmers-cooperators and the general public as well as a portfolio of strong brands such as d'aucy, Jean Nicolas, Globus, Paysan Breton, Cocotine, Aubret, Point Vert and Magasin Vert.

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