

COMMUNIQUÉ DE PRESSE

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Eureden launches a campaign to raise awareness of low-carbon projects among its members

Since May, Eureden has made available to its members farmers a simplified carbon self-diagnosis tool to measure the farm's carbon footprint and to suggest practical ways of limiting emissions and encourage carbon sequestration in the soil.

Decarbonising operations, a major concern for Eureden

Since the creation of the Eureden group, a CSR policy based on 25 areas of action, including the reduction of greenhouse gas emissions and the fight against global warming, has been in place.

As part of this policy, Eureden carried out a Scope 1, 2 and 3 carbon audit of all its activities (agriculture, processing and distribution) in 2020. This revealed that 80% of emissions are linked to raw materials from upstream agriculture (plant and animal production). This is therefore a major concern for our members, who want to find pragmatic solutions to help reduce the impact of their activities and sequester carbon in the soil.

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For this reason, Eureden set up a transversal working group on carbon within its Agriculture branch 1 year ago, in order to pool resources and knowledge on the subject and to have a global vision of the projects already initiated.

Eureden offers its members a tool for an initial assessment of the carbon impact of their farms.



In 2021, the French Ministry for Ecological Transition launched the Low Carbon Label for field crops to highlight the positive contribution of field crops in the fight against global warming by reducing greenhouse gas emissions and storing carbon in the soil. Eureden has therefore decided to make available free of charge to its arable crop members a solution called "Simplified Carbon Self-diagnosis" offered by the French start-up "MyEasyFarm", whose MyEasyCarbon tool is certified as compliant with the Label Bas Carbone arable crop method. The aim is to encourage as many members as possible to carry out a simplified carbon audit of their farm (calculating greenhouse gas emissions and soil carbon storage potential), to give them an overview of all the technical levers available to limit their carbon footprint. It is also a question of looking at what the farm could generate in carbon credits and therefore in potential remuneration. Lastly, for Eureden, the data collected will provide an overview of the issue at cooperative level, and an attempt to outline what tomorrow's carbon business model could look like in Brittany.

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A free self-diagnosis in just 20 minutes, accessible via the My Eureden members' extranet !



The tool has been available free of charge since May to all Eureden arable crop members via the My Eureden extranet.

In just 20 minutes, it enables farmers to:

- assess their farm's greenhouse gas emissions and carbon storage in the soil
- estimate their potential gain in carbon credits
- learn about farming practices linked to low-carbon projects
- plan a low-carbon project in concrete terms
- anticipate the opportunities offered by the carbon credit market and by sector premiums.

About MyEasyFarm

MyEasyFarm is a French AgTech startup founded in 2017, specialising in Precision Agriculture and Low Carbon Agriculture.

MyEasyFarm is based at VillagebyCA in Reims and has offices in Italy, the Netherlands and Brazil.

MyEasyFarm offers solutions for farmers, winegrowers, cooperatives/merchants and agricultural contractors, for easy, connected precision farming and winegrowing. The MyEasyFarm platform makes it possible to collect, organise, transfer and analyse agricultural data (plot management, satellite and weather data, decision-support tools, agricultural equipment, etc.) in order to improve farming practices and reduce inputs, in the interests of more environmentally-friendly, low-carbon digital agriculture. In 2021, MyEasyFarm launched MyEasyCarbon, which calculates, simulates and monitors carbon storage in the soil and CO2 emissions from farms, with the aim of saving 1 million tonnes of CO2 by 2025 and helping and rewarding farmers for changing their farming practices to make farming more environmentally friendly.

About the Eureden Group

The Breton cooperative group Eureden brings together 18,500 farmer-operators and 8,500 employees around a common ambition: good food for all, with a constant concern to meet the expectations of consumers and society.

The Eureden group is made up of 6 branches (Agriculture, Eggs, Meat, Frozen Food, Long Life and Green Distribution) and has 40 industrial sites, almost 200 shops for farmer-co-operators 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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