

PRESS RELEASE



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Eureden launches "Les Rencontres Végétales": 3 days dedicated to innovative and high-performance agronomic solutions for cereals

The cereal sector currently stands at a crossroads, having to reconcile yield requirements with the agroecological transition. To meet this dual challenge, the Eureden cooperative invites its members and technicians to participate in "Les Rencontres Végétales" (The Crop Meetings). From June 16 to 18, 2026, three field days will be entirely dedicated to expertise, innovation, and sharing concrete solutions for the future of cereal farming in Brittany.

The event is taking place in Maël-Carhaix (22), on the trial platform of the Kermarquer GAEC, hosted by Nicolas and Michel Jan. Designed as a hub for synergies around plant production, this gathering is aimed at cooperative members from the four Breton departments, as well as the technicians (crop production and agro-environment) who support them daily. Through this initiative, Eureden confirms its position as a leading, expert, and pioneering player in the deployment of new agronomic solutions.

Program: 7 expert workshops for optimized cereal production

Visitors are invited to follow a route of 7 thematic workshops led by Eureden experts, providing an opportunity to discover and discuss effective agronomic levers:

- **CHN Tool & Nitrogen Management:** A new approach to nitrogen fertilization for soft wheat, utilizing an innovative management

tool driven by real-time satellite imagery analysis (a tool developed by Arvalis and Airbus).

- **Impact of Cover Crops:** An analysis of their role within crop rotation and a review of the initial results obtained through geostatistics.
- **Weed Control in Straw Cereals:** A presentation of tomorrow's innovations and strategies for the sustainable control of grass weeds.
- **Best Sowing Practices:** An evaluation of the impact of sowing quality, crossed with various weed control strategies.
- **Sprayer Optimization:** Practical advice on choosing the right nozzles and a focus on the importance of Personal Protective Equipment (PPE).
- **Disease Management Strategies:** How to adapt practices in response to evolving crop diseases and effectively manage resistance.
- **Genetic Progress in Cereals:** A preview look at the new crop varieties that will be available this coming autumn.

Eureden, the leading trial network in Brittany

In the face of climatic, economic, and societal shifts, Eureden's Agronomy Department deploys a state-of-the-art scientific infrastructure unique to the region to secure its members' technical choices.

Certified scientific rigor Eureden's trial station benefits from GEP (Good Experimental Practices) certification. This official recognition guarantees the absolute reliability of the benchmarks and data generated from the evaluation of our innovations.

Key figures and resources deployed:

- **A dedicated team of experts:** 3 trial technicians and 6 expert agronomists are mobilized daily, supported in the field by 6 development officers to ensure rapid and efficient technology transfer.
- **Over 130 annual trials:** Conducted across both conventional and organic farming, these trials represent more than 8,000 micro-plots monitored for maximum statistical accuracy.
- **3 major research pillars:**
 - **Genetics:** 70 trials (cereals, maize, forage crops, oilseeds, and protein crops).

- **Plant Health:** 40 trials (weed, disease, and pest control using conventional chemistry and biocontrol).
- **Plant Nutrition:** 15 trials (fertilization optimization and biostimulants).
- **Precision Agriculture:** Around 15 so-called "geostatic" trials conducted over 100 to 150 hectares to validate practices on a large scale.

Strong local roots for direct knowledge transfer

To match the diverse terroirs of Brittany as closely as possible, the network is decentralized across 3 main platforms and around 20 sites hosted by partner farmers—such as the Maël-Carhaix farm hosting "Les Rencontres Végétales". This network is completed by more than 100 local demonstration showcases, allowing farmers to discover varietal and technical innovations close to home to build more efficient, resilient cropping systems tailored to local soil and climate conditions.

About the Eureden Group

The Breton agricultural and food cooperative group Eureden brings together 16,000 farmer-members and 8,000 employees around a shared ambition: good food for everyone, with a constant focus on meeting consumer and societal expectations.

Composed of 5 branches (Agriculture, Eggs, Meat, Vegetables & Ready Meals, Distribution), the Eureden Group operates 40 industrial sites, 150 stores for farmer-members 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.