

PRESS RELEASE



Mellac, August 4, 2026

EUREDEN SOUNDS THE ALARM ON THE VIABILITY OF THE BRETON VEGETABLE SECTOR: the summer 2026 drought poses a serious threat to a pillar of French food sovereignty.

Faced with climate change that is hitting Brittany particularly hard, and at a time when our farmers are questioning the future of their vegetable farms, Eureden calls upon retailers and other downstream stakeholders to exercise economic responsibility to ensure the sector's long-term viability.

A climate crisis of unprecedented severity in Brittany

Brittany is suffering from an exceptionally severe drought, exacerbated by the June heatwave and a persistent water deficit. This crisis is hitting all our farms hard, particularly the vegetable sector, a cornerstone of our food sovereignty.

On the ground, the situation is critical. Brittany's soil does not allow for water storage in deep aquifers, making our crops dependent on surface water.

An unsustainable economic equation for the sector and its producers

For open-field vegetables, the impact is immediate: a dramatic drop in yields, smaller produce sizes, and skyrocketing production costs.

The economic equation no longer adds up. Farmers and processors work daily to improve their competitiveness but can no longer shoulder 100% of the climate risk alone while also absorbing rising costs. At stake in this crisis are the future of our farms, the vitality of our rural areas, and the supply of produce to French markets.

Dany Rochefort, President of Eureden, addresses all relevant stakeholders:

"Accepting necessary price increases is not a commercial concession; it is an act of economic necessity. Refusing to adjust prices in the face of major climate events stifles producers and jeopardizes the future of French agriculture. Some of our partners have already understood this, and I thank them for it."

The Eureden cooperative group urges its downstream partners to immediately accept price increases that reflect the reality of production costs and declining volumes.

Without fairly compensated producers, and without the industrial processing facilities they own, there will be no French vegetables on store shelves in the future.

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, Globus, Paysan Breton, Cocotine, Aubret, Point Vert, and Magasin Vert.