

## Press Release

Olivet, 15 September 2020

### Axereal becomes the first originator to launch a low GHG sunflowerseed channel

**After pioneering a low greenhouse gas (GHG) rapeseed channel, Axereal is now offering its members a similar scheme for sunflowerseed. This new market is part of the cooperative's strategy to accelerate the agricultural transition.**

#### Axereal helps members move into high-potential channels

The agro-ecological transition and adapting production systems to meet shifting consumer expectations numbers among Axereal's strategic priorities. Consequently, the cooperative's member farmers can now boost the value of their sunflowerseed crop by trading it through the low GHG emission channel, for use in sustainable biodiesel. Retroactive calculations mean this can apply from the 2020 harvest. "Farmers are well aware of the impact of global warming. As well as transforming their working methods to cope with it, they are also and above all part of the solution. We are keen to support them in this, and to help them be identified for the contribution they are making by showing that the carbon issue is a priority on farms," explains **Jean-François Loiseau, Axereal Chairman**.

By setting up this channel, Axereal is continuing to work towards its ambitious growth targets for decarbonising agricultural products and adding value to its members' production. As part of the cooperative's aim to have a million tonnes of crops marketed through channels by 2022, an increasing share of members' production can now be recognised for the significant contribution it makes to decreasing GHG emissions. In addition, Axereal is preparing to roll out this carbon strategy to all field crops.

#### Synchroo and CultivUp support low GHG sunflowerseed production

Axereal, whose members grow an average of 95,000 tonnes of sunflowerseed annually, is now encouraging its CultivUp-certified\* farmers to carry out a GHG assessment for this crop using the information entered into the cooperative's Synchroo traceability tool. Employing best practices in technical itineraries and the way the soil is worked could add an extra €30 per tonne to the value of sunflowerseed. To enable as many farmers as possible to access this channel, the Axereal teams go out into the field to talk about managing nitrogen, working the soil, cover crops, companion plants and organic amendments. "We are launching a vast training programme for our technical sales executives, because the support we provide to farmers is vital. Through our investments, in agronomy and digital tools in particular, we will be able to help as many of them as possible access this new source of value," explains **Paul-Yves L'Anthoën, CEO, Axereal**.

#### Axereal press contact

Antoine Part – [antoine.part@axereal.com](mailto:antoine.part@axereal.com) – +33 (0)6 31 85 13 12

**About Axereal**

Axereal is one of France's foremost cereals cooperative groups, with locations in France and across the world, specialising in growing and processing cereals for the brewing, baking and livestock industries. Axereal has 12,700 cooperative members and 4,000 employees. It generates turnover of around €3 billion per year. As the leading originator of sustainably produced grain, Axereal helps bring high-quality food to the market and aims to become the benchmark cooperative for sustainable agriculture. It has an international presence, operating in 21 countries (Algeria, Argentina, Australia, Belgium, Bulgaria, Canada, Croatia, Ethiopia, France, Germany, Hungary, India, Ireland, Japan, the Netherlands, Romania, Serbia, Slovakia, Spain, the UK and the USA).

[www.axereal.com](http://www.axereal.com)

**About CultivUp\***

CultivUp is Axereal Group's sustainable agriculture strategy. It is based on a set of standards covering economic, social and environmental criteria. The standards meet the requirements of the SAI Platform, created by top food industry names, whose certification Axereal achieved in November 2017. With the 2020 harvest, CultivUp has become one of the required conditions for cooperative members wishing to operate under a channel contract (alongside the requirement to enter crop actions into synchroo software).