

Press Release

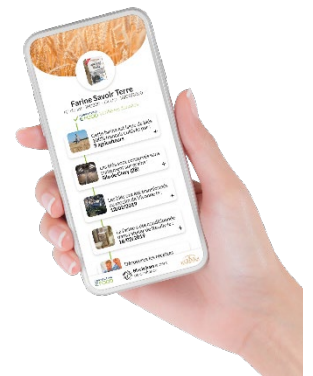
3 February 2020

Savoir Terre: the first flour with blockchain-secured field-to-bag traceability

Savoir Terre flour, produced from grain sustainably grown in France, was launched in retail stores in 2019. It has now become the first flour product to offer consumers complete origin and manufacturing information for each specific pack.

Scan the bag to see the origin of the flour inside, produced via sustainable agriculture.

This new system, launched on Candlemas Day, when French people traditionally enjoy pancakes, enables consumers to see exactly which farmer grew the soft wheat used to make their bag of flour, and the location of the farm. They can also find out where the grain was stored, where the wheat was ground and where the flour was packed, and read some delicious recipe suggestions direct from farmers. The information is very easy to access. All the consumer needs to do is scan the flash code on the bag and enter the best before date to see all the details, secured by blockchain technology.



“Adding this application is a natural step given the Savoir Terre culture and the brand’s commitment to promoting sustainable agriculture and building links between consumers and farmers. It is a concrete response to the heightening consumer focus on societal, environmental and economic issues,” said David Hubert, CEO of Axiane, Axereal group’s milling business.

To set up this secure environment, Axiane Meunerie worked with “Connecting Food”, a French company specialising in blockchain for food applications. This same company will also carry out audits of the product supply chain to ensure it meets specifications.

Flour produced via a sustainable agriculture strategy



Savoir Terre is one of the products supplied under CultivUp, Axereal group’s sustainable agriculture strategy. The strategy focuses on compliance with good agricultural practices. It encompasses environmental, social and economic aspects of farming. To date, 2,500 farmers have committed to the strategy.

“At Axereal, we see our cooperative as a major player in the agro-ecological and food transition. Our cooperative members are consumers first and foremost. They are keen to become more closely involved in the channels we have set up in order to progress their agricultural model, to align it more closely with society’s expectations, and to increase returns on their production,” said Jean-François Loiseau, a farmer and Chairman of Axereal.

Product information

Savoir Terre is an all-purpose household “French type 55” flour, ideal for a wide range of sweet and savoury recipes.



It is available from retailers in 1kg bags.

About Savoir Terre flour

- Made from 100% French wheat
- No post-harvest grain treatments
- Guaranteed prices to farmers
- Savoir Terre ploughs 1% of its turnover into environmental protection associations, through the "1% for the Planet" organisation

[Download visuals HERE](#)

Axereal/Axiane press contact - interview requests

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Paris International Agricultural Show

Come and attend our presentation entitled “Blockchain: the key to trust?” and meet the Axiane Meunerie teams.

At 2pm on Thursday 27 February, on the “La Coopération Agricole” stand (Hall 4) – *duration 40 min*

> press registrations: antoine.part@axereal.com

About Axiane Meunerie

Axiane Meunerie, a subsidiary of Axereal, is one of France's leading flour producers and vendors. Some 450 expert employees, working in eight mills, produce flour for manufacturers, supermarket bakeries and artisan bakers (under the trademarks Banette, la Croquoise, and Lemaire). Axiane also sells flour to consumers via mass retail outlets, under the trademarks Cœur de Blé, Treblec, Lemaire and Savoir Terre. www.axiane.com

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 collector 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