

within businesses and geographical locations. We want to encourage them to interact and find out more about what's happening within the group," said **Quentin Paradowski**, Group HR development manager.

Build loyalty, enhance perceptions and promote careers in the sector

With the attractiveness of agriculture and the food processing industry still a priority, Axereal group continues to work to raise awareness of the wide range of career opportunities offered by the cooperative and its subsidiaries, with the aim of encouraging young people and career changers to join its ranks as trainees.



"We have a long history of working to support our employer brand. But launching Discover has prompted us to think about exploring new avenues. Our interns and apprentices themselves are clearly great ambassadors for our sectors, and we want to give them more opportunities to talk about their successes, their ambitions and their convictions by providing them with new ways to communicate. In a flagship project marking the start of the new academic year, we are offering any interested apprenticeship students the opportunity to have [their own blog](#) on the Axereal.com website. This project is particularly important to us, because it gives the apprentices an opportunity to tell other young people, in their own words, what it is like to work at Axereal while studying and how they feel about their experiences," said **Chrystèle Ivins**, Corporate communication director.

The launch of Discover will be backed by a brand new strong and colourful visual identity to help Axereal group stand out at student fairs and in recruitment zones.

[Image download link](#)

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About Axereal

Axereal is one of France's foremost cereals cooperative groups, with locations in France and across the world. It specialises in growing and processing grain for the brewing, baking and livestock industries. Through its subsidiary Boortmalt, Axereal is the world's biggest malting company. Axereal has 11,000 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 is actively involved in bringing about an agricultural and food transition. Axereal operates in 18 countries (Argentina, Australia, Belgium, Bulgaria, Canada, Croatia, Ethiopia, France, Germany, Hungary, Ireland, the Netherlands, Romania, Serbia, Slovakia, Spain, the UK and the USA). www.axereal.com