

Chappes (Puy-de-Dôme, Auvergne), Friday October 8<sup>th</sup> 2010

## ■ **Limagrain Ag-Productions and its new animal nutrition offer**

**The Limagrain Cooperative welcomes new members and moves into new sectors following its merger with Domagri. All operational activities are held within the Limagrain Ag-Productions Division. The “Sommet de l’Elevage” livestock tradeshow, held in Clermont-Ferrand, is the opportunity for the Division’s new CEO, Damien Bourgarel, to present the organisation and its new animal nutrition offer.**

The Limagrain Cooperative has reinforced anchorage of its farmer shareholding in Auvergne going from 600 contractually bound farms to more than 2,000 throughout the county of Puy-de-Dome and the bordering area. The Cooperative’s production now covers nearly 50% of field seed acreage in Puy-de-Dome and covers all livestock farmers. Alongside its longstanding “**Plant Production**” activity (seeds and collecting) Limagrain Ag-Productions, which has more than 500 employees, subsidiaries included, has created a new “**Distribution**” activity, incorporating the agricultural supply, animal nutrition and garden centre activities.

**Damien BOURGAREL, CEO of the Limagrain Ag-Productions Division** since September 2010, explained: *“Less than a year after the merger, although there is still a lot to be done, a number of decisions have already been taken. First of all, we have grouped our “field” teams together on one site at Chappes La Garenne”.* He also stated: *“At the same time, we’ve consolidated our activities. Our “Plant production” activity and our agricultural supply activities are now on the right track. We may still need to prove ourselves, but we are confident.”* And he added: *“The Sommet de l’Elevage livestock tradeshow gives us the opportunity to present our new animal nutrition offer which benefits from the synergies created within Groupe Limagrain. By choosing to incorporate products from our local agro-industrial subsidiaries (corn milling and wheat milling) into our own feed range, we are providing a competitive offer for farmers. Today, our market share is close to 13% in the Puy-de-Dome department. Our clearly stated objective is to reach around 20%”.*

The “**Plant Production**” activity is structured around four **integrated chains**:

- **seed production of corn and other species** (wheat and other straw cereals, sunflower, rape and vegetable seeds)
- **collecting semolina corn**, destined for human consumption
- **collecting milling wheat** where hard and improver wheat accounts for half of the land use
- **vine** for Cave Saint-Verny.

The **agricultural and mass-market “Distribution”** activity includes **Agricultural supplies** (seeds, fertilizers, plant care products), **Animal nutrition** and the **garden centres** activity with 5 “Gamm Vert” outlets across the county of Puy-de-Dome.

#### **What does Limagrain Ag-Productions do?**

Limagrain Ag-Productions brings plant production contracts and commercial offers in terms of input and animal nutrition to members of the cooperative. By doing so it participates in the development of members’ farms and of their production.

It **manages seed growing contracts** for corn, straw cereals, sunflower, rape, lentils and vegetable seeds and provides technical advice.

It **drives production** of milling wheat, and other cereals, semolina corn, oilseed sunflower and a few other minor products (rape, peas,...), and vine.

It **ensures the overall collection** of all these **raw plant materials, their storage and distribution, and sometimes their initial transformation.**

Indeed, **milling wheat and dry milling corn** are transformed locally by Limagrain Ag-Production’s industrial unit (milling) and

Limagrain Céréales Ingrédients (semolina corn milling). The wheat grown in Auvergne, becomes the flour used by bread processors (Jacquet), by bakeries (la Gerbe d’Or), and other agri-food industries.

The semolia corn, on the other hand, becomes cornflakes, snacks, baby food or even biodegradable plastic, thus answering the many demands of industrial agri-food companies and some companies outside the food industry.

La Cave St-Verny produces a large range of Auvergne wines.

It supplies cooperative members with plant care products, fertilisers, seeds, animal feed and livestock rearing supplies through **agricultural distribution** services.

It also manages **five garden centres open to the general public** under the Gamm Vert brand.

#### **■ The new animal nutrition offer**

“We have decided to capitalise on the renown and respect of Domagri’s expertise by making it our dedicated brand”, **Vincent TARDIF, VP Distribution Business Unit**, stated.

“Our **baseline, “animal nutrition”**, shows our long term investment and our desire to make our product range an unmistakable reference for stock breeders.”

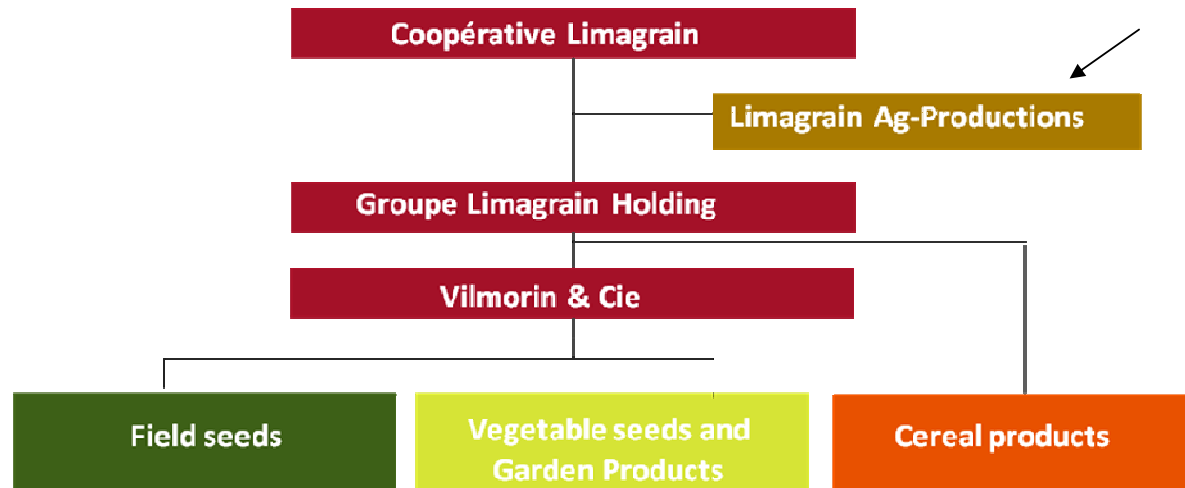
The brand will be available for all sectors. Already available are:

dom'lait 

dom'nati 

dom'agno 

## ■ The organisation of Groupe Limagrain



**Damien Bourgarel** has been CEO of the Limagrain Ag-Production Division since September 2010. He is also CEO of the Cereal Ingredients Division, a position he has held since he first joined the Group in 2008. He has been a member of the Group Executive Committee since 2009. He is a graduate of the prestigious “Ecole Polytechnique” and the “Ecole Nationale Supérieure des Mines” in Paris.

*Limagrain is an international cooperative group, **specialized in seeds and cereal products**. It conducts its business within the framework of a global, sustainable vision of agriculture and agri-food based on innovation and the regulation of agricultural markets. It is the 4th largest seed company in the world through its subsidiary **Vilmorin & Cie**, European leader for functional flours through **Limagrain Céréales Ingrédients** and 2nd largest French industrial baker through **Jacquet**. The Group makes annual sales of more than one billion Euros and has a headcount of 6,000 spread out over 40 countries, including 1 200 researchers.*

For further information: [www.limagrain.com](http://www.limagrain.com)

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