



**Limagrain
continues to build
its integrated
chain for pulses
and announces the
launch of the
brand **Les
Graineurs****



PRESS CONTACT

Marie-Laure JOBLON
Limagrain Media Relations Manager
marie-laure.joblon@limagrain.com
+ 33 (0)6 33 51 80 33
 **@MLJoblon**

Delphine BEAUCHESNE
Press Consultant
dbeauchesne@articleonze.com
+33 (0)1 55 60 24 45

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The integrated chain for pulses launched by Limagrain in late 2019 is taking shape

Since its founding, Limagrain has focused on developing value-added, local agricultural chains to create outlets for the production of its cooperative's farmer members. In line with its past integrated chains (wheat, corn seed, grain corn), **Limagrain is looking to develop a new integrated chain for pulses which could become an interesting source of income for the Cooperative's farmer members.**

Since late 2019, with a small entrepreneurial team, **Limagrain has been developing this project both upstream and downstream and plans to build a farm-to-table integrated chain step by step.** In this way, Limagrain, as a founding member of the France Proteins Consortium alongside other players in the segment, seeks to participate in the development of plant-based proteins in France.

Developing agronomic knowledge

The 400 ha of pulses (lentils, chickpeas, beans) sown in Limagne Val d'Allier in spring 2020 have been harvested. While the harvests of chickpeas and beans were generally in line with expectations, the lentil harvest was more complicated, as it was throughout France. This will not stop Limagrain however because for 2021, **the experiment has been renewed for 400 ha with 70 farmer members of the Cooperative for the same crops as 2020, as well as tests on new types of beans.**



“The challenge is to determine which varieties are best adapted to the soil and climate in Limagne Val d'Allier, to properly manage the follow-up of these new crops for our cooperative, and to develop outlets that provide an acceptable level of income for growers, before committing to a larger production plan.” explains Sébastien BRIFFOND, Vice-Chairman of the Limagrain cooperative.



Responding to new consumer trends

In early July 2020, Limagrain took a majority stake (65%) in the company Nutrinat, based in Castelnaudary (France) alongside Qualisol, an agricultural cooperative in Occitanie, specialized in the production of cereals and pulses. With this partner, Limagrain will continue to develop the concept from this small, 12-person company for pasta made from cereals and sprouted pulses.



The Limagrain project team operated with the agility of a startup to develop then test several recipes by working with a chef, nutritionist, and designers. Limagrain employees throughout France contributed by testing the recipes.

“Several hundred French Limagrain employees gave their opinion, tasted the products, and participated in a recipe contest. It was a good way to bring together the agility of a small team and the strength of a collective” Guillaume BAGLIN, Head of the Limagrain Integrated Chain for Pulses and CEO of Nutrinat.

Ideal for a complete meatless meal in the cafeteria or at home, Nutrinat is launching a new brand called “Les Graineurs” in March 2021. With this brand and its 24 products distributed mainly in southwestern France currently, Nutrinat is looking to conquer the grocery aisles of specialized organic stores, large French retailers, and online sales, as well as collective kitchens.



Les Graineurs

Small grains that feed great ideas

Created by two French agricultural cooperatives, Limagrain in Auvergne-Rhône-Alpes and Qualisol in Occitanie, Les Graineurs aim to popularize the consumption of pulses in France.

Why pulses?

Because they are grains rich in protein and fiber, ideal as part of a “flexitarian” diet, which tends to decrease the consumption of animal-based proteins and increase that of plant-based proteins.

Because pulses are crops that do not need nitrogen inputs (they are able to capture nitrogen from the air) and thus nourish the soil. A benefit for consumers and the planet! And what’s more, they come in all types and colors: chickpeas, beans, lentils. Green, blond, yellow, red, coral, etc.



Why Les Graineurs?

Because we believe that grains are an essential part of our diet. Thus we created Les Graineurs, a line-up of products made of the grains of pulses and cereals.

Les Graineurs aim to bring together our Graineurs farmers, chefs, nutritionists, and consumers in order to create an integrated chain for the future and equally distribute value among them all.



What products do Les Graineurs offer?

Today, Les Graineurs offer the broadest line-up of 100% French organic grains.

With 24 products, a unique variety of tastes and colors are provided to brighten our dishes and delight our taste buds while also helping the planet: shelled chickpeas (that no longer need to be soaked overnight), yellow lentils, even azuki beans.

But the Graineurs is above all a major innovation unique in France: spiral pasta made of pulses and wheat



Les Graineurs, from field to table

The grains of Les Graineurs are grown today by farmers from the Qualisol cooperative in Tarn and Garonne as well as Gers (France).

Close to 450 farmers provide the grains of lentils and chickpeas, as well as barley, sunflower, and chia. Once cleaned and sorted at the Qualisol cooperative, the grains are processed at Nutrinat in Castelnaudary (France) to make pasta made of wheat and pulses.



Lionel, farmer from the Qualisol cooperative in Gers (France)

Focus on a major innovation: spiral pasta made of pulses and wheat



The strength of this innovation involves germinating pulses before using them to make flour, which significantly improves their nutritional quality. Added to this flour of germinated pulses is wheat flour to create balanced spiral pasta thanks to the complementary amino acids found in cereals and pulses. These spirals are as rich in protein and as balanced in amino-acids as meat-based proteins. They are ideal, for example, for meatless meals in school cafeterias. And they are also practical because they cook quickly.

The line-up has three versions: spiral pasta made of wheat and green lentils, spiral pasta made of wheat and chickpeas, and spiral pasta made of wheat and yellow peas.

What is the ambition of Les Graineurs?

Our ambition is to popularize French pulses in various forms. Our line-up of spiral pasta needs to become the product of reference among flexitarians and vegetarians: it is a gourmet and practical way to enjoy plant-based proteins.

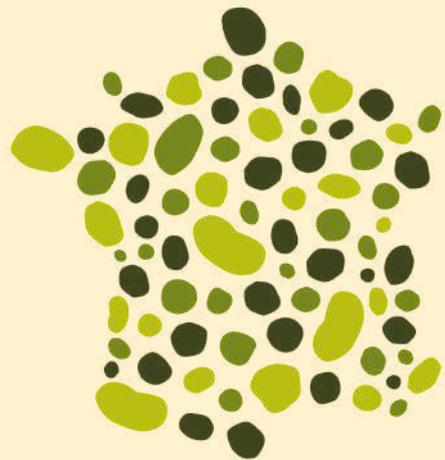


For those who have more time to cook, with the Les Graineurs line-up, there is something for everyone's taste. At Les Graineurs, ideas are always germinating and in 2021 we will announce the launch of a major innovation related to our leading combination: cereals and pulses. Les Graineurs wants to become the French brand of reference for pulse-based products coming from our farmers' fields!

Where can you find Les Graineurs?

The brand was launched on March 1 and listings are in process. You will soon be able to find the brand in stores such as Carrefour Bio and Casino, as well at Auchan and Carrefour in southwestern France. In a few weeks, the online store www.legraineurs.fr will allow anyone to buy them.

The story is just beginning, and we believe that these little grains can feed big ideas and big ambitions!



**Small grains
that feed
great ideas**

Product factfile - spiral pasta made of wheat and green lentils

Brand: Les Graineurs
Name: Spiral pasta made of wheat and green lentils Also comes in wheat and chickpeas Also comes in wheat and yellow peas 250 g
Claims: Organic
 Nutriscore A
 Rich in fiber and protein
 Made in France with 100% French ingredients
Ingredients: ingredients Semi-wholemeal (67%) durum wheat flour Germinated green lentil flour (33%)



Average energy content for 100g

Energy content	361 Kcal / 1529 kJ
Fat content	1.3 g
Of which saturated fat	0.5 g
Carbohydrates Of which sugars	65.8 g 4.5 g
Fiber	7.9 g
Protein	18.2 g
Salt	0.01 g

Distribution:

In out-of-home catering (school cafeterias)
 In the organic section at supermarkets
 Recommended public price, all taxes included = 3.15 euros





Practical information

Nutrinat, 287 avenue Frédéric Passy
11400 Castelnaudary, FRANCE



www.lesgraineurs.fr (french website)



Social media:

Instagram: @les_graineurs

Facebook: Les Graineurs

LinkedIn : Les Graineurs

Press contact

Marie-Laure JOBLON
Limagrain Media Relations Manager
marie-laure.joblon@limagrain.com
+33 (0)6 33 51 80 33

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About Nutrinat



Nutrinat is a very small company based in Castelnaudary specialized in manufacturing pasta made from cereals and pulses and in the distribution of pulses in seeds. The company makes sales of 1 million euros and employs a dozen employees. The two shareholders are two French agricultural cooperatives: Limagrain (65%) and Qualisol (35%).

About Qualisol



Qualisol is an agricultural cooperative in Tarn and Garonne (France) with 150 employees, 3,000 farmer members and 60,000 ha, and has sales of over 100 million euros. Qualisol is specialized in the collection of conventional and organic cereals and pulses. Qualisol was one of the first cooperatives in France to register for organic production over 20 years ago.
www.qualisol.en

About Limagrain



Limagrain is an agricultural cooperative owned by close to 1,500 farmers located in Limagne Val d'Allier (in the center of France), and an international seed group present in 57 countries with more than 9,000 employees. The Group breeds, produces, and distributes field seeds, vegetable seeds, and agrifood products. Focused on the genetic progress of plants, it is driven by its purpose: cooperating for the progress of agriculture everywhere, for everyone.

www.limagrain.com - #Limagrain