

## Press Release

11 April 2019

### **Axiane Meunerie launches a sustainable flour: "Savoir Terre"**

**This flour ties in with Axereal's ambition to become the stand-out sustainable agricultural cooperative through developing competitive sectors that are fair to both farmer and consumer, and which are kind to the environment.**

Axiane Meunerie, subsidiary of the Axereal grain cooperative, today launched its own flour, designed to contribute toward sustainable agriculture, called "Savoir Terre", in response to consumer expectations.

This flour, sold in 1 kg bags, will be on the supermarket shelves from this April.

It is made from 100%-French wheat from identified farmers in the Centre-Val de Loire region and bagged in our mill at Reuilly (Indre). The wheat is grown according to the best practices determined in the framework of our CultivUp approach.

Axiane Meunerie guarantees fixed remuneration for the farmers involved in the "Savoir Terre" initiative to protect them from the vicissitudes of the market, and signs three-year contracts with them in the framework of a transparent, balanced and lasting relationship.

#### **Our sustainable agriculture approach: CultivUp**

In 2017, Axereal launched the CultivUp farmers' certification initiative, built around best farming practices in economic, social and environmental terms. In this way, Axereal is developing with its cooperative members a collective project for sustainable agriculture. More than 2000 farmers are involved in this audited and controlled initiative.

*"We are proud to launch our 'Savoir Terre' brand, the first wheat flour to contribute toward sustainable agriculture in mass retail, in response to the expectations of consumers. It's the fruit of the joint commitment of stakeholders in the sector,"* says David Hubert, director of Axiane Meunerie.

Jean-François Loiseau, Axereal Chairman, explains: *"We want to reinforce the sustainable and structural link between farmers and consumers, based on solutions that create value and which are kind to the environment."*

What is more, our "Savoir Terre" brand ploughs 1% of its turnover into environmental protection associations, through the "1 % for the Planet" organisation.

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#### **About Axiane Meunerie**

Axiane Meunerie, a subsidiary of Axereal, is one of France's leading flour producers and vendors. Some 450 employees, deploying their know-how in 8 mills, produce flour for industrial professionals, supermarket bakeries and artisan bakers (under the trademarks Banette, la Croquise, 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](http://www.axiane.com)

**About Axereal**

Axereal is one of France's foremost cereals cooperative groups specialising in growing and processing cereals for the brewing, baking and livestock industries. Axereal has 13,000 cooperative members and 3,200 employees. It generates turnover of around €2.5 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.

The Axereal cooperative model is tailored to invest in the processing of agricultural produce and the creation of value for our cooperative members.

Axereal's main base is France, covering the production area stretching from the south of Paris to the north of Auvergne. It also operates in 13 other countries: Algeria, Belgium, Bulgaria, Croatia, Ethiopia, France, Hungary, India, Ireland, Romania, Serbia, Slovakia and the UK.

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