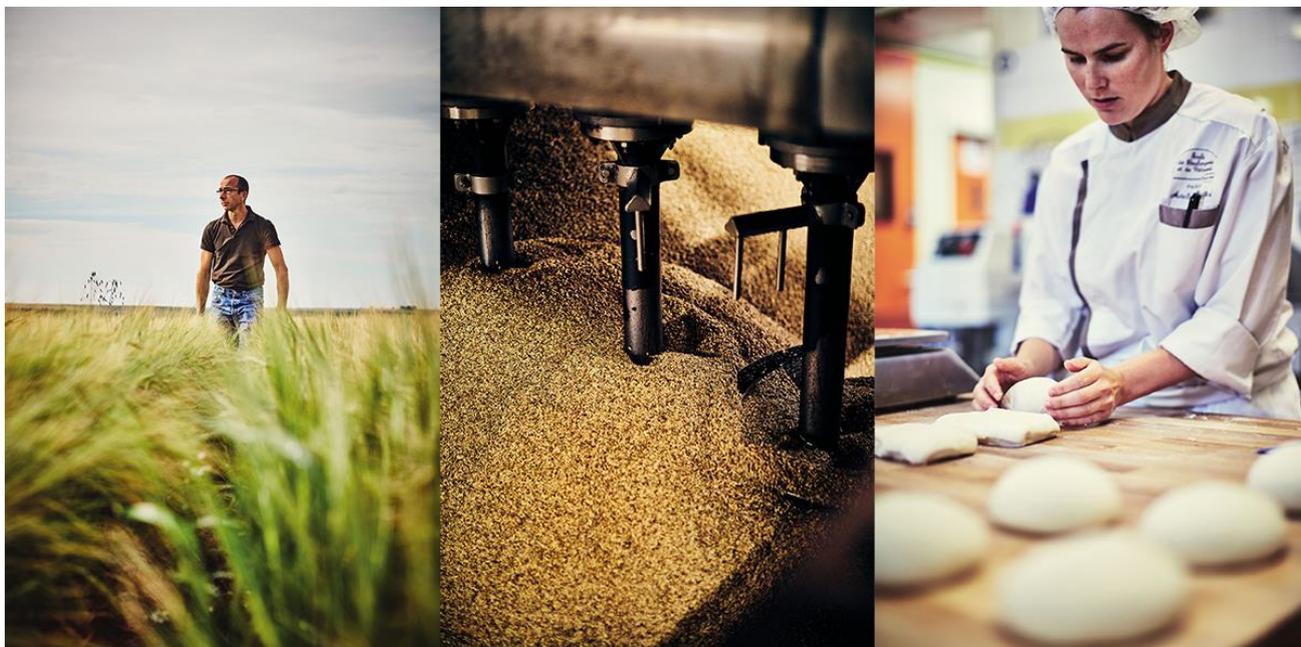


VIVESCIA has teamed up with the photographer, Guillaume Czerw, for a series of photographs called "des Hommes et des grains" (people and grain)

VIVESCIA has enlisted the help of Guillaume Czerw to promote this growing community of demanding and passionate farmers and employees who attend to the grain every day.

You can see the photos on the website deshommesetdesgrains.vivescia.com, which gives an overview of the whole Grain Route, from field to fork.



A deep dive into the lives of the men and women that make VIVESCIA what it is This series features around 50 photos, giving pride of place to VIVESCIA's employees, their meticulous expertise, and their everyday actions at key moments like during the harvest, when malting barley, or preparing pastries. More than just the tale of their everyday lives, "des Hommes et des grains" is also a tribute to the mastery, know-how, and passion that drives them. Over the last few years, VIVESCIA has sought to develop demanding artistic and photographic collaborations to establish a connection between those who sow, cultivate, produce, and process the grain with those who consume and enjoy it.



A choice guided by Guillaume Czerw's distinctive and sensitive style

When he presses the shutter release button, his objective is always the same: to reflect the essence of an object, an action, or an encounter by highlighting the contrasts and playing with the light.

Guillaume Czerw, who followed VIVESCIA's teams from June to October 2018 gives his take: "I love discovering new worlds. I already knew the bakery industry, but I had never done such a wide-ranging photo report, from farming to industry. What do they have in common? They are ultimately both very technical professions, which meant I really had to understand them to reconcile the photo shoot with the aesthetic criteria. What struck me was how special the cooperative model is – everyone's really working together, whether they're a small outfit or a big business. They also share a strong interest in grain," he adds.



About Guillaume Czerw

The photographer, Guillaume Czerw, has always been fascinated with the art of living. An adopted Parisian, trained at the Effet school, he perfected his photographic technique in the world of interior design. Various encounters and experiences led him to the field of food photography, which became his speciality. Now he divides his time between the studio and in the field, depending on the orders and reports that he produces for companies, publishers, and the press.

About VIVESCIA Group

VIVESCIA is an international, cooperative farming and food processing group, with 7,500 employees in 24 countries, generating revenue of €3.2 billion. Specialising in producing and adding value to grain through food applications, VIVESCIA is owned by 11,000 farmers from the north-east of France.

As the leading French grain cooperative, VIVESCIA is committed to taking care of grain, from field to fork. 1 in 10 croissants in Europe is produced by our group; 1 in 10 beers worldwide is produced with our malt; Francine, the leading flour brand on the French market, is an integral part of the cooking experience for millions of French families. Every day around the world, thousands of consumers enjoy delicious sweet and savoury snacks together in our 350 Délifrance restaurants.

Over the last 90 years, a Grain Community has emerged, driven by the same entrepreneurial ambition to further their mission: to nourish people. Every day, VIVESCIA's farmers and employees undertake to innovate for more sustainable farming and food. www.vivescia.com

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