

TRANSITIONS

Promoting low-carbon regenerative farming,
supporting soils and biodiversity

VIVESCIA and its partners announce the launch of TRANSITIONS, an all-new programme for France on an unprecedented scale, with some 1,000 farmers involved by 2026!

TRANSITIONS is a ground-breaking practical programme to support farmers in North-East France. It represents a unique cooperation between upstream and downstream sectors. By sweeping away the financial and technical barriers, it will promote the development of regenerative farming, with its benefits for the planet, the climate and biodiversity and involve 1,000 VIVESCIA farmers by 2026.

A high-impact programme: we have to adapt the way we farm to make the soil more resilient and enable it to store more carbon, to minimise greenhouse gas emissions from fields and to make farms more profitable and secure their long-term future. TRANSITIONS is all about limiting the risks for farmers who choose to adapt their methods without cutting their production, doing things on a bigger scale and getting all the different parties in the value chain speaking the same language. As regards cutting carbon, TRANSITIONS has set itself on a path to reduce greenhouse gas emissions by 20% by 2030.

Christoph Büren, President of VIVESCIA Group, said “TRANSITIONS is motivating manufacturers of plant-based products and grain industry players to work together. It conveys the optimistic and positive vision of an entire collective that believes farming can be pro-active and sustainable while achieving great results. Alongside Avril and its subsidiary Saipol, Tereos, Roquette, our VIVESCIA Industries businesses, and our customers and partners, whose ranks continue to grow, we are today launching a movement with and for farmers. It’s a movement with a natural vocation to be replicated in and adapted to other locations, in France and beyond.”

A programme to bring together the plant and grain sectors, upstream and downstream: to make the agri-food transitions a success on a large scale, it is vital that we all work together jointly and pool the costs. **Avril and its subsidiary Saipol, Roquette and Tereos** [see their statements below] have chosen to become part of TRANSITIONS from its inception alongside VIVESCIA Industries’ businesses – **Grands Moulins de Paris and its Francine and Campaillette brands, Malteurop, Délifrance and Kalizea** – to achieve the 2030 carbon commitment pathways (SBTi, SNBC¹) and secure supply chains in the face of climate risks and the threats to biodiversity.

¹ SBTi: The Science Based Targets Initiative (SBTi) was created following the Paris Agreement by a number of global institutions including the UN. Today, it is the benchmark for corporate target-setting <https://sciencebasedtargets.org/>
SNBC: France’s national low-carbon strategy, currently being revised.

Innovative by its agronomy-based approach, the support it offers and its business model, TRANSITIONS will begin in time for the 2024 harvest.

Franck Leroy, President of the Grand Est Regional Council, welcomed the programme, saying as part of his speech at the TRANSITIONS launch, “The ambitious and innovative TRANSITIONS project that VIVESCIA and its partners are initiating will be funded in various ways, in particular through supply chain bonuses granted within VIVESCIA’s value chain and farming ecosystem and public-sector support in recognition of environmental services and their co-benefits. This excellent initiative will serve as a role model for other locations in the Grand Est region, which will benefit from the lessons learned and solutions identified by VIVESCIA. By developing farming systems that minimise the use of fossil fuels and synthetic fertilisers, this project will contribute to France’s resilience and food sovereignty, improve water quality, promote biodiversity, cut carbon emissions and make farming a more attractive career. Consequently, the Grand Est region is delighted to support the TRANSITIONS project, whose aims match our own agricultural and environmental policies.”

“VIVESCIA’s initiative provides a solution for numerous priorities that farmers cannot tackle alone. It combines the need for substantial support to ensure the success of the agro-ecological transition with the important collective and regional dimension, alongside individual action. Consequently, VIVESCIA’s status as a cooperative is a considerable advantage, topped off by its commitment to involving both farmers and food processing businesses,” said **Philippe Mauguin**, CEO of INRAE.

The four principles underpinning TRANSITIONS:

① a robust foundation of agronomic knowledge on every farm, making each one an “individual, connected system”.

Savine Oustrain, Director of Research and Innovation, VIVESCIA Cooperative, said, “The systemic approach that has guided our thinking as we have built up the foundation of agronomic knowledge for TRANSITIONS is undoubtedly an essential step in enabling farmers to improve their technical and financial results and their environmental performance. Our agronomic expertise, built up over the years for all the different soil and climate conditions encountered in our region, has equipped us to offer a foundation of knowledge which is accessible to numerous motivated farmers. At the same time, the specific support it offers makes it ambitious.”

This foundation of knowledge is built of three parts – soil health, low-carbon (cutting greenhouse gas emissions and sequestering carbon in soil) and biodiversity – based on scientific standards recognised by the French authorities (low-carbon label for field crops, EC level 2 and HEV) and work by VIVESCIA and Earthworm. It will of course evolve as knowledge develops. In addition, it is the results achieved, rather than the efforts made, that will be measured. Farmers must be able to choose their farming processes according to their own soil and climate conditions and business plan. TRANSITIONS will recognise both progress and results.

“This is not yet another set of specifications for a specific crop or plot, it’s a foundation of technical knowledge spanning the entire farm, and therefore the only real way to judge progress,” said **low-carbon project manager Armand Gandon**, who is responsible for coordinating the programme for upstream farming activities at VIVESCIA Cooperative.

Earthworm² is one of the programme's founding partners: the agronomic expertise that VIVESCIA has thanks to its two dozen agronomists and specialists, its research programmes and its AgroSol club, combined with Earthworm's recognised soil expertise, have been the keys to success in designing the programme's foundation of technical knowledge and support mechanisms. Earthworm will continue to back the project throughout its duration.

② **For farmers: significant financial support** which goes beyond simply covering the cost of agronomic and technical measures and **a more intensive programme of practical support, the essential key to success**, in the form of a multi-year, individual and collective training programme.



Consequently, TRANSITIONS is financially attractive to farmers. They receive an initial bonus per tonne of grains which, unlike under standard supply chain contracts, applies to all the crops they grow on their farms, because the programme is committed to adding value to everything the farmer produces. Payments (ranging from €100 to €150 per hectare per year) vary according to the performance achieved and the crop grown.

The support and training programme offered to the farmers has also been designed to limit the risks to which they are exposed and make the transition as easy as possible for them. Some thirty staff from the VIVESCIA technical sales team have volunteered to support the farmers involved in the programme, and they are currently being trained using specific plans. They will be assisted by agronomy specialists, who will also receive training in this farm-wide approach.

AXA Climate³ is one of the programme's technical partners: as a specialist insurer with experience in the effects of climate change on agricultural production, Axa Climate has the skills required to work with us, building a new model of insurance to cover the risks of the agricultural transition, enabling it to accelerate.

③ **Digital tools and reliable data, the cornerstones of the TRANSITIONS programme**

The progress made by the farmers and its environmental impact are measured by way of robust, proven and independent scientific methods, using an efficient, auditable ecosystem of digital tools.

The key challenge as regards data is to standardise formats, by using a common tool to collect raw data from farmers and guarantee its traceability. This standardisation makes data processing smooth and reliable. The ecosystem also includes a satellite imaging tool managed by a partner, KERMAP. It is used to measure the duration of soil coverage and also offers standardised tools for measuring carbon sequestration in soil and tools for measuring greenhouse gas emissions. Our food processing customers can use this data in their non-financial and CSR strategy reporting, choosing the format that best fits the standards to which they work.

² To find out more about the partnership with Earthworm and the company's role: see the statement by Bastien Sachet, CEO, below

³ To find out more, watch the video from Axa Climate at [vivescia.com](https://www.vivescia.com)

“Involve, support, progress and reward: these are the important steps we need to achieve to set the virtuous circle of the TRANSITIONS Programme in motion! For this, VIVESCIA can look to its expert teams, and the new technologies that enhance their skills.

Together with our partner WIUZ, we have designed a platform that meets the needs of the entire value chain, from our farmers and the cooperative to our food processing customers,” said Julien Roy, strategic projects and innovation director, VIVESCIA Cooperative.

WIUZ⁴ and KERMAP are two of the programme’s technical partners: these agri-tech startups add value to data from farms, providing tools to assist in decision-making and guarantee strict traceability for the measures put in place under the programme.

④ A business model based on pooling costs, mainly financed through supply chain bonuses, led by upstream businesses and VIVESCIA Industries’ manufacturing subsidiaries.



The same three-year commitment across all levels of the value chain

This year, in time for the 2024 harvest, some 200 VIVESCIA member-farmers have joined TRANSITIONS, committing to be involved for three years, as have Avril / Saipol, Roquette and Tereos, together with VIVESCIA’s manufacturing businesses – Grands Moulins de Paris (milling) with its Francine and Campaillette brands, Malteurop (malting) and Délifrance (bread, viennoiseries, pastries and frozen products). By 2025, we’re expecting 500 farmers to be involved, and by 2026, 1,000 or even more.

Everything begins here!

⁴ To find out more, watch the video from Wiuz on vivescia.com



WATCH
THE VIDEO
AT **VIVESCIA.COM**

**TRANSI
TIONS**
EVERYTHING
BEGINS TOGETHER

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About VIVESCIA

VIVESCIA is an international, cooperative farming and food processing group with 6,700 employees in 24 countries, generating revenue of €3.8 billion for the year ending 30 June 2022. Specialising in producing and adding value to grain, VIVESCIA is owned by 10,000 farming entrepreneurs from the North-East of France.

VIVESCIA is committed to taking care of grain, from field to fork, thanks to a collective of men and women who are committed to sustainable plant-based food industries. The Cooperative and its agricultural subsidiaries collect 3.6 million tonnes of grain every year; one in 10 beers worldwide is produced with our malt thanks to Malteurop's expertise. Our Francine flour can be found in one in three French households. Grands Moulins de Paris works with nearly one in three French bakers every day. Thousands of consumers enjoy sweet and savoury treats in France and around the world thanks to Délifrance's croissants, patisserie, viennoiseries and bread. We also have expertise in the milling maize industry, with Kalizea; in animal nutrition, with Nealia; and in biotechnology and plant chemistry with ARD.

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The VIVESCIA Cooperative and its farmers, with the support of the companies of VIVESCIA Industries, would like to thank all their financial, institutional and technical partners who have made the decision to get involved in the TRANSITIONS programme.

 **Christophe Beaunoir,**

Managing Director of Saipol,
subsidiary of Avril

«The Transitions programme is a natural continuation of the OleoZE initiative, where we champion fair compensation for farmers as they transition their practices. Agriculture holds solutions to the challenge of climate change, which is why we're enthusiastic to be joining forces with VIVESCIA – our long-standing partner in the rapeseed and sunflower industries – to contribute to this initiative. Together, we aim to build more sustainable and resilient value chains alongside our partners from plant industries. With this programme, we continue to introduce tangible actions that bridge the gap from farm to fork – in line with Avril's purpose, 'Serving the Earth' – connecting farmers to consumers and driving progress in the entire value chain.»

 Watch a video of the full interview
on [vivescia.com](https://www.vivescia.com)

About Saipol

Saipol, a subsidiary of Avril, is a European leader in oilseed processing (rapeseed and sunflower). A key player in the major agricultural, food and energy transitions, Saipol develops added-value solutions based on edible vegetable oils, protein-rich oilcakes and low-carbon renewable energies. Saipol's brands and solutions are designed to support both the energy transition (OleoVE, Diester, Oleo100) and the food transition. They contribute to a regenerative economy that finances the agricultural transition, including agriculture's role in carbon sequestration (OleoZE), while ensuring food security worldwide. Saipol employs 600 people in France and has five production sites, four of which run on carbon-free energy.

To find out more: saipol.com | Twitter X @Saipol_officiel | LinkedIn Saipol (Avril)

About Avril

Avril is the industrial and financial leader in the French vegetable oil and protein sector. Created on the initiative of the farming world, the Group's growth over the past 40 years has been based on a unique value creation model: it reinvests all its profits from industry back into French farming. Convinced of the potential of high-protein oilseeds, with the support of its subsidiaries, Avril is developing innovative and sustainable solutions to feed and help decarbonise the planet. Driven by this commitment, Avril strives to achieve its goal of becoming the leading plant processing group by 2030, while staying true to its purpose, "Serving the Earth", and advancing the agricultural, food and environmental transitions.

Avril combines two complementary business lines, which are the strength of its model; a long-standing business as an investor that helped to shape the agri-food sector; and a plant-based food manufacturer that controls the value chain from seed to finished product. With businesses in human food, animal nutrition and expertise, renewable energies and green chemistry, Avril is developing a portfolio of leading brands and subsidiaries, both in France and around the world.

With operations in 19 countries and 7,400 employees on 73 production sites and sales offices, Avril posted sales of €9 billion in 2022.

To find out more: avril.com | Twitter X @Avril | LinkedIn Avril

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Xavier Galliot,
Sustainable Development Director,
Roquette Group

«We are delighted to join the TRANSITIONS programme alongside VIVESCIA, because we share common values and ambitions. At Roquette, we are committed to fighting climate change, developing regenerative agriculture, and being grounded in the regions we operate in. The TRANSITIONS programme is based on a very advanced, systemic agronomic foundation, which shows that it is possible to innovate and pool our efforts within the sector. In the long run, it could be replicated in our various markets around the world. Thanks to this programme, together we will create a more sustainable and resilient agri-food sector.»



Watch a video of the full interview
on [vivescia.com](https://www.vivescia.com)

About Roquette:

«Offering the best of nature»

Roquette is a family-owned business, a global leader in plant-based ingredients, a pioneer in plant proteins, and a major supplier of pharmaceutical excipients. Founded in 1933, the group currently has operations in over 100 countries, generating revenue of about €5 billion and employing more than 8,000 people worldwide.

For decades, we have drawn inspiration from life and nature. Through our natural raw materials, we are crafting an entirely new form of gastronomy based on plant proteins; we create pharmaceutical solutions that play a key role in medical treatments; and we develop innovative ingredients for the food, nutrition, and healthcare markets. We strive to fully unleash nature's potential to enhance, heal, and save lives. Driven by an unwavering commitment to innovation and a long-term vision, we are dedicated to improving the well-being of people all over the world. Sustainable development being central to our concerns, we endeavour to take great care of natural resources and the environment. We are determined to create a better and healthier future for all generations.




 **G rard Clay,**

Chairman of Tereos's Board of Directors

«The TRANSITIONS programme aims to develop resilient farming systems that are environmentally friendly and better suited to the changing climate. Our goal is to be at the forefront of this new regenerative agriculture, both for our cooperative members and our customers. We should soon be able to offer our customers a «TRANSITIONS» solution, while ensuring that the farmers involved are compensated appropriately for their efforts. Tereos was interested in this programme for two reasons: firstly, due to the deployment of farming techniques on beet and alfalfa, enabling us to directly process crops grown by our cooperative members as part of this programme. Secondly, Tereos is eager to process grain cultivated as part of this programme, so we can offer our customers starch products made in accordance with the principles of regenerative agriculture. As such, Tereos has pledged to purchase «TRANSITIONS» wheat from the next three harvests.

Thanks to this alliance, our end customers will benefit from products made using environmentally friendly, biodiversity-friendly methods.»

 Watch a video of the full interview
on [vivescia.com](https://www.vivescia.com)**About Tereos**


Tereos is a cooperative group with 11,200 members and recognised expertise in processing sugar beet, sugar cane, alfalfa, grain and potatoes. Thanks to its 43 production sites, operations in 15 countries and the commitment of its 15,800 employees, Tereos supports its customers as closely as possible to their markets with a wide and complementary range of products. In 2022/23, Tereos generated €6.6 billion in revenue.





Bastien Sachet,
CEO of Earthworm Foundation

« A year ago, at the Châlons fair, we emphasized with VIVESCIA that the transition to regenerative agricultural practices cannot be the responsibility of a single player, because it's a systemic issue. Following a year of work – a joint effort by Earthworm and VIVESCIA – we are extremely proud to launch the Transitions programme. We are proud, first of all, because it is an unparalleled collaborative effort by brands, manufacturers, and regional stakeholders all working together with a focus on the farmer and soil health. Secondly, we're proud because, by involving 1,000 farmers over a three-year period, Transitions is scaling-up agricultural practices well beyond the pilot stage, enabling a significant impact in terms of climate, water, biodiversity, and economic resilience. Lastly, we are proud because the approach is centred around the farmer, who remains in control of their system and receives solid technical and financial support, which reduces their exposure to risk and encourages them to change their practices.»



Watch a video of the full interview
on [vivescia.com](https://www.vivescia.com)

About Earthworm Foundation

Earthworm Foundation is an international non-profit organisation dedicated to regenerating soil and forests. Earthworm works with all players in the value chain – retailers, brands, manufacturers and farmers. We have more than 280 employees worldwide, with projects in 75 countries. In France, Earthworm Foundation has set itself the target of transitioning 10,000 farmers to regenerative agriculture, covering 1 million hectares, and raising €50 million in financial incentives for farmers between now and 2025.

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