

TRANSITIONS is building on its momentum and consolidating its driving role as the first impact-driven programme in Europe to support regenerative, low-carbon agriculture that promotes soil health and biodiversity

On 2 October 2025, during the second edition of its annual seminar, TRANSITIONS brought together nearly 160 participants — including *farmers and financial, scientific, and technical partners* — on UniLaSalle's Campus in Beauvais, north of Paris. The event was an opportunity to review the programme's progress and discuss the outlook for the future.

With a spirit of **cooperation, cross-sector dialogue, and innovation**, the collective journey continues. **TRANSITIONS is gaining momentum!**



Numerous speakers contributed to the discussion throughout the seminar, illustrating their collective commitment to the programme.

You can find the full agenda and list of speakers [here](#).

VIVESCIA AND NORIAP COOPERATIVE GROUPS ARE STEPPING UP AND EXPANDING THEIR COMMITMENT TO THE TRANSITIONS PROGRAMME:

■ TRANSITIONS by VIVESCIA

- The programme continues to scale up with **150 new VIVESCIA cooperative farmers** signing up for three years. In total, 570 farmers are now part of the programme, providing **500,000 tonnes of grain and oilseed annually by 2026**.
- The coalition is also growing downstream, with **two new partners —beverage group SUNTORY, and Belgian family-owned frozen bakery group, VANDEMOORTELE —** customers of Malteurop and Grands Moulins de Paris, respectively.



Beverage group, SUNTORY, and Belgian family-owned frozen bakery group, VANDEMOORTELE join the TRANSITIONS coalition.

■ TRANSITIONS by NORIAP

- **The replication of the programme continues apace.** Preparations for the launch are nearing completion with the recruitment of the first farmers across NORIAP's territories: 66 are currently conducting their pre-diagnostics, and nine technicians are being trained with Arvalis.
- New partnerships have been formed, including a recently **signed agreement with the Seine-Maritime Chamber of Agriculture focused on water management**.



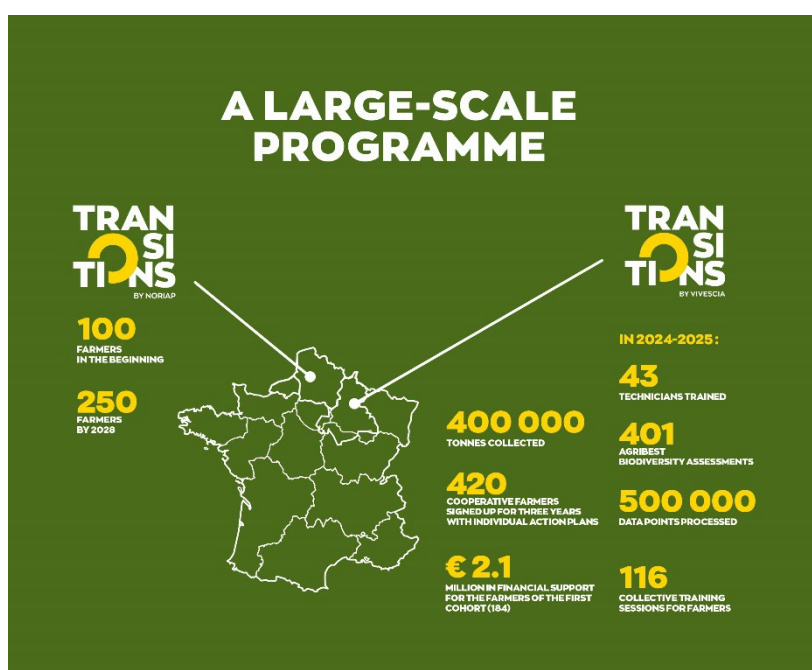
Noriap and the Seine-Maritime Chamber of Agriculture officialise their partnership

FARMER SUPPORT AND DATA MANAGEMENT: THE TWO FUNDAMENTALS OF THE TRANSITIONS PROGRAMME

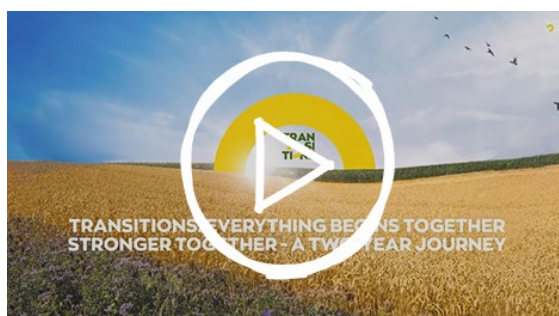
Training and data management have been central to the programme, and they feature among the highlights of the past year. In addition to the financial support, which is essential for mitigating the risk to farmers and compensating them for their efforts, **technical support** for farmers is key to the success of the transition. Over the past year, 116 dedicated training sessions were held for the **420 participating farmers** across the region, and each farmer drafted an **individual action plan**.¹

Data management, the cornerstone of the programme, enabled the **production of the first TRANSITIONS data report**, based on a comprehensive dataset submitted by farmers through the *Vi@parcelle* by *WiuZ* traceability tool. To draft the report, built around TRANSITIONS' four agronomic indicators — duration of soil coverage, reduction of GHG emissions, humified carbon returned to the soil, and environmental certification — nearly 500,000 data points were processed. Partner-customers received a GHG emission factor analysis for each crop.

TRANSITIONS 2024–2025: KEY FIGURES



WATCH THE VIDEO: A LOOK BACK AT OUR TWO-YEAR JOURNEY TOGETHER



¹Support was based on farmers' results and progress: on average, they received €100 per hectare per year for level I (entry-level) and €150 for level II (high-performance) depending on the crops concerned. This premium per tonne of grain exceeds the additional costs of the agronomic measures taken.

About the TRANSITIONS Programme

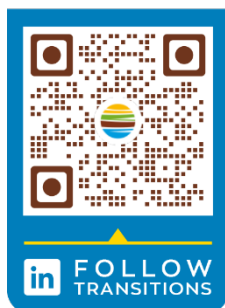
Launched by the VIVESCIA cooperative Group and its partners in 2023, the TRANSITIONS programme — the first impact-driven programme of its kind in Europe — helps farms move towards more resilient, low-carbon farming practices that promote soil health and biodiversity. TRANSITIONS brings together plant and grain industries across the entire value chain in an ambitious, innovative, and robust programme that is aligned with internationally recognised scientific standards (GHG Protocol, SBTi Flag, SAI Regen Ag, etc.) and audited by Bureau Veritas. 1. A systemic agronomic framework that takes into account the soil, carbon, and biodiversity, Transitions was designed at the level of the farm — the only way to guarantee progress. The programme aims to mitigate financial and technical risk for farmers thanks to significant financial support, a collective training plan, and concrete individual support. 2. Coalitions of agri-food and manufacturing customers with technical and scientific partners (see below): only a collective solution will enable us to share the cost of a successful, large-scale transition of agricultural and food systems.

3. A digital chain of trust: The cornerstone of the programme, data is at the origin of a robust data chain whose methodology, pioneering in our sector, is unanimously recognised.



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About NORIAP group

Noriap is a diversified agricultural cooperative group organised into five divisions: crop production, livestock production, eggs, agricultural machinery, and green distribution. It relies on the experience of 1,232 employees working for 8,200 partner-farmers, including 5,700 cooperative members. It covers the departments of the Somme, Oise, Nord, Pas-de-Calais, and Haute-Normandie.

Noriap group's 2024 revenue was €959 million. The group collects 1,380 million tonnes of grain and oilseed, 54,600 tonnes of potato, and it has 165 collection sites.

The Noriap cooperative generates annual revenue of €505 million, providing services to farmers and optimising the value of their crops. It supports its members on a variety of issues, such as agronomy, decarbonisation, value-added crops, and the production of green energy, agrivoltaics, and anaerobic digestion.

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About VIVESCIA Group

VIVESCIA is an international, cooperative agri-food group with 7,100 employees in 25 countries, generating revenue of €4.1 billion for the year ending 30 June 2024. Specialising in producing and adding value to grain, VIVESCIA is owned by 9,500 farming entrepreneurs from the north-east of France.

VIVESCIA strives to take care of grain, from field to fork, thanks to a collective of men and women who are committed to sustainable plant-based industries. The cooperative and its agricultural businesses collect 3.4 million tonnes of grain every year, 2,000 beers are brewed every second worldwide using Malteurop malt. 1 Francine product is purchased every second in France. 1 in 3 French artisan bakers work with Grands Moulins de Paris. Thousands of consumers enjoy sweet and savoury treats in France and around the world thanks to Délifrance's croissants, viennoiserie, patisserie, and bread. We also have expertise in the milling maize industry, with KALIZEA; in animal nutrition with Nealia; and in biotechnology and the plant chemistry ecosystem with ARD.

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