

 **MAÏSADOUR**  
s e m e n c e s



- ① The strength of elite genetics
- ② The strength of our seeds quality
- ③ The strength of farming
- ④ The strength of a powerful and dynamic group



## 5 SELECTION PROGRAMS

- Forage maize
- Early grain maize
- Late grain maize
- Sunflower
- Winter oilseed rape

## 2 EXPERTISE UNITS ASSOCIATED

- Genomics
- Agronomy

Genomics :  
Speed up genetic progress !



8 to 15 years required to develop one hybrid

Read and sort genes

Documenting existing diversity

Develop elite lines

- Collection of 8 000 genetic resources
- 1 biomolecular laboratory
- 300 000 DNA extracts analysed per year
- 10 millions genome analysis

Varietal selection: 15% of turnover | 25% of the workforce

## Agronomy : Genetics progress assessment



Create hybrids  
 Select hybrids per territory  
 by over 20 criteria  
 Define each hybrid ideal's positioning

- **5 locations** in Europe that create, experiment and produce genetic and hybrids
- **230 experimentation station** in Europe
- **300 000** plots
- **34 000 experimental** hybrids
- **1 500 000 notations** per year

Varietal selection: 15% of turnover | 25% of the workforce

## An innovation ready-to-use



Test, produce, register and protect the innovation

- **70 new lines** each year
- **30 new hybrids** launched every year
- **70 new hybrids** files every year in 50 countries

Varietal selection: 15% of turnover | 25% of the workforce



- **EXPERT NETWORK IN EUROPE**
- **HIGH-TECH PRODUCTION PLANTS**
- **HIGHLY DEMANDING QUALITY INSPECTION**
- **MANUFACTURING TECHNOLOGY AND SEEDS PROTECTION**

## Reliability Performance

- **European leader - hybrids**  
of hybrid seeds production
- **20 000 ha**
- **250 hybrids types**  
and 220 parents lines
- **1 European research programme**  
for seed production

## EUROPEAN PRODUCTION NETWORK



Seed production: 40% of the workforce | 500 multiplier farmers



## Permanent investment

Advanced technologies  
Industrial process research

- **4 production plants** in Europe
- **High-tech** processes
- **1 European research program** for industrial processes and seed technology



Maïsadour Semences factory in Moguilev (Ukraine)

Seed production: 40% of the workforce | 500 multiplier farmers

The highest standards on the market

One quality control unit in each production plant.

A unique quality standard for all production units



## A DEMANDING QUALITY CONTROL



A thorough quality control system

Seed production: 40% of the workforce | 500 multiplier farmers



4-level protection to secure productivity

- Fungicide
- Bio-stimulant
- Insecticide
- Anti-dust coating

## MANUFACTURING TECHNOLOGY & SEEDS PROTECTION



Maïsadour Semences' hybrids are highly protected



- **14 INTERNATIONAL SUBSIDIARIES**
- **DIVERSIFIED PRODUCT PORTFOLIO**
- **INNOVATIVE PARTNERSHIP WITH JOUFFRAY-DRILLAUD**
- **NUTRIPLUS AND AGROPLUS PROGRAMS**

## A CATALOGUE OF 250 COMMERCIAL HYBRIDS OUR FLAGSHIP VARIETIES in 2017

### Forage Maize

Mas 12.H FAO 210  
Mas 13.M FAO 210  
Mas 28.A FAO 260  
Mas 26.T FAO 270  
Mas 54.H FAO 540  
Mas 78.T FAO 700



### Grain Maize

Mas 23.A FAO 240  
Mas 24.C FAO 250  
Mas 29.T FAO 260  
Mas 34.B FAO 270  
Mas 40.F FAO 300  
Mas 56.A FAO 320



### Oilseed Rape

LOKI Early  
REGIS Semi-early



### Sunflower

Mas 83.R Linoleic  
Mas 86.OL HO  
Mas 80.IR Clearfield  
Mas 92.CP Clearfield Plus  
Mas 85.SU TBMT



A comprehensive offer for farms profitability

**Agroplus**

To increase  
**field-crop profitability**

## 1/ Tools & Services

- Precosem
- Mas-Pilot

## 2/ Seeds

- Maize
- Sunflowers
- Colza

## 3/ Cover crops



**Nutriplus**

To increase  
**cattle profitability**

## 1/ Tools & Services

- Precosem
- Mas-Pilot
- Silo Diag

## 2/ Seeds

- Maize silage
- Alfalfa
- Feed mixtures

## 3/ Additives

## COMMERCIAL PRESENCE THROUGHOUT EUROPE

**14** subsidiaries

**250** sales representatives,  
marketing and agronomists

Selling in more than **40** countries

Turnover: **€ 126** million



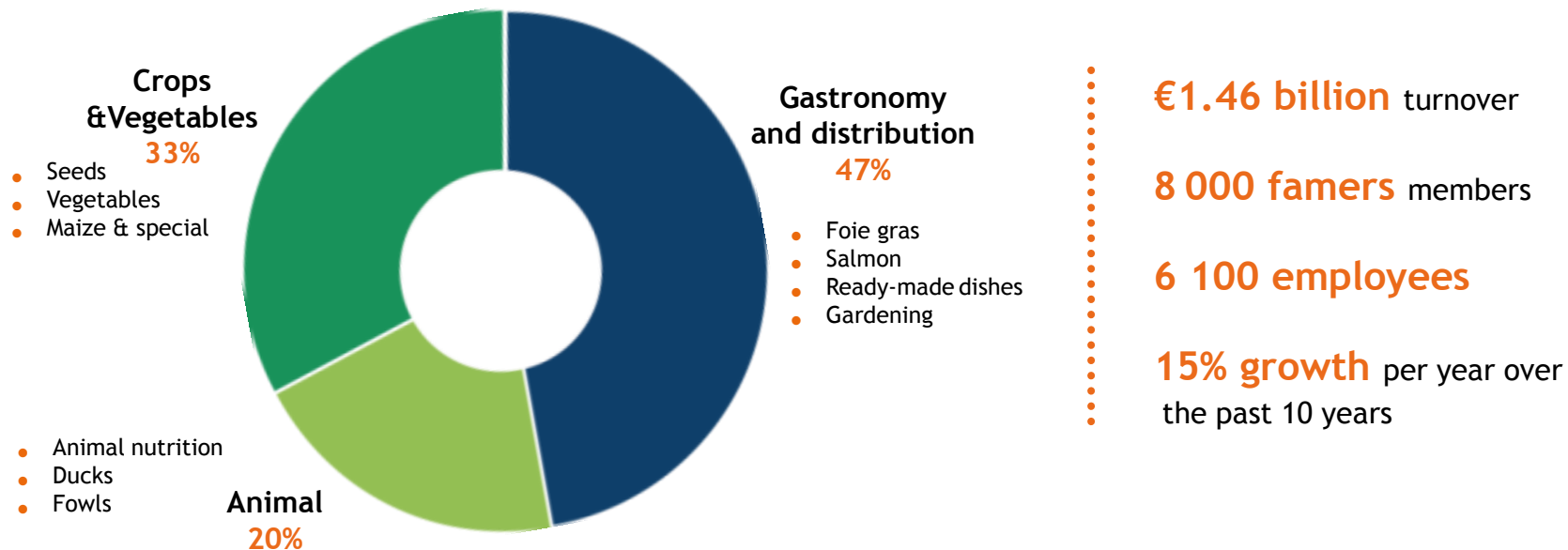
A comprehensive offer for farms profitability



- **#1 COOPERATIVE GROUP IN SOUTH OF FRANCE**
- **INDUSTRY EXPERTISE**
- **INTERNATIONAL DEVELOPMENT**



## #1 COOPERATIVE GROUP IN SOUTH OF FRANCE



Dynamism for today and for tomorrow

## COMPREHENSIVE INDUSTRY EXPERTISE FROM THE PITCHFORK TO THE FORK

Seeds



Agricultural supplies,  
vegetables, cereals



Animal nutrition



Breeding



Consumer products



**Dynamism for today and for tomorrow**

