

OUR COMMITMENTS



"The whole purpose of our Group is to create value for our members and employees. Maisadour thereby contributes to the sustainability and development of the economic and social fabric of an area: the South-West of France."

TO MEET THESE AIMS, OUR GROUP:

- *Is developing an effective system to tune into and understand the economic context, in order to steer our members' production towards the most attractive markets.*
- *Is innovating and distributing technologies that are likely to increase the competitiveness of all our members' business segments and to promote their sustainable development.*
- *Is focussing on business activities, including worldwide ones, in which it is able to obtain strong competitive positions, in order to create value in its home area.*
- *Encourages any initiatives and alliances that are likely to focus large financing capacities on its investment decisions, particularly downstream of its business segments where it has a portfolio of strong brands.*

Our Group is responsive and devotes all its efforts to sustaining its long-held aims that remain its main priority: promoting local animal and plant-based production taking place in its portfolio of activities, including maize-based systems.

In the future as in the past, the Group wants to show that economic performance is compatible with cooperative ethics, and that this concept encourages mutual and loyal commitments to be met.

AS PART OF ITS RELATIONSHIP WITH ITS MEMBERS AND EMPLOYEES, THE MAÏSADOUR COOPERATIVE GROUP:

- *Encourages collective attitudes guaranteeing its customers a quality commercial offer.*
- *Supports ways of sharing the value created which meet the Group's need for financing and autonomy, as well as the sustainability of operations, the establishment of young farmers and the promotion of employees.*
- *Preserves a climate of trust that is based on fair dealing, solidarity, pride in belonging to the Group and therefore the promotion of its image.*

With regard to its customers, the Maisadour Cooperative Group is constantly strengthening its image of reliability. With this in mind, the Group undertakes to provide any information required on the quality of its products and services.

Aware of its general interest tasks, the Maisadour Cooperative Group operates by choosing organisations that are responsible in their own environment. The Group takes all the necessary steps to mobilise partners that have the same end goals, around the overarching project.