



ACT TOGETHER
FOR A CHANGING
AGRICULTURE

masseeds[®]
ACT TOGETHER FOR A CHANGING AGRICULTURE

The history of
MAS Seeds®
in 6 key dates

1949

Started seed production under the name of «Coopérative de Blé des Landes», later becoming Maïsadour Cooperative in 1973.

1962

Established an R&D station for hybrid maize, followed by one for hybrid sunflowers, in 1981

1999

Creation of Maïsadour Semences SA, already owning several subsidiaries in Europe : Germany, Italy, Benelux, Portugal and Spain

2016

Beginning of species diversification

2019

Acquired a research program on tropical corn in Mexico

2023

«Act Together for a Changing Agriculture»

GROUNDED and soaring

For 75 years, MAS Seeds® positions itself as a key player in Europe, by being experts in everything seed related. Integrated within the Maïsadour group, a cooperative bringing together 4,800 farmers in the southwest of France, sustainable innovation is at the heart of MAS Seeds® strategy.

R&D at the Core of Our Strategy

Founded in 1949, while France is undergoing an agricultural expansion, Maïsadour's seed activity thrived thanks to a bold strategy of research and development initiated in the 60s, marked by the inauguration of the first R&D

center for hybrid maize. Its international expansion began in 1989, and today, MAS Seeds® manages 10 research stations, 4 global industrial sites, and 13 subsidiaries, providing over 50 countries with innovative, sustainable, and high-quality seeds.





880
Employees



13
Subsidiaries



210
M€ Turnover,
80% of which is
outside France



10
Research
stations



3
Factories for
hybrid seeds



1
Factory for
crops for
diversification



8
Main crops and
over 250 varieties
or mixtures



Innovation as a Response to the Imperatives of Changing Agriculture

Committed to farmers in a demanding environmental and societal context, MAS Seeds® has focused its R&D efforts for several years on developing more resilient seeds. The goal is clear: to preserve the environment, ensure crop security, optimize yields, and secure the future of farms. With this vision, MAS Seeds® actively involves all its teams to provide an innovative and sustainable seed portfolio, along with enhanced services, to meet the modern issue of agricultural world.

MAS SEEDS® SOWS the seeds of tomorrow's agriculture!

10 %

of MAS Seeds® revenue is dedicated to research and development to confront new challenges found in agriculture.

We work every day to face the greatest challenge of the coming decades: to offer sustainable agriculture, that preserves the environment, while increasing yields and production quality to feed a growing population and ensure the sustainability of farms.



The solution will come from innovation

The growth of the global population requires the development of agriculture in the face of limited arable land and the challenges of climate change. We believe that the solution lies in the combination of new innovative varieties cultivated with regenerative agricultural practices.

We have R&D teams dedicated to these genetic and agronomic levers, conducting trials from the west of France to Eastern Europe, to select innovative varieties and design agroecological solutions.

MAS Seeds® one of the top 20 most climate-friendly companies



MAS Seeds® is recognized among the top 20 most eco-responsible seed companies in Europe in 2021 by European Seed, acknowledging its contribution to sustainable agriculture and its innovations for drought-resistant seeds.

Cultivating a Socially Responsible Company in MAS Seeds®

We aim to embody excellence in societal and environmental responsibility, through our product innovation and internal practices. In a world where climate and environmental challenges demand concrete and immediate actions, MAS Seeds® positions itself at the forefront of agricultural transition.



Our researchers select robust, diversified crops adapted to climate variations, that secure the production and income of farmers, while preserving the environment. At the same time, we develop regenerative agriculture practices in collaboration with farmers and local stakeholders. These initiatives, combined with methods promoting energy efficiency in our factories, support sustainable seed production.

In addition, MAS Seeds creates values for the regions and ensures the company's sustainable growth by managing its resources, investments and operations in a sustainable manner. Finally, we promote inclusivity and diversity within our teams, ensuring safety for all and offering training programs for employee development.



With the agroecological transition, the current agricultural model needs revising. Being the first link of the food chain, seeds play a crucial part. At MAS Seeds®, we are developing our proposal with diversifying crops in mind, while researching maize and sunflower seeds that are more tolerant towards to water stress and diseases.

Pierre Flye Sainte Marie,
CEO of MAS Seeds®



A SEED PORTFOLIO, diversity and resilience of the highest quality

By producing superior quality seeds in Europe, MAS Seeds® proposes a very broad range of crops and varieties: temperate and tropical maize, sunflower, cover crops, soybean, alfalfa, winter oil seed rape, and forage mixtures. Its R&D and breeding efforts have given rise to a new generation of seeds suited towards the transition of changing agriculture.



8
main crops and more than

250
varieties or mixtures



Varieties designed to adapt

The **WATERLOCK** and **GREEN+** labeled corn varieties, just like the **HelioSMART** and **NORUST** labeled sunflower varieties, benefit from greater resilience to stress, particularly to drought and diseases.

MAS Seeds® also owns additional crops for rotation: the **MAS4** range of cover crops and forage mixtures, soybean, alfalfa, and winter oilseed rape.



The right variety in the right place:

we support you in all fields!

↓ Your seeds: the result of our agronomic engineers

Agronomy becomes crucial with climate change, as each seed has specific needs according to its environment. Across 300,000 micro-plots distributed in 230 locations worldwide, our agronomic engineers select, test, and research in real conditions the ideal varieties, precisely adapted to the requirements and needs of each client.

↓ Tailored advice from our sales teams

Our teams make over 3,800 visits per year and collaborate with more than 1,000 distributors and 3,000 farmers to adapt our seeds to the specific needs of each farm. Our AGROPLUS and NUTRIPLUS services support farmers by selecting the species, varieties, and agronomic practices best suited to their operations, thereby ensuring the success of their crops.

Our clients testify



CLIMATE RESILIENCE

Thanks to MAS Seeds® WATERLOCK seeds, our farm was able to go through a drought period with minimal losses. These seeds have truly proven their capacity to use water more efficiently, thus ensuring the survival of our harvest under difficult conditions.



INNOVATION FOR CROP HEALTH

MAS Seeds® HelioSMART varieties have enhanced our sunflower field, making it more tolerant to the diseases that affect us every year. This has allowed us to reduce our use of phytosanitary products, promoting healthier, more sustainable and more productive agriculture.



SUPPORT AND GUIDANCE

The MAS Seeds® team was by our side to help us select the best varieties suited to our soil and climatic conditions. Their tailored advice not only allowed us to improve our yields but also to enhance the health of our soil thanks to the MAS4 cover crops.



ACT TOGETHER FOR A CHANGING AGRICULTURE

The MAS Seeds® signature reflects its deep commitment to agriculture, rooted in a cooperative tradition. It embodies the ambition of farmers to produce quality crops and upholds MAS Seeds® commitment to innovate and provide solutions for high-performing and sustainable agriculture.

-  We invest in strengthening the resilience and tolerance of plants, allowing them to further adapt to climate change and various biotic stresses.
-  We strive to reduce greenhouse gas emissions by optimizing the use of nitrogen fertilizers and turning agricultural lands into carbon sinks.
-  We preserve natural resources, soils, and biodiversity by developing innovative regenerative agriculture solutions.
-  We work together to improve livestock farming self-sufficiency and ensure the sustainability of farms by offering diversified, sustainable, and high-performing crops.

Farmers,
breeders,
coworkers,
distributors,
partners,

**JOIN US TO ADVANCE
AGRICULTURE**



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Printed on ecological paper made with residues from corn processing, biodegradable and recyclable. June 2024.

A brand of
MAÏSADOUR

