



PRESS RELEASE  
Paris, 11 July 2019



## **InVivo, NatUp and Axéreal announce the creation of**

**This common platform of trade export resources, dedicated exclusively to soft wheat and feed barley, will enable French grain co-operatives to have the best opportunities on the world grain export market.**

**InVivo and the co-operatives NatUp and Axéreal have now signed the creation of a new international project: Grains Overseas, which aims to allow them to pool together certain trade volumes of soft wheat and feed barley to third countries through a more competitive offer while gaining efficiency.**

Its ambition is to export 4 million tons of soft wheat and feed barley per year to third countries. France produces around 37 million tons of soft wheat a year, of which 15 million are exported to countries outside the EU.

This project will make it possible to optimise the supply chain by pooling its shareholders' network of river and sea silos, thus maximising the economic performance of France's international offer. However, it leaves its shareholders free to export outside the platform.

### **Multi-level governance for an agile structure**

Grains Overseas, a subsidiary of the InVivo group, is 60% held by InVivo Grains, 20% held by Axéreal and 20% held by NatUp. A CEO will be appointed soon.

Jean-François Loiseau, president of Axéreal, will also chair Grains Overseas. He states: *"In the face of market developments, we must organise and pool our efforts to meet the needs of international customers in terms of quality and competitiveness."*

For Thierry Blandinières, CEO of InVivo: *"This structure, which is the result of long-term thinking, makes it possible to combine the best skills in trading co-operative soft wheat with third countries, and gives everyone the possibility to continue trading other cereals."*

Patrick Aps, CEO of NatUp, says: *"NatUp's soft wheat is predominantly exported, but let us not forget that the performance of French exports is also a crucial indicator for the balance of the domestic market. Overseas Grains faces quite a challenge."*

### **About Axéral**

Axéral is one of the leading French cereal co-operative groups specialised in growing and processing grains for the brewery, bakery and livestock markets. Axéral brings together 13,000 farmers and 4,000 employees and generates a turnover of around 3 billion euros.

As the leading collector of sustainable grain raw materials, Axéral contributes to a quality food supply and aims to become a leader in the agricultural transition.

With its cooperative model, Axereal naturally invests in the transformation of agricultural production and works to create value for its member farmers.

Present mainly in France on production areas spanning from the south of Paris to the north of Auvergne, Axéral operates in 13 countries (Algeria, Belgium, Bulgaria, Croatia, Ethiopia, France, Hungary, India, Ireland, Romania, United Kingdom, Serbia and Slovakia).

**Learn more [axereal.com](http://axereal.com).**

### **About NatUp**

*NatUp is a farming co-operative group that brings together 7,000 farmers, including 5,000 members based in Normandy, Picardy, Ile-de-France and Eure-et-Loir. The co-operative supports farmers for sustainable and quality production. The farmers entrust their co-operative with the sale of their grain, cattle, sheep and vegetables. The group is composed of 4 divisions: grains, vegetables, fibres and rural distribution. NatUp has 1,550 employees and a turnover of 1.2 billion euros. NatUp was created in December 2018 from the merger between Cap Seine and Interface Céréales.*

**Learn more [natup.coop](http://natup.coop)**

### **About InVivo**

*The leading French agricultural cooperative group, InVivo, brings together 201 cooperatives, uniting nearly 300,000 farmers.*

*InVivo comprises three business divisions - Bioline by InVivo (agriculture), InVivo Retail (gardening and food distribution) and InVivo Wine (wine) - and two transversal entities dedicated to innovation - InVivo Food & Tech and InVivo Digital Factory.*

*Its 2017-2018 turnover amounted to 5.2 billion euros.*

**Learn more [invivo-group.com](http://invivo-group.com) - [@InVivoGroup](https://twitter.com/InVivoGroup)**

### **Press contacts:**

Charlotte de Lattre - InVivo

M. +33 (0)6 01 06 12 74 - [cdelattre@invivo-group.com](mailto:cdelattre@invivo-group.com)

Marion Demouge - NatUp

M. +33 (0)6 27 56 25 65 - [marion.demouge@natup.coop](mailto:marion.demouge@natup.coop)

Chrystele Ivins - Axéral

M. +33 (0)7 86 91 33 83 - [chrystele.ivins@axereal.com](mailto:chrystele.ivins@axereal.com)