



Au nom du bon

PRESS RELEASE

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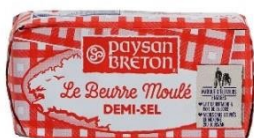
Medals for 3 Paysan Breton products at the Concours Général Agricole 2022

The winners of the Concours Général Agricole (General Agricultural Contest), which took place as part of the Agricultural Show in Paris, were revealed on 1 March. Of the 37 awards in the Dairy Products category, three medals went to products from the cooperative brand Paysan Breton; a distinction the brand has achieved every year and endorsement of the commitment to good, local food which it has upheld for more than 50 years.

Paysan Breton awarded for its outstanding know-how

The Concours Général Agricole (CGA) has been bestowing awards in recognition of the **best products from the French 'terroir'** since 1870. Supported by the Ministry of Agriculture and Food and by CENECA (the French National Centre for Agricultural Exhibitions and Contests), it is one of the oldest, most important and also **most selective agricultural competitions in the world**.

In all, **three medals were awarded to Paysan Breton**, the Laita cooperative's flagship brand:



- The **gold medal** for its **Lightly-salted moulded butter**, the simple, authentic recipe for which has remained unchanged for over 50 years: cream from Brittany and Pays de la Loire, carefully-worked ferments and a touch of salt. It was the no.1 traditional butter on the French market in 2021, growing steadily in a declining market that year, and it continues to attract **35% of French households**¹.



- The **bronze medal** for **Madame Loïk Whipped Cheese with Garlic and Herbs**. With its light, creamy texture perfect for spreading, Madame Loïk whipped cheese is made with milk collected from Breton and Pays de la Loire farms, and garlic and herbs grown in French regions. The Madame Loïk range has always been highly popular with consumers, which is borne out by the brand's excellent performance - sales have increased **300%² in 10 years**, with a 13%³ increase in 2021 while the market overall was in decline.

- Finally, the **silver medal** went to **Paysan Breton 'L'original' Brie Tart** (produced exclusively for the export market): moulded and refined with a fruity flavour, the recipe was developed to appeal to consumers in many different countries.



Chosen by a jury of independent volunteers, half of whom professionals in the relevant sectors and the other half experienced consumers, **these products were recognised for their sensorial qualities and their outstanding taste**.

¹ Source: IRI CAM P 12 2021 et Kantar CAM p8 2021

² Source IRI CAM P 12 2021 et Kantar CAM p8 2021

³ Source IRI CAM P 12 2021 et Kantar CAM p8 2021



A distinction that honours over 50 years of commitments upheld by Paysan Breton

These three medals conferred by the CGA also represent endorsement of Paysan Breton's *In the name of goodness* approach. The brand has been committed to producing good, quality dairy products and contributing to the local economy for over 50 years, both producing the milk and turning it into dairy products.

In addition to its commitment to enhance the value of the milk from its farmers, all of whom are based in Brittany and Pays de la Loire, Paysan Breton has also chosen to insist on French origin for 99% of its ingredients, selecting natural ingredients where possible and banning all artificial colourings, flavourings, preservatives, thickeners and palm oil. By eliminating the outer cartons on Madame Loïk products and introducing the first recyclable butter carton, the brand is striving to reduce the amount of packaging it uses and its impact on the environment.

More about Paysan Breton

Paysan Breton was created in the heart of the Finistère countryside more than half a century ago. A heritage brand favoured by one in two French households, it belongs to Laita, which collects milk from 5,000 producers at 2,660 farms, has a total of 3,100 employees and is the second-biggest dairy cooperative in the West of France. Paysan Breton is different; a fair-trade brand created and managed by and for its milk-producing members. Its close association with the agricultural community is what gave rise to its values of sharing and commitment to the sustainability of the territory. Paysan Breton offers a wide range of products (milk, butter, cheese, crepes, etc.) all made in Brittany and Loire Atlantique from milk produced by its farmer members.

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