

### Editorial

If the 2007/8 campaign was marked by the volatility of the cereals market, it actually delivered maize of very regular quality in our regions.

The rains of August 2007 were followed by an overall warm end to the season which resulted in an even maturity of the harvested cobs.

The good regional returns observed encouraged the enlargement of the growing area of maize in the Champagne-Ardennes, which rose by more than 15%.

In parallel with the increase in area dedicated to maize, we saw marked progress in new maize varieties tested and selected in recent years for their suitability to the needs our industry, especially their resistance to fungal contamination.

For the 2008 harvest, surveys and early indications suggest good grain quality. Once again, maize maturity is about 10 days later than usual due to the effect of lower temperatures since the start of summer.

Furthermore, the harvest schedule and the rigorous drying criteria implemented by our suppliers will ensure the preservation of superior quality.

So, we remain more than ever motivated by the objectives of continuous improvement, as you might note from this new edition of Qualizea!



### New rules on pesticides residues reinforce and align food security in the EU27

On the 1st Sept. 2008 new regulations for pesticides came into force. These new rules harmonize the Maximum Residue Limits (MRL's) for the 27 countries of the EU with the objective of reducing trade barriers.

437 pesticides are listed for maize. A great number of these are not authorized in France or are not used by our suppliers.

Despite this, 107 molecules are analyzed on each lot of maize delivered at our maize mill and 6 times per year our surveillance plan ensures the conformity of our flours and semolina with 600 detailed analyses.

### The benefits of certification to "Agriculture Raisonnée" for the reduction of plant health products.

To promote the reduction of plant health products and to respect new requirements *Champagne Cereales* has been working since 2007 to certify its holdings with national reference to the "Agriculture Raisonnée".

After the decree n°2002-631 of the 25 April 2002, the methods of production detailed in "Agriculture Raisonnée" have been consistently put into practice by some farmers, using the best agricultural techniques and practices which respect the environment, the mastery of sanitary risk, health and safety at work and the well being of animals.

To progress this, *Champagne Cereales* has put into place a specific organization which results in the following actions in conjunction with its members:

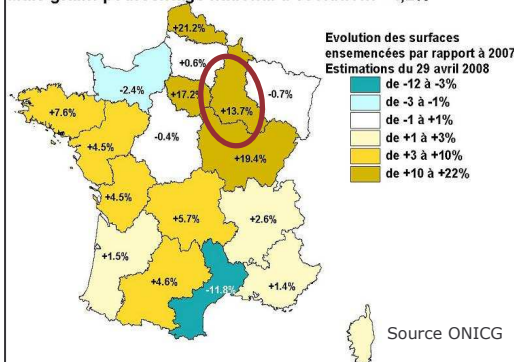
- Access for the agricultural holdings to information and to increased awareness of innovations and the implementation of new rules
- Achievement of precise measurements on the health of crops to allow a reasonable use of the means of protection
- Implementation of practical cultivation which allows the preservation of soils and limits the risk of pollution
- Registration of operations and the products used and maintenance of equipment to guarantee that the rules of use are respected.

### Growing Area of Maize 2008

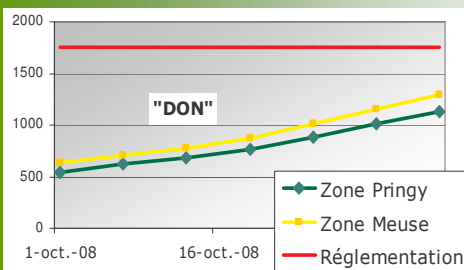
The increase in growing area dedicated to maize is confirmed this year in Champagne-Ardennes with an increase of more than 15% (between 10-30% depending on department).

The region is therefore very much above the national average increase of more than 4%. Therefore, we expect a significant increase in the volume of the harvest.

**Maïs grain: pourcentage national d'évolution: +4,2%**

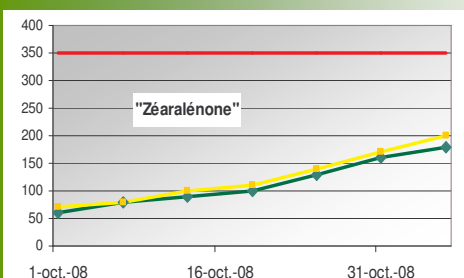


### Estimation\* of the level of mycotoxins in maize as a function of the date of harvest - Campaign 2008



The first predications\* of the risk of DON and ZL are encouraging in our 2 main zones of collection, (Pringy & Meuse).

The risk appears equally low for the fumonisins given the low incidence of moth attack (a vector for the development of fumonisins)



Source: *Champagne Céréales*. Non contractual Information,  
\*Estimation made on 29/09/08, based on current weather forecast.