

Intro

The mastery of the quality and the traceability of our products – the first assurance for food security – is our best response to the new challenges of our society, to your requirements and to those of your clients.

Being part of a major cooperative group and being in close contact with the agricultural world, we strive in all our activities, our commercial dealings supported by agriculture & logistics to participate in the construction of relationships from field to client.

Qualizea has been created with this same objective of reinforcing the link between our raw materials, being the maize grown in the Champagne Ardenne region by our partners, and your finished product.

Three times per year, through this newsletter, we will try to communicate to you some information on the quality of maize likely to be used by our manufacturing site in Pringy.

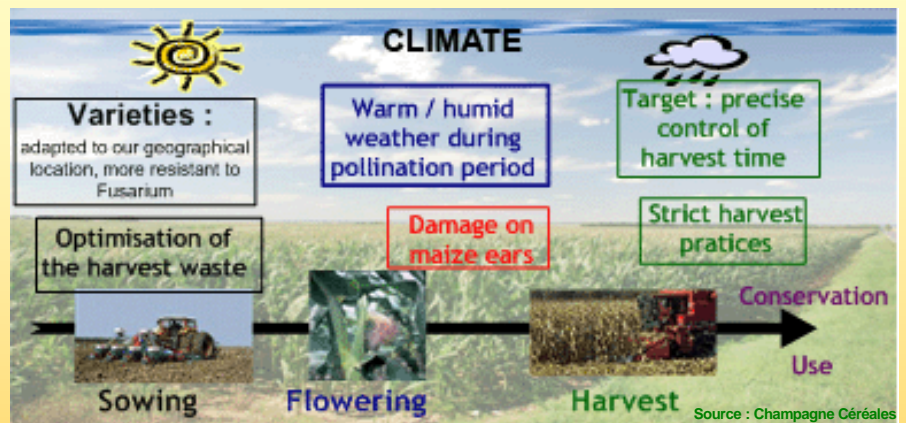
By way of this newsletter we will share information regarding the progress of the harvests, the implementation of, or the experimentation with new agricultural practices, the technical characteristics of the maize, changes in regulations, climatic impact and of testing of new varieties all of which will allow you to anticipate and evaluate, with complete transparency, the impact of the environment on your products.

In addition to our concern to inform you regularly, we hope that this new initiative will increase your confidence in our products and we commit ourselves to a policy of improvement.



Mycotoxins : the contamination is multifactorial

With increasingly restrictive regulations, the management of mycotoxins levels in maize requires the involvement & commitment of the whole supply chain. Our close collaboration with the seed growers, the farmers, the stock holders and the optimization of our process of selection and transformation, permits us to identify the different risk factors and then to take appropriate action.



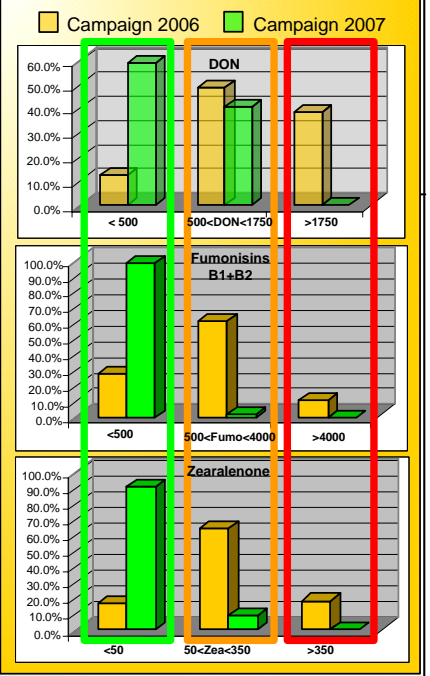
- Independent of our action, the climate remains a major element in the evolution of fusarium, the mould responsible for the production of mycotoxins. Heavy rains and warm / humid weather during the critical pollination period, (beginning July), has an important impact on their development.
- The selection of varieties adapted to our geographical location and more resistant to Fusarium is already giving encouraging results.
- The optimisation of the handling of the harvest waste is an essential element. Poor shredding and ploughing-in will result in poor decomposition of the waste and will serve as a breeding ground for spores during the winter and encourage the presence of Fusarium inoculums for the next year.
- Planning the date of the harvest according to the level of risk for the year has already been put into practice in 2007. It has been shown that this action helps the objective of reducing the level of fusariotoxins by 2 or 3 fold.

Evolution of the planting area of maize

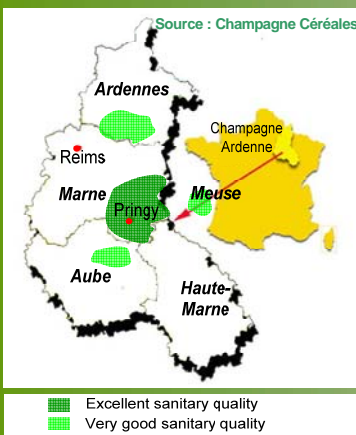
After seeing many years of stability or slow decline the latest estimates anticipate an increase of 10% in the planting area for maize in the Champagne Ardenne region. These encouraging estimates confirm the attraction of this cereal to the farmers in the region. They allow Champagne Mais to pursue its quality agenda from local raw material.



Sanitary quality



Sanitary Quality by zone of collection: 2007 campaign



The analysis by origin of the different silo stores of maize, potentially for use at our site in Pringy, revealed a very good sanitary quality for the 2007 maize harvest and a very big improvement in comparison with the 2006 campaign.

Less than 1% of the maize analyzed had levels of mycotoxins above the regulations and were therefore not suitable for use in our process.

Moreover, the majority of lots had excellent sanitary quality (DON < 500ppb, Fumonisins B1&B2 < 500 ppb, Zearalenone < 50ppb).

Excellent

Good

Refused