

A photograph of two men in a field. The man on the left, wearing a green jacket and glasses, is holding a small plant. The man on the right, wearing a grey jacket, is also holding a small plant. They are both looking at the plants. The background is a blurred green field under a cloudy sky.

BENEFICIAL

&

SUSTAINABLE

A large, stylized graphic of a leaf or seed shape, composed of several curved segments in shades of green and yellow, with a dotted pattern. It is positioned in the bottom right corner of the page.

cérieence
L'AGRONOME SEMENCIER



Cérieence

was born from the merger of Terrena Semences and Jouffray-Drillaud, two Terrena's subsidiaries company, the first French polyculture and mixed livestock agricultural cooperative.

This strategic merger makes Terrena a leader in **the production of maize, vegetables, fodder, cereals and legumes seeds.**

This merger fits perfectly with Terrena's agricultural project of progress through **the research and development of seeds and solutions** that reconcile respect for life with progresses resulting from increased knowledge and contributions of new technologies.

« WITH CÉRIENCE, WE WANT TO SERVE FARMERS, PEOPLE AND NATURE, THROUGH AN AGRONOMY THAT IS SUSTAINABLE AND BENEFICIAL TO ALL. »

Luc Saint-Bonnet
General Manager Cérieence



CÉRIENCE, THE PIONEERING & COMMITTED AGRONOMIST

Today, we all want Farming to be productive, competitive, eco-friendly and sustainable. Farming which provides food to the global population while preserving the soil and our planet and sustaining farms. But saying it is not worthy enough and action is essential too. And we have been acting for over 40 years.

CÉRIENCE, THE EXPERT & INNOVATIVE AGRONOMIST

As pioneers, we have launched innovation programmes and thanks to our research and production teams turned them into real successes that benefit all. Because the solutions we worked on yesterday meet today's needs for a sustainable performance and because the solutions we will working on tomorrow will meet the next challenges Farming will face.

CÉRIENCE, THE FORWARD-THINKING & RESPONSIBLE AGRONOMIST

We believe that only a new agronomic approach will allow Farming to develop sustainably. Legumes, cover crops, seed technologies, bioinputs, biocontrol... we leverage all this new R&D fields to provide farming and agricultural sectors with alternative solutions, sources of decisive progress for the people and our environment.

CÉRIENCE, THE UNIFYING AGRONOMER & CONNECTED TO YOU

Our agronomic approach is human-oriented and cutting-edge. We believe in progress and in people who, through the power of their ideas and their willingness to move forward collectively are in a position to meet the challenges and support the transition to the tomorrow's farming world.





MOVING FORWARD WITH OUR PARTNERS

WE BELIEVE IN WIN/WIN TRADES

Because we are convinced of the strength of collaborative innovation, Cérieence shares its research efforts with many partners to meet the new challenges of agricultural transformation.


CÉRIENCE INNOVATES WITH YOU

- Cérieence, a specialist plant breeder with a clear vision: The agronomist seed producer.
- 30 years of R&D innovation in selective plant breeding, agronomy, production and plant health. (7% of its turnover reinvested in R&D).
- A synergy of development actions with the agronomy and innovation departments of the Terrena cooperative.
- A long-established collaborative research dynamic (INRAe, GIE GRASS, etc.).
- A genuine involvement in inter-professional institutions, research consortia, competitiveness clusters and collaborative projects.

CÉRIENCE VALUES THE POTENTIAL OF COLLABORATIVE INNOVATIONS

Partnerships to drive innovation

- A proven expertise in the technical development of innovations.
- A know-how in the protection of innovations: 180 Proprietary Variety Protection Certificates and 30 Marketing Authorisations and patents.
- A recognized marketing force (own marketing and commercial team and Terrena's subsidiary).



OUR RESEARCH STATIONS

25 employees
20,000 micro-plots
Greenhouses and phytotrons
Spray benches



Balanced and sustainable partnerships

- A co-construction and a co-financing of projects with private actors (breeders, start-ups, established companies) and public actors (INRAe 1st partner).
- 15 projects launched in partnership over the past 10 years.
- A recognized expertise from the agricultural world and a positive image to share.

MOVING FORWARD WITH THE BREEDERS

WE BRING TO YOU AN UNIQUE EXPERTISE

Cérieence offers you a complete range of multi-species seed production services. We adapt to your specifications, we inform you of the progress of your productions from the field to the logistics, we guarantee the quality and security of your seeds genetics.

CÉRIENCE ENHANCES THE POTENTIAL OF YOUR GENETICS

- A team of business experts to support you at every stage, from production to logistics.
- A multi-species expertise (Cereals, Corn, Rapeseed, Sunflower, Legumes, Fodder, Vegetables, ...).
- Two approved testing and certification laboratories for more than 80 species.
- Three specialised high-capacity industrial sites, with 2 seed coating lines.

CÉRIENCE ASSISTS YOU IN YOUR SUCCESS

Productivity and reliability

- More than 150 seed companies around the world have entrusted us with the production of their varieties.
- A network of expert production farmers and invested in the implementation of an agriculture of progress.
- A geographical location favourable to the production of seeds of many species.
- A new R&D dedicated to improving field performance

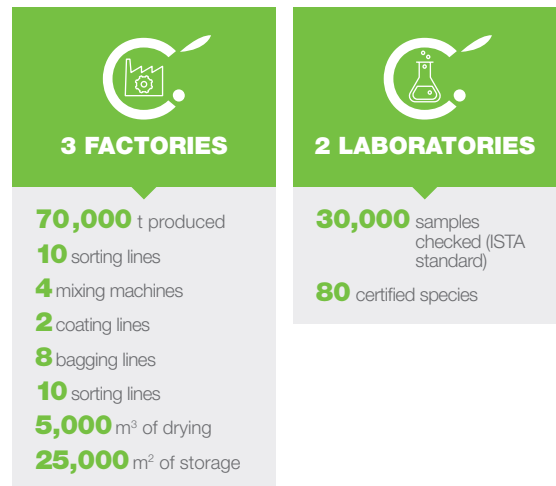
Comprehensive and differentiated offer:

360° SEED SERVICE

- Excellence in managing the production of many species.
- Unique expertise in seed technologies: formulation, application, quality control.
- A certified quality of industrial and logistics services: sorting, sizing, packaging and supply.

Traceability over the entire supply-chain

- A regular update of the progress of your productions in the field and post-harvest.
- " Conselio production " (a collaborative monitoring IT tool) to follow and optimize the agricultural practices of our growers.
- A quality process maintained from A to Z throughout the entire customer journey.





MOVING FORWARD WITH THE DISTRIBUTORS

WE ASSIST YOU IN THE AGRICULTURAL TRANSITION

Cérence has always been involved with the distributors. At a time of a major transformation in our agricultural model, we want more than ever to share with them the foundations of a modern, committed and responsible agriculture.

CÉRENCE MOVES WITH YOU

- A global offer of seeds and solutions in line with a new, more competitive and sustainable agriculture.
- A leading position in the alfalfa, fodder and cover crop seeds markets.
- A strong commitment to the development of alternative solutions for crop protection and nutrition.
- An agronomic expertise recognized by technical agricultural public institute.

CÉRENCE GOES FURTHER WITH YOU

Supply and cost management

- A controlled process for securing your supplies.
- A direct collaboration with our network of growers for the production of 85% of our varieties.



AWARDS

- Alfalfa**
No. 1 in France
- Cover crops**
No. 1 in France
- Lupines**
No. 1 in France
- Fodders**
No. 2 in France



Provider of expertise and innovative solutions

- Actively listening to the needs of the market and its development.
- 80% of our marketed varieties result from our own research and selection: 1st breeder of legume species in Europe.
- A unique expertise in the composition of ready-to-use mixtures for fodder and cover crops.
- A complete range of bio-based adjuvants developed over the last 25 years.
- A pioneer in the development of bioprotection solutions (eg: Messenger) and bionutrition (eg: Vitalianz).

Close relationship and support

- A team of 33 employees at the service of the distributors.
- More than 500 technicians met each year in our demonstration sites over the last 3 years.

MOVING FORWARD WITH THE FARMERS

WITH YOU FOR AN AGRICULTURE OF THE FUTURE

Cérieence as a Seed Producer Agronomist advocates an Agriculture that preserves the soil and the environment, as well as the sustainability and development of each farm.

CÉRIENCE BUILDS WITH YOU A MORE EFFICIENT AND SENSITIVE AGRICULTURE

- A new approach to tackle agronomic challenges which face farmers.
- A proposition of alternative solutions (seeds, seed mixtures, adjuvants and bio-inputs, biocontrol) that guarantee farmers, stock breeders and winegrowers a productive, beneficial, ecological and sustainable farming.
- Development of new local seed productions.

CÉRIENCE MAKES YOU BENEFIT FROM ALL THE ADVANCES OF ITS RESEARCH

Products at the cutting edge of technology

- Cérieence, French breeder of varieties of grass and legume crops, acknowledged for more than 50 years for its quality products.
- Confirmation of the agronomic performance of our products through our 15 field demonstration sites (crop management, product positioning, adaptation to local conditions)
- A renewed offer of varieties and solutions to enable you to benefit from our latest innovations and genetic progress.

A proven expertise in the innovative food and growing systems

- Support and training on innovative agronomic practices in collaboration with the distribution.
- Design of digital tools for farmers and stock breeders (HappyGrass, myChlorofiltre).
- A collaborative approach with a community of 40 expert farmers and winegrowers.

CÉRIENCE ESTABLISHES STRONG AND SUSTAINABLE TIES WITH THE GROWERS !

- Cérieence relies on a network of more than 1,500 expert growers, within the framework of long-term partnerships: 80% of producer farmers have been working with Cérieence for more than ten years.
- Local guidance to ensure the best quality and productivity of the plots.
- A multispecies seed production offer promoting diversity and crop rotation.





330
employees



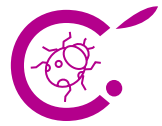
110 M€
turnover



7%
of the turnover
reinvested in R&D



18,000 t
of seeds sold
annually



5 Mha
bio-science products
(adjuvants and biocontrol)



18%
share of sales
revenues generated
outside of France



+80
species



1,500
seed growers



27,000 ha
of seed production



55,000 t
of seeds produced
for third parties

OUR AMBITION

- Strengthening our position as the European leader in seed production and services.
- Establishing ourself as a major international player on the alfalfa, forage and cover crops seed markets.
- Becoming an European player specialising in bioscience solutions, adjuvants and seed technologies.

Route de la Ménitré
49250 Beaufort-En-Anjou - FRANCE
+33 (0)241 796 320
contact@cerience.fr
www.cerience.fr

Cerience
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