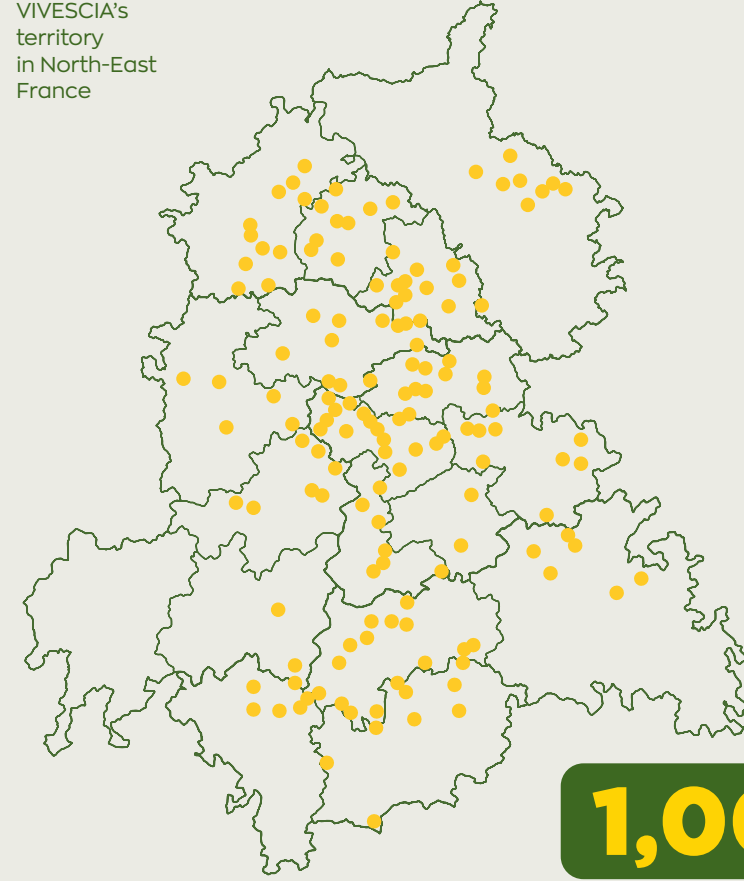


## TRANSITIONS IN MOTION IN OUR REGION

VIVESCIA's  
territory  
in North-East  
France



**420**

COOPERATIVE MEMBERS HAVE SIGNED  
UP FOR THREE YEARS, INCLUDING 230  
WHO JOINED THE PROGRAMME IN 2024

**196**

CUSTOMISED ACTION PLANS IN 2024

**38**

GROUP TRAINING SESSIONS  
FOR FARMERS

**45**

COOPERATIVE ENGINEERS TRAINED

**250,000**

DATA POINTS PROCESSED IN 2024

**1,000** FARMERS COMMITTED  
UNTIL 2026

### A TRAINING AND SUPPORT PROGRAMME

Every farmer that joins the TRANSITIONS programme receives technical support through a dedicated multi-year training programme to help them understand the challenges and improve their indicators. Led by agronomists and VIVESCIA's dedicated field teams, this programme is based on shared expertise and hands-on experience with a blend of individual and group training sessions, meetings in the field, workshops and informal discussions.

### ACTION PLANS

During the first year, after their group training sessions, each farmer involved in the programme drafted a customised action plan with their dedicated technical advisor in order to boost their farm's performance across key areas and improve its agronomic indicators. It takes place in three phases: the identification of the farm's strengths/weaknesses/opportunities/constraints, the identification of realistic measures, and the simulation of measures and evaluation of results.



### A MUTUAL THREE-YEAR COMMITMENT BETWEEN UPSTREAM AGRICULTURE AND DOWNSTREAM PROCESSING BUSINESSES

The TRANSITIONS programme provides technical and economic support for farmers, on all crops, over a three-year period, ensuring improvement across the board. We have built a coalition of the companies that process their crops who have made multi-year volume commitments.

## THE FARMS' TRANSITION IS

**90%**

## FUNDED BY DOWNSTREAM PARTNERS

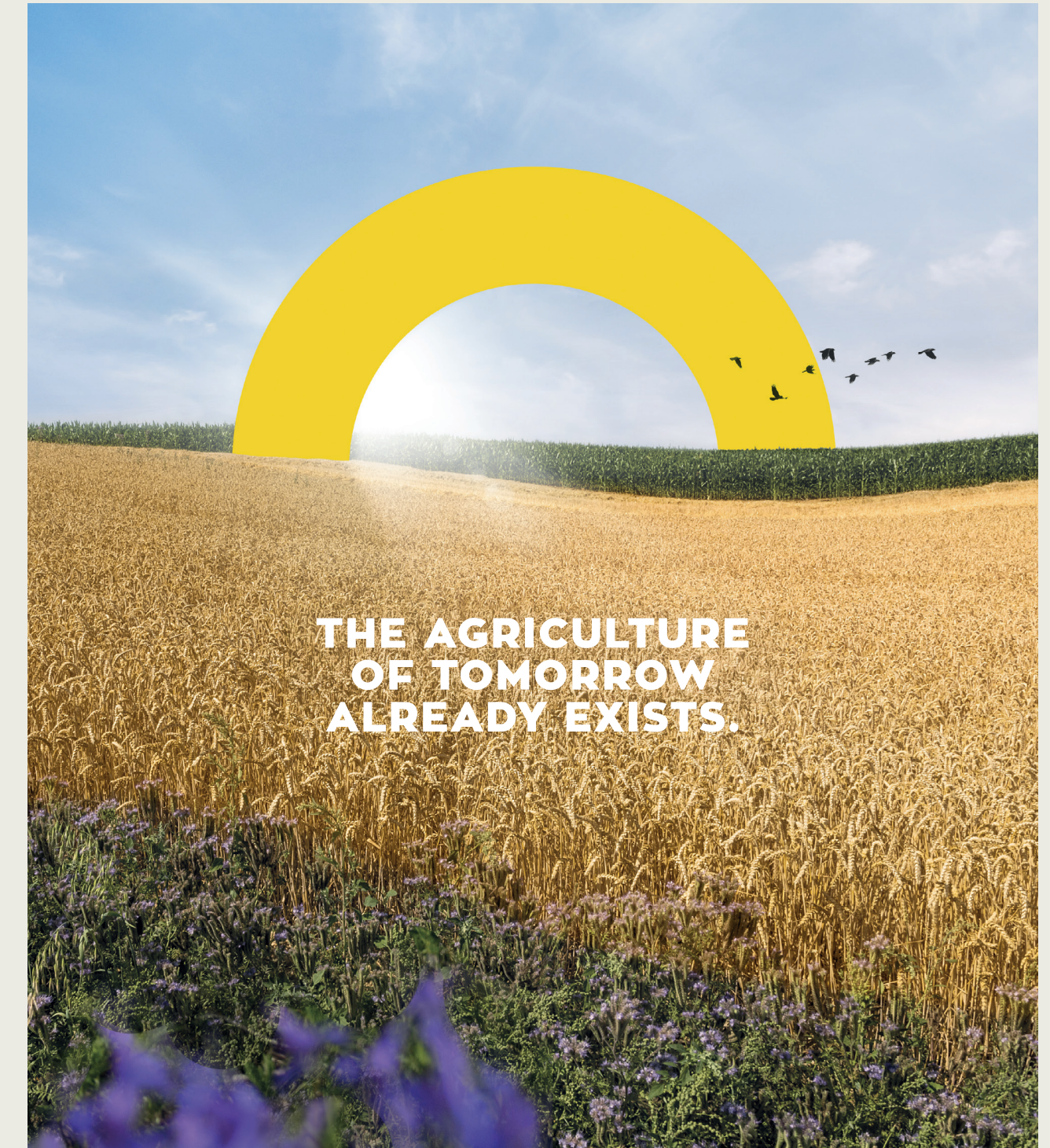
### THE COALITION'S FINANCIAL SUPPORT

TRANSITIONS unites the entire plant and grain value chain, because only a collective solution will enable us to share the cost of a successful, large-scale transition of agricultural and food systems. From the very first year, farmers received between €100 and €150/ha in premiums depending on their environmental performance and the crops concerned. The premium per tonne of grain exceeds the additional costs of the agronomic measures taken.

### A REPLICABLE MODEL IN THE SERVICE OF FRENCH FARMING

Designed as an open model, the TRANSITIONS programme is intended to support agricultural entrepreneurs and serve the greater good of French farming, and is therefore destined to spread beyond its cooperative borders. In early 2025, Noriap, a cooperative group based in the Hauts-de-France and Seine-Maritime departments, decided to replicate the programme to support its farmers' ecological transition. Other cooperatives and other farmers are joining the movement.

## COOPERATING IS ABOUT ACCELERATING TRANSITIONS



**THE FIRST  
LARGE-SCALE  
PROGRAMME OF  
ITS KIND  
IN FRANCE**

**TRAN  
SI  
TIONS**

**A  
VIVESCIA  
PROGRAMME**



# TRANSITIONS

## IN THE BEGINNING...

Connecting upstream agriculture and downstream manufacturing, VIVESCIA has always supported cooperative members who are committed to the sustainability of their farms. In 2021, with VIVESCIA's agronomic experts and partners, including Earthworm, we designed a concrete, systemic answer to the challenge of the agricultural transition. We developed a collective, open source and replicable initiative: the TRANSITIONS programme.

## HOW DOES IT WORK?

Our programme de-risks farmers from a financial and technical standpoint to accelerate their transition at the level of the whole farm, for every crop. To guide their progress and measure their farm's environmental performance, we have defined an agronomic framework based on three factors: carbon, soil and biodiversity. The information collected by farmers forms a robust data chain whose pioneering methodology is unanimously recognised. This data enables our customers to carry out their non-financial reporting and meet consumers' and citizens' growing expectations. TRANSITIONS thus unites plant and grain value chains through a unique cooperative approach between upstream and downstream stakeholders.

## OUR SCIENTIFIC FOUNDATION

The research chair "Resilient farms that benefit the climate and biodiversity" was launched in 2024 in partnership with UniLaSalle Polytechnic, in collaboration with the INRAE, to drive R&D through the TRANSITIONS programme, reinforce scientific understanding on agronomic methods, and stimulate innovation.



“

Our cooperative philosophy and our ambition as a French grain group makes TRANSITIONS a powerful lever for meeting the challenges of agriculture and food starting with concrete solutions to de-risk farmers. Over the last year, TRANSITIONS has helped to change practices and mentalities. Working alongside farmers, by mobilising a coalition of committed companies, we built this innovative, open programme around a wide cooperative, scientific and industrial ecosystem. We are getting ready for a new phase: replication. It's a great source of satisfaction and a new challenge.”

“

Thanks to the wonderful energy of all its partners, the 200 farmers who signed up in 2023, and VIVESCIA's team, TRANSITIONS has confirmed the robustness and attractiveness of its innovative model. The arrival of new customers and partners in 2024, the publication of its first data report and the commitment of 200 new farmers demonstrate this. Our programme is based on a chain of confidence, value and innovation capable of rising to the challenge of climate change and biodiversity in the service of our agri-food and energy businesses and the bioeconomy.”

Valérie Frapier  
Group CSR Director and Director of the TRANSITIONS Programme



“

Agricultural cooperatives are very important intermediaries on the ground. We wholeheartedly support the TRANSITIONS programme. The idea is really to get upstream and downstream stakeholders working together to promote the virtuous transfer of value. The state will continue to support this coalition as it develops.”

Bruno Bonnell  
Secretary General for Investment, in charge of the France 2030 plan

“

VIVESCIA's initiative addresses many issues that farmers cannot manage on their own. It combines a massive need for support to make the agroecological transition a success with a collective, local approach alongside individual actions.”

Philippe Mauguin  
Président d'INRAE



”

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## THE FUNDAMENTALS OF THE TRANSITIONS PROGRAMME

The farms' progress and environmental performances are part of a precise agronomic framework measured using robust methods. The coalition's members compensate farmers based on their rate of progression, with two levels: Transition and High-Performance.

### THE AGRONOMIC FRAMEWORK, A SYSTEMIC APPROACH

	AXES OF PROGRESS	INDICATORS
SOIL	Maintaining and reinforcing soil resilience and fertility	Duration of soil coverage Quantity of humidified carbon returned to the soil
	Reducing farms' carbon footprints to contribute to carbon neutrality	GHG EMISSIONS /tCO2eq
BIODIVERSITY	Preserving and restoring the eco-system at the level of the farm	Environmental certification CE2, CE2+ and HVE

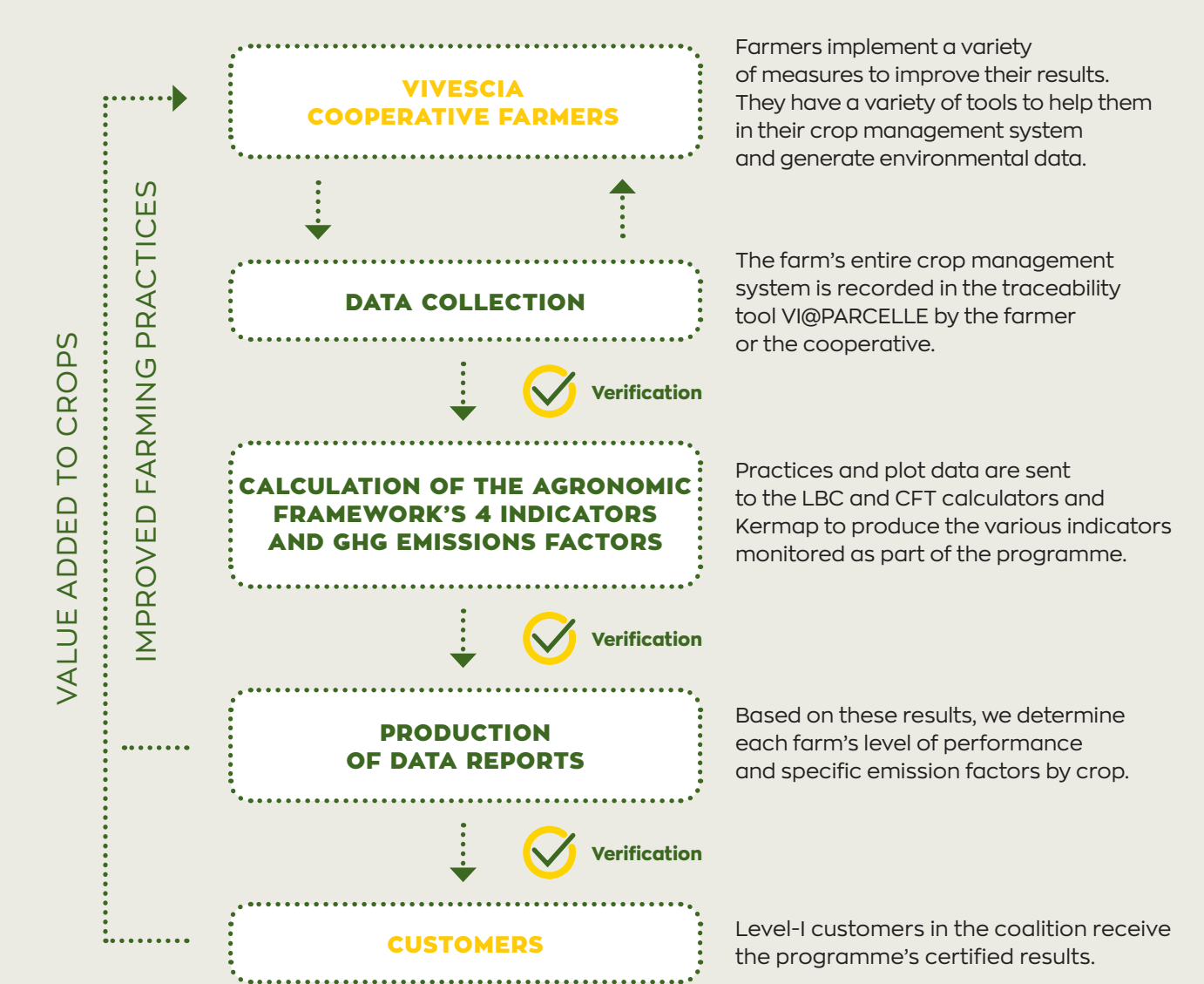
### AN AGRONOMIC FRAMEWORK FOR ALL FARMS

The programme is designed around a scientific foundation, the agronomic framework, to qualify and quantify three areas of improvement, using four indicators. It is not a standard, but rather a dashboard that allows farmers to measure their progress along three axes. Axis 1, the soil, has two indicators: duration of soil coverage and humidified carbon returned to the soil. Axis 2, the climate, is evaluated based on farms' GHG emissions. The standard used, *Label Bas Carbone - Méthode Grandes Cultures* (LBC) concerns the entire cropping system: i.e. the combination of a soil type, practices and strategies. Axis 3, biodiversity, is currently evaluated by means of environmental accreditation. TRANSITIONS farmers also undertake to carry out a biodiversity self-assessment.

### DATA ROBUSTNESS AND RELIABILITY AT THE HEART OF THE PROGRAMME

The data feeds into four indicators collected by farmers through digital traceability platform Vi@parcelle by WIUZ. The amount of humidified carbon returned to the soil, the duration of soil coverage, and greenhouse gas emissions are calculated at the level of the plot. After the consistency of the results are checked, indicators are produced at the level of the farm to establish farmers' eligibility for the programme, and their progress and performance determines the level of the premium received. The data is checked at several stages and is audited by a third-party organisation (Bureau Veritas).

### THE TRANSITIONS DATA CHAIN



The TRANSITIONS programme is compliant with the "Land Sector & Removals" GHG standard. This international framework, developed by the World Business Council for Sustainable Development (WBCSD) and the World Resources Institute (WRI), provides a framework for measuring, accounting for, and managing GHG emissions from private and public sector activities.

### WITH THE COMMITMENT OF



### WITH THE SUPPORT OF



### FRANCE 2030 WINNER

The TRANSITIONS programme benefits from €1.9 million in subsidies and advances to support training for farmers who join the programme and the cooperative's engineers.

Contact us  
[transitions@VIVESCIA.com](mailto:transitions@VIVESCIA.com)

VIVESCIA

Find out more about TRANSITIONS

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