

"Putting tomorrow in your hands",

SANDERS showcases its new ambitions in providing solutions and supporting the transition towards more sustainable, profitable livestock farming in France.

On 6 April 2023, Sanders unveiled its new visual and audio identity, along with its new slogan. This new look and feel marks the transformation undertaken by the company to meet its new ambition: become both an essential partner for the livestock industry and the leading expert in protein-based animal nutrition.

France's leading animal nutrition company and business unit of Avril, Sanders gathered its key players in Pacé, near Rennes, on Thursday, April 6, 2023, and also by videoconference, to announce its new visual and audio identity.

"Our ambition: become the point of reference for livestock professionals."

Since the brand's creation 110 years ago, Sanders' long-standing mission of feeding animals has been evolving. Beyond the production of feed, today Sanders intends to provide the highest level of service to livestock farmers and sector professionals in response to their expectations in terms of performance and sustainability.

For Philippe Manry, General Manager of Sanders:

"Sanders is now repositioning itself around its core business line: maintaining relationships with livestock farmers who, more than ever, need support in carrying out their increasingly difficult job. This analysis process was guided by Avril's purpose - "Serving the Earth" - in defining our vision for the future of the French livestock sector based on value creation, on reducing the carbon footprint of farms, and on building our strategy to serve all of our stakeholders in the sector."

> OUR VISION

We strongly believe that the future of the French livestock sector will be achieved through reducing carbon emissions and increasing value creation for livestock farmers.

> OUR MISSION

Providing solutions that support the transition to a more sustainable and profitable livestock sector in France.

> OUR AMBITION

Being recognized as an indispensable partner for each link in the livestock production chain and as the leading expert in French protein-based animal nutrition.

"Our new roadmap is designed to support transitions."

For Sophie Thouenon, Organic, CSR & Protein Nutrition Director:

"In 2021, we decided to undertake an in-depth collective effort to adapt our strategy in response to the profound changes in the sector over the past few years", explains Sophie Thouenon, Organic, CSR & Protein Nutrition Director. ***"Increasing food autonomy on the farms, growing consumer demands***

*in terms of animal welfare, organic products, zero deforestation, and the loss of attractiveness of the farming profession. The combination of all these factors indicated that we would need to transform ourselves to better **meet the expectations of our livestock farmer clients.***

With a clear roadmap: Meeting the expectations of livestock farmers, offering them closer proximity, more services, greater security, and increased support, following the example of the €6 million aid plan launched at the Space 2022 trade show.

"Our new identity provides visibility to our transformation."

For Amélie Binard, Trade Marketing Manager at Sanders:

*"The creation of a new slogan is the most significant change: **"Putting tomorrow in your hands"** replaces **"Feed is a commitment"**. This is a strong promise, directed at all of our clients and stakeholders, reflecting our commitment to supporting the **transition to more profitable and sustainable livestock farming.***

*We also decided on a singular logo, which symbolically conveys the image of **a unified company** that is clearly positioned. This logo was redesigned taking into account the teams' concern not to touch its main characteristics - its shape and its colors - known and recognized by all. The logo was thus reworked in such a way as to anchor it more firmly at the crossroads of plants and animals. The red and green colors also remain, in shades designed to be more natural. As for the logo's lettering, they were changed to lower case to give it more roundness and **proximity**. This new identity conveys the message that our brand, which is 110 years old, continues to adapt!"*



About SANDERS - www.sanders.fr

Leader in animal nutrition and a business unit of the Avril Group, Sanders is committed alongside its 26,000 livestock farmer clients thanks to its proximity organization throughout the regions. For more than 100 years, Sanders has been providing its know-how in nutrition together with its economic, zootechnical, and environmental expertise to support livestock farmers' projects on their land, thus contributing to the development of the French livestock sector.

Sanders in a few figures:

- 28 Oqualim-certified factories spread over the national territory
- 5 dealers, manufacturers, and distributors of the brand
- 3.4 million tons of feed produced according to the Sanders technique
- 1150 employees
- 26,000 clients
- An international presence: Tunisia, Algeria and Serbia

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