

businesses of note

• **Meat curers:**

Bornes
Cantal Salaisons
Joffrois
Laborie
Le Cayrolais
Pallut
Talon
Thoumieux

• **Cheese-makers:**

Charrade
Coopérative Fromagère de la Planèze
Fromagerie des Vaches Salers
Les Caves Fromagères des Hauts Terroirs
Morin
SARL Les Bufflonnes du Sud
UCFC
Walchli

• **Tripoux / Prepared meals:**

Association des Producteurs de Lentilles Blondes de Saint Flour
Ferme de la Vidalie
Ferme des Vignes
GAEC Boudet
GAEC Bornet
GAEC Courbouleix
GAEC Malroux
Julhes
La Grange de Breisse
Le Planézard
Sotrico
Tripoux Mère Lavergne

• **Confectionary/Jam/Gingerbread**

Apiflor
B. Calvagnac
Christian Raynal
Favre S.A
Floranne
Les Ruchers d'Enchanet
Miellerie Haute Auvergne

• **Alcohol / Wine / Drinks:**

Caroline Leroy
Desprat Vins
Distillerie Couderc
Espace Aveze
Le Cellier de Flore

• **Meat:**

Acajou des Volcans
Cantal Salaisons
COVIAL
Porc de Montagne



**World
cuisine champion
ambassador of
Cantal Auvergne**

Serge VIEIRA, Bocuse d'Or 2005
Is opening a restaurant at Chaudes-Aigues in Cantal

Make the Cantal a place you do business



Mission AgroAlimentaire du
Cantal (M.A.A.C.)

Cantal Expansion

36, rue de Sistrières,
Rond Point Henri Tricot
15 000 Aurillac
France

Contact :

F.Xavier Montil
fxmontil@cantalexansion.fr
+33 (0)6 80 22 19 73

www.cantalexansion.fr

Working together Cantal Auvergne

cantal
AUVERGNE

The AgriBusiness Mission

AgriBusiness companies in the Cantal benefit enormously all year round from being able to present themselves as part of a united Cantal Auvergne grouping. A sector-based organisation means that business can rapidly seize opportunities and obtain national and international listings. This is coordinated by the MAAC via the Regional Council's development agency, Cantal Expansion.

The aim is to develop sector-specific strategies via joint actions which help all those involved to expand. This concerns SME/SMI, small traders

and farmer-producers with at least one establishment in the Cantal

The M.A.A.C. has a threefold mission:

- n°1 To encourage the commercial development of Cantal agribusinesses.
- n°2 Generate genuine momentum in the agribusiness sector.
- n°3 Undertake promotional and communication actions both in France and export markets.

n°1

ENCOURAGING BUSINESSES' COMMERCIAL DEVELOPMENT

- The Cantal AgriBusiness Mission designs, sets up and coordinates Cantal Auvergne commercial actions in supermarkets and with national and international wholesalers.
- Every year the Cantal AgriBusiness Mission works with companies to draw up their commercial

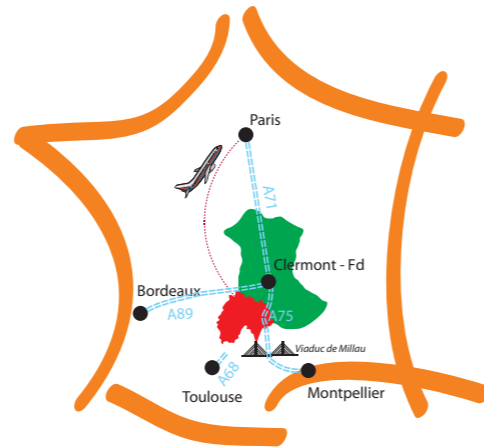
development plan and seek financing to implement them.

- La Cantal AgriBusiness Mission provides support for joint appearances of businesses at national and international trade fairs.

n°2

GENERATING MOMENTUM THE SECTOR

- The Cantal AgriBusiness Mission facilitates contacts between businesses, notably via the various professional organisations.
- The Cantal AgriBusiness Mission regularly organises meetings between companies and the key industry players, and particularly with purchasers (from supermarkets, wholesalers etc.)
- The Cantal AgriBusiness Mission carries out studies to offer solutions to the sector's problems, particularly logistics.



CANTAL AUVERGNE :

Products, a region, and modern country living –move to the area or come and visit.

n°3

UNDERTAKING PROMOTIONAL/COMMUNICATION ACTIONS

• The Cantal AgriBusiness Mission promotes Cantal agribusiness at the main national and international events: the Salon International de l'Agriculture Paris, the Salon International de l'Alimentation Paris, the Salon International de la Restauration de l'Hôtellerie et de l'Alimentation Lyon, and business conventions in London. At Aurillac, in the Cantal, the M.A.A.C coordinates the organisation of the Reg'Alim business

convention - THE regional and local products convention.

- The Cantal AgriBusiness Mission creates communication media that valorise Cantal products and expertise both within the department (monthly information letters, Internet site etc.) and outside it.



Making Cantal Auvergne

part of your
communication actions

major purchasers/ wholesalers

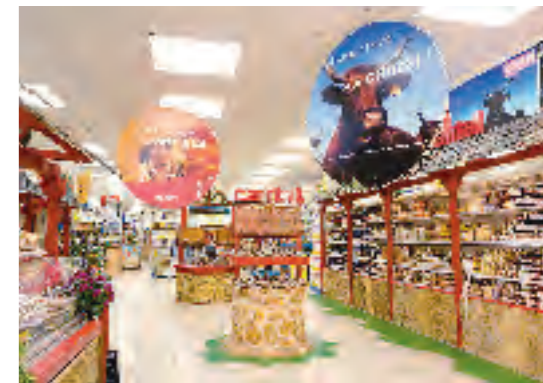
- Major French retailers (Leclerc, Carrefour, Hyper U)
- Major European retailers
- Rungis International Market (Le Delas)

/...



Superstore promotional events

- A Cantal Auvergne stand allows store managers (Osny Leclerc, Bois d'Arcy Leclerc, Mérignac Carrefour, Portet sur Garonne Carrefour, etc.) to set up promotions in their aisles with a push event that not only increases turnover but also strengthens a positive image. Cantal Auvergne is a brand that speaks to urban consumers.



participation in fairs and exhibitions

- SIAL
- SALON INTERNATIONAL DE L'AGRICULTURE
- SIRAH de LYON

/ ...



With Jean-Luc Petit Renaud - Europe 1



prestigious operations

- La Grande Epicerie de Paris,
- Berlin Galeries Lafayette
- Restaurant Le train Bleu at the Gare de Lyon (Paris)

/...



Cantal Auvergne took over the streets of Paris from October 22nd to October 28th, 2006

