



# Limagrain Field Seeds

## PRESS RELEASE

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### **Farmers Building the Future for Farmers**

**Michelle Cornu - Global Brand & Communications Lead, Limagrain Field Seeds.**

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When Éric Greliche, vice president of Limagrain, talks about his company, he begins with a family story.

“My father was a member, and my mother worked at Limagrain. I grew up with this company,” he says humbly.

The family farm has been passed down for generations. Since taking over, Greliche has continued to cultivate a variety of crops. Today, he grows corn and sunflower for Limagrain Field Seeds (LFS) and onions for Hazera. His eldest son has now joined him on the farm. But his commitment goes beyond his own land. Since 2005, he has dedicated valuable time to managing this cooperative, worth over 2 billion euros, driven by a strong belief.

“I want to understand and build a future for those who come after us,” he says.

The “Farmer Owned, Farmer Led” model is a core value at Limagrain. It means LFS is not only owned but also led by farmers, working closely with salaried executives.

“Decisions are shared, never imposed. It’s a real human and strategic exchange. That’s what makes us strong and sets us apart in the industry,” explains Greliche.

This unique governance is at the heart of Limagrain’s success as the world’s fourth-largest seed company.

This leadership brings real benefits to farmers. To illustrate this, Greliche shares his experience from a trip to Brazil in February 2025.

“A farmer understands the land by walking on it, feeling it. In Limagne in central France, we have some red soils. These are hard and compact. They need work before they can support crops,” he says. “In Brazil, the soil is mainly red, but it’s loose and close to being ready to welcome seeds without effort. Understanding these differences in soil, for example, helps us adapt and move forward together.”

This deep knowledge of the land enables Limagrain to innovate and tailor its seeds to local conditions, always considering the diversity of soils, whether in Brazil, Europe, Asia, or Africa.

Being led by farmers is a true competitive advantage against global seed giants.



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"We farmers face the same challenges," says Greliche.

This direct connection allows LFS to respond precisely to farmers' needs, whether in climate-adapted seeds or agricultural innovation.

For Greliche, farming is more than a job — it's about passing something on, respecting the land, and being passionate.

"We don't work for ourselves, but for those who come after us," says Greliche, adding that this belief guides every decision, every innovation. "We want to make sure future generations have even stronger tools than the ones we received. At Limagrain, we are proud to build a company that stands for strong human values and deep farmer commitment."

It's a journey Greliche shares with farmers around the world who understand the true value of every seed they plant.

### Ends

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