

Press release

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CCPA Group unveils its new brand identity to mark its 60th anniversary

To celebrate its 60th anniversary, CCPA Group, a specialist in animal nutrition, is unveiling its new brand identity. This evolution is designed to strengthen the Group's international visibility and support its transformation, while reaffirming its mission: to build, alongside livestock sectors, more efficient and sustainable animal nutrition.

For 60 years, CCPA Group has operated under a single name, reflecting a strong heritage, recognized expertise, and long-lasting relationships of trust with its customers. Over the decades, the Group has evolved: expanding its international presence, developing its expertise, and structuring a network of subsidiaries close to local markets.

A unified brand for greater clarity

Unveiled during events held to celebrate the Group's 60th anniversary, the new identity was first shared with all employees before being presented to clients and partners.

With this new identity, CCPA Group is adopting a single corporate brand shared by all its entities. The objective is to improve clarity and visibility, particularly internationally, while maintaining the close customer relationships that are its strength.

"Today, we are reaching a new milestone. This new identity strengthens our visibility and the clarity of our offering internationally, while also reinforcing our employees' sense of belonging. It reflects our commitment to sustainably supporting our clients' performance—whether zootechnical, economic, or environmental—around the world," said François Pellet, Chief Executive Officer of the Group.

A signature that embodies its role within livestock sectors

With its new tagline, **"The ingredient to your performance,"** CCPA Group reaffirms its positioning and its role alongside stakeholders in the livestock industry. It expresses the Group's commitment to:

- Sharing its expertise and innovations,
- Co-developing solutions tailored to local realities,
- Leveraging both scientific and field-based expertise,
- Building long-term relationships based on trust.

With this new identity, CCPA Group is opening a new chapter in its history and continuing its development in service of livestock sectors, placing trust, innovation, and proximity at the heart of its actions.

Images:

- The new CCPA Group logo and its signature, “The ingredient to your performance.”
- Presentation of CCPA Group's new brand identity to its customers and partners during its 60th anniversary event (Paris, March 26, 2026).

About the CCPA Group

The CCPA Group, a union of agricultural cooperatives, has been a specialist in animal nutrition for 60 years. With revenues of €220 million and 480 employees, the Group supports feed manufacturers, integrators and livestock farmers in France and internationally through a comprehensive offering combining product solutions, technical expertise and scientific innovation.

Through a complete portfolio — premixes, piglet feeds, feed solutions, nutritional specialties and organic acids — as well as high value-added services (nutrition and livestock advisory, raw material analysis, feed formulation, feed mill technology consulting, and digital solutions for rationing and real-time farm management), the Group leverages its expertise to enhance the competitiveness and sustainability of livestock sectors.

The CCPA Group is one of France's leading private research players in animal nutrition, relying on a robust R&D ecosystem that includes five analytical laboratories (including Artémis in France), a dedicated Research & Innovation department, two monogastric research stations (including Euronutrition SAS in France), an international network of reference farms, and a subsidiary dedicated to data collection (Kumulus). This organization enables the Group to design, test and deploy innovative solutions closely aligned with the needs of the livestock sector.

More information: www.ccpa.com - [LinkedIn](#)

PRESS CONTACT:**Florence Faucheux**

CCPA Group Communication Manager

Tel: +33 (0)7 72 46 65 74 | Email: ffaucheux@ccpa.com