# Agricultural sector: the Autorité de la concurrence unconditionally clears two major transactions, the creation of a joint venture between Greenyard and Eureden and the merger of the Terres du Sud and Vivadour agricultural cooperatives

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The first transaction involves the creation of a joint venture between the Belgian company Greenyard and the French cooperative group Eureden. The joint venture will combine some of their activities in the production and marketing of frozen vegetables and frozen vegetable-based ready meals. The transaction was notified to the *Autorité de la concurrence* on 9 December 2025, following a decision by the European Commission to refer its examination to the French competition authority.

The second transaction involves the merger of the Terres du Sud and Vivadour agricultural cooperatives, which was notified to the *Autorité* on 16 December 2025.

In two decisions issued today, the *Autorité* has cleared both transactions, ruling out any risk of reduced markets for farmers and any risk of higher prices for the products concerned for French customers and consumers.

The *Autorité* was able to issue the decisions less than six weeks after notification of the transactions, thanks to the constant dialogue between the companies, their legal counsel and the Mergers Unit during the pre-notification phase, which meant the potential effects of the transactions could be examined prior to notification.

With the decisions issued today, the *Autorité* confirms its pragmatic approach to examining mergers. In the agricultural sector, its approach seeks to balance and support upstream value creation, while ensuring there are no price rises for French consumers.

**PRESS RELEASE OF 15 JANUARY 2026**

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