

PRESS RELEASE

"The Grain Reveals Itself"

VIVESCIA commissions photographer Laurent Rodriguez to produce grain portraits that are a feast for your eyes



Cooperative grain production and processing group, VIVESCIA, has teamed up with food photographer, Laurent Rodriguez, to create a series of photos that pays tribute to the group's most emblematic grain crops: wheat, barley, maize and canola.

Entitled "*Les céréales se dévoilent*" (The Grain Reveals Itself), this collection of 11 photos portrays the unprocessed grain and its successive evolutions, first into flour, then semolina, then oil or malt, and finally into finished products like the croissant, the bagel, beer or maize oil.

VIVESCIA's communication director, Fabrice BOURGEOIS-ARMURIER, talks about the origin of this partnership: "*VIVESCIA is involved at every step of the grain route. Our cooperative group was founded in 1921 and belongs to its 11,000 member-farmers. We provide constant support to help them cultivate their grain, then we process this grain in our factories: the wheat is turned into flour and then croissants, the barley into malt and then beer... We wanted to illustrate the route our grain takes from the field to the consumer's plate or glass.*"

For this project, VIVESCIA chose to work with Laurent Rodriguez, winner of the 2015 culinary arts photography award at the International Culinary Photography Festival. "*Laurent Rodriguez took an artistic and sensory approach to shooting our products. We had every confidence in his ability to produce these complex compositions and add his personal touch.*"

According to Laurent Rodriguez, the watchwords for this collection of photos were movement, life and temptation. "*We worked with VIVESCIA on how to depict the many uses of grain while showing the products in the best light. As a food photographer, I sought to make the photos as appetizing as possible; to attract the eye and use a variety of materials. Working with living products is the beauty*

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of this job - and what makes it so difficult. The challenge consists in revealing this life to the reader, in making them want to devour the products with their eyes. I tried to achieve this by pouring flour, breaking bread, and by making the barley grains explode above beer glass. If I wasn't a photographer, I think I would have been a chef!"

More than just a homage to the products, "*Les céréales se dévoilent*" is also a nod to VIVESCIA's many areas of expertise and its control of the grain value chain - on the farming side and the food processing side - thanks to its milling, baking, malting and maize processing businesses. As Laurent Rodriguez explains: "*each photo has a human touch: the beer glasses, the cooking utensils and the hands holding the bread. This is a reminder that real people with age-old know-how work to shape the products.*"

The collection will be exhibited from 16 to 19 November 2017 at the 21st international animal and nature photography festival at Montier-en-Der, and will then be used in all VIVESCIA's documents and communication channels. For several years, VIVESCIA has been working with photographers whose artistic talent brings grain to life. They intend to reiterate this type of partnership and continue to promote the noble grain and the food products it is used to make.

Press contacts

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About VIVESCIA

VIVESCIA cooperative group specialises in producing and processing grain. Proud of our mission "To Nourish People", we take care of and add value to grain to produce healthy and well-balanced food for consumers all over the world. Europe's second-biggest grain cooperative, owned by 11,000 member-farmers, VIVESCIA has 7,600 employees in 25 countries, with a wide variety of industry-leading businesses, operating "from farm to fork". Specializing in agriculture and grain-based food products, we operate in high-potential markets in France and around the world. We also reach consumers directly through our brands (Francine, Campaillette, Copaline and Délifrance).

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About Laurent Rodriguez

From his studio in the centre of Reims, Laurent Rodriguez has been devoted to food photography for 15 years. Laurent puts cooking at the heart of the creative process with the help of his brother and partner, David Rodriguez, a graduate of Ferrandi cookery school. Laurent Rodriguez produces branding and packaging photography, as well as cookery videos, for the biggest names in the food industry and regional gastronomy.

Winner of the 2015 culinary arts photography award at the International Culinary Photography Festival, his photos have been shown around the world, from the COP21 to the Universal Exposition in Milan.

