

La Poste group is participating in the 2026 International Agricultural Show

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By participating for the second consecutive year in the International Agricultural Show , which takes place from February 21 to March 1 at Paris Expo Porte de Versailles, the La Poste group confirms its commitment to supporting farmers in their development and contributing to the vitality of rural areas.

In February 2024 , La Poste Group and Chambres d'Agriculture France established a partnership to support members of Bienvenue à la ferme (Welcome to the Farm), the network of Chambers of Agriculture, with food product logistics using Chronofresh and the development of new La Poste partner spaces within farm shops. Following two promising initial years, the partnership is evolving, with the online sale of farm products, still through short supply chains via the Pourdebon.com marketplace , and the development of new Pickup points and lockers for parcel collection and drop-off at farms.

Solutions to support farmers' logistics
Welcome to the farm

La Poste meets the logistics needs of farmers thanks to the expertise of its subsidiary Chronofresh to ensure the transport of their products under controlled and ambient temperature.

As part of the partnership signed in 2024 with Chambres d'Agriculture France, 68 farms have already used the Chronofresh service; they have sent 3,600 parcels, an increase of +10% compared to 2024. To facilitate access to the service, the subsidiary has created a simplified digital offer already adopted by 20 new Bienvenue à la ferme members.

With its new multi-service locker Fresh, Pickup, a subsidiary of La Poste, will allow producers to offer dry and fresh products at extended hours, via a new distribution channel available 24/7. Thanks to these lockers, which can be tested in addition to farm sales points or basket collection points (farm drive-throughs), farmers will also be able to supplement their direct sales.

Promoting local producers and short supply chains

The La Poste group also supports agricultural expertise through its subsidiary Pourdebon.com, the leading marketplace

dedicated to regional products, which connects producers and consumers seeking local food. Since its creation, the platform has delivered over one million orders, brings together 850 producers, and offers 30,000 fresh products. According to its latest barometer on French consumers' use of short supply chains, 64% of French people report regularly buying from these sources.

Through a new exclusive partnership benefiting Bienvenue à la ferme members, Pourdebon.com helps to strengthen the visibility of the network's producers, facilitates the digital and logistical management of their direct sales, while allowing them to maintain control over their production.

Source: [La Poste Groupe](#)

