



SOMMET DE L'ÉLEVAGE

WORLD'S #1 SUSTAINABLE LIVESTOCK SHOW

PRESS PACK



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CLERMONT-FERRAND ★ FRANCE

1,700 exhibitors • 115,000 visitors • 2,000 animals

somet-elevage.fr





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EDITORIAL

YET ANOTHER GREAT SHOW IN PERSPECTIVE!

«The SOMMET DE L'ÉLEVAGE has sold out even more stand space. Yet another record will be pulverised this year with 1,650 exhibitors and almost 97,000 m² of stand space sold (cf. 92,000m² in 2023).

Further proof that, and despite the difficult economic context for farming, that the SOMMET remains a key, if not, the key, event for the livestock industry. With an offer that gets richer every year, our event enables farmers to find all the answers to their farm development concerns, irrespective of their situation. Among the sectors most represented, machinery, renewable energies and on-farm processing are those that continue to grow in number. We perceive that one of our missions is to help integrate all the major economic, environmental, regional and social challenges. In becoming the World's #1 Sustainable Livestock Farming Show, we are matching the expectations of both our exhibitors and visitors. Against this background, we continue to showcase grassland livestock farming, and this year, via our Guest of Honour, Kazakhstan, and with dedicated stands and conferences (including a national-scale event organised by Auvergne Estive and the French Pastoralism Association. And finally, let's not forget that farming too is undergoing a digital revolution. Most farmers are connected today and that's why we wanted to expand our digital presence by launching a virtual market place via Le Comptoir des Éleveurs - our new digital platform. Perhaps it's one of the reasons behind our success - to always keep thinking ahead.»

Fabrice BERTHON,
SOMMET DE L'ÉLEVAGE General Manager

THE SOMMET, LOOKING AHEAD TO TOMORROW

«It's a fact. French agriculture and particularly livestock farming are often under fire for the wrong reasons. And yet, in France, our grass-fed livestock farming has never been so ethical and responsible.

So, it's no coincidence that the SOMMET was founded and has grown over the years in the heart of a unique region, the Massif Central, Europe's largest grassland area, where there is still a strong tradition of livestock farming based on pastures and using grass to feed livestock. It is the sounding board for sustainable, responsible livestock farming that is respectful of people and animals, committed and more than ever focused on innovation and technology. And, speaking for myself, I have no doubt that the next generation will take our livestock farming to the next level!

It's a considerable motivation for the SOMMET's team to continue the momentum in a sector that is questioning and constantly challenging itself, but a sector that holds its head high when looking to the future. Because the SOMMET DE L'ÉLEVAGE is also a show that lends a helping hand, that inspires and encourages giving both visitors and exhibitors the wherewithal to succeed. Because our mission is to welcome the whole world of livestock farming to the heart of France's main livestock production region, to prepare together the farming of tomorrow».

Jacques CHAZALET,
Farmer and President of the SOMMET DE L'ÉLEVAGE



5 [+1]

GOOD REASONS to come to the SOMMET

#1 World's sustainable livestock farming show

Fully aware of its responsibilities central to the strategic issues at stake, the SOMMET has made sustainability its major objective for the agriculture of tomorrow by promoting all the innovations and breakthroughs in terms of preserving nature and mankind. The SOMMET is a pragmatic and committed response to all economic, environmental and social issues.

The annual gathering for all the major livestock breeds

An unmissable event for the livestock industry, the SOMMET DE L'ÉLEVAGE owes its reputation to the high quality of the animals in judging and shows. Every year, the finest French cattle, sheep and horse breeders choose the SOMMET to organise their interregional, national or European championships.

Showcasing the farming of tomorrow

When you consider that 67% of French farmers use «meaningful» new technologies in their business, such as connected objects, cameras, GPS, drones and satellite images, there's no doubt that innovation in agriculture is a core focus! By offering visitors a village of agricultural startups and organising «Les Sommets d'Or», an innovation competition dedicated to its exhibitors, the SOMMET DE L'ÉLEVAGE aims to be a showcase for the agriculture of tomorrow.

International business forum

Every year, for one week, the showground in Clermont-Ferrand is transformed into a hub of international livestock trade.

Visitors from Africa, South America and Europe, all come looking for the same thing, the excellence of French breeding expertise.

A premium-quality political event

Year after year, the SOMMET has become a major political event. Ministers, party leaders, MPs, senators, local councillors, etc., are among the many people who take great pleasure in ambling down the aisles to meet the breeders and all those involved in farming.

A temple of hospitality

From meetings and discussions with exhibitors, themed catering, the young farmers' evening, music in the aisles, product tasting. The SOMMET, renowned for its many festive moments and its unrivalled hospitality, is the place to be the first week of October.

THE SOMMET 2024 highlights

The Salers breed National Championships

(beef cattle)
400 animals in judging.

The Simmental breed European Championships

(dairy cattle)
56 cows in judging from 3 countries.

Kazakhstan, Guest of Honour

The «Sommets d'Or» innovation competition

A competition for the best technical innovations proposed by exhibitors at the show.

The «Fermiers d'Or» farm products competition

A competition for the best on-farm processed products.

Over 130 conferences covering all the hot topics in farming,

from animal welfare, local purchasing, setting up new farmers, organic farming, the impact of climate change on farming, renewable energies and energy transfer, etc.

Several fun and festive evenings organised by the Young Farmers, the Auvergne region, the dairy sector, to name just a few.

THE SOMMET in a few figures



220,000 m²
(yes, that's 22 hectares!)
of gross showground space



97,000 m²
of net stand space. Of which,
25% are inside
75% are outside



1,650 exhibitors,
including 300 international
exhibitors from 32 countries



120,000
visitors expected



2,000 animals



70 breeds in judging,
breed presentation or in the
demonstration of equipment,



24 cattle breeds



27 sheep breeds



4 goat breeds



15 horse breeds



5 livestock auction sales



130 conferences and
symposia



1 agora of energy transfer



1 village of **15** startups



30 farm and
agro-industrial sites visits



4 fun evenings

SUSTAINABILITY IN LIVESTOCK FARMING

Preserving natural resources, reducing environmental impact, guaranteeing long-term food production and maintaining a strong link with local communities are just some of the major challenges facing farmers in their quest for sustainable agriculture. Sustainability of livestock farming has become an important issue for both farmers and the society at large. Challenges such as the importance of ringfencing ruminant farming, encouraging new entrants and on-farm processing for a sustainable food system are all issues that require addressing if we are to establish a sustainable, virtuous livestock farming.

The Massif central, a prime example of sustainable livestock farming

As Europe’s largest grassland area, with 80% of farmland down to grass and 2/3rds of its farmers rearing livestock (sheep, cattle, goats and horses), the Massif Central is a bastion of grassland farming, in France and throughout Europe. Here, family-run livestock farming, based on optimising grassland and pastoral resources, continues to excel. While responding to economic, environmental, social and local issues, this sustainable livestock farming model is also a reflection of time-honoured practices and know-how, often in areas where no other form of agriculture, other than extensive livestock farming, is possible. Aware of their role on a national, European and even international scale, the Massif Central’s livestock farmers are determined to shape the livestock farming of tomorrow by relying on local production methods. Looking out to the horizon 2040, they are actively supporting the «What sustainable livestock farming in the Massif Central for 2040» project. Based on local grassland resources, the SOMMET DE L’ÉLEVAGE has, for 2 years, adopted a primary objective of becoming THE international trade show for sustainable livestock farming, and to become a sounding board for farmers and political decision-makers alike.

Fort de cet atout ancré sur son territoire, le SOMMET DE L’ÉLEVAGE ambitionne depuis 2 ans de s’inscrire comme LE rendez-vous international de l’élevage durable et de se faire la caisse de résonance auprès des agriculteurs mais aussi des décideurs politiques.

A word from

Bruno DUFAYET, a farmer of Salers cattle in Mauriac (Cantal)

What does sustainability mean on your farm, and what are its major benefits?

«With 55 cows, 62 hectares of permanent pasture and 7.5 km of hedgerows, the farm that I run is of a human scale which encourages excellent work conditions for both the farmer and their livestock. This grassland area is not anecdotal when it comes to sustainability, as we know the virtues of grassland as a carbon sink, capable of fixing up to 80 tonnes of carbon per hectare, we can take pride in having ruminant livestock in France based on a grassland system that is helping to offset climate change. In terms of self-sufficiency, we only use manure from when the cattle are housed to fertilise our land, and 95% of feed comes from my grass-fed system. Finally, the economic aspect is vital in sustaining our activity over the long-term. Working with several producers in the area, we have set up a contract-based supply chain to directly market our livestock to the Carrefour Supermarket in Mauriac.»



Can you tell us in a few words about the work being done on the «What sustainable livestock farming in the Massif Central for 2040» project?

«In 2023, an inventory highlighting the strengths of our livestock farming systems was drawn up on the initiative of the local Chambers of Agriculture and farmer unions in the Massif central. The aim was to identify the primary levers on which we rely and can improve to write our own transition scenario, integrating economic, environmental and social issues, that also took into account the importance of bringing in new entrants to farming. 2040 is a hard deadline, it can't be fudged. We're not looking decades into the future, so we're getting down to work straight away to take proactive action. We're taking advantage of the SOMMET to present the key levers that we need to activate to address the main challenges.»

What are the main obstacles?

«One of the main challenges that we are facing is to attract new entrants and make them want to come and live in our region. But to do that, we must prove that we can make a living from our work. With our mainly grass-fed, self-sufficient farming system, we're choosing sustainability over competitiveness, which gives meaning to the idea of setting up as a farmer. Take for example, farms in North and South America that operate a system that is completely opposite to ours. There you find a few dozen or so farmers rearing thousands of animals in a small area to cut costs and increase productivity. One of the other challenges we face is to raise awareness and mobilise political decision-makers on the importance of supporting our sustainable farming methods.»

Pastoralism in France

Pastoralism covers all sectors of livestock farming that use extensive grazing to optimise permanent pasture and forage resources in natural areas, to provide all or part of the animals’ feed. It is first and foremost a system of **production**, suckler farms producing **meat** or dairy farms producing **milk** and, in many cases, processing their milk into **cheese**. **Wool** is also a by-product of pastoral farming, a product of flocks reared **close to the farm** (meadows and summer pastures) or on a more regional or inter-regional scale using summer or winter **migratory grazing**. The man / animal / nature 3-way relationship is the cornerstone of a pastoral farming system relying on breeds of animals adapted, and complementary, to their immediate environment and grassland resources that meet the needs of a productive herd or flock. They must also preserve the quality and richness of these environments and not restrict the renewal of resources.

In France, pastoralism is **perceived to be of a public interest pursuant to the Rural Code** and soon will be recognised, at a national level, as being **of significant public interest**.

It can be characterised by,

- **the diversity** of livestock species (sheep, cattle, goats, horses),
- the extent and diversity of the grazed **natural environments** (high and mid-mountain pastures, the Mediterranean rangelands, the Causses - limestone plateaux in the Massif-Central, wetlands in the Camargue and the Atlantic coastline etc.);
- the **quality of its on-farm** productions
- the **capacity to create products and services that are beneficial to the region** (culture, tourism, landscapes, attractiveness of the region, etc.).

Take note! 2026, International year of pastoralism

To raise awareness of pastoral practices, the United Nations General Assembly has proclaimed 2026 as the International Year of Pastoralism. This will be promoted under the leadership of the Food and Agriculture Organization (FAO). This recognition reflects the essential role that healthy rangelands play in creating a sustainable environment, economic growth and resilient livelihoods for communities across the globe.

Key pastoralism statistics in France

60,000

farms equating to

18%

of farms

22%

of the total number of animals

5,4

million Ha of which around

1,5

million ha are summer and mountain pastures and rangelands

Some of the Highlights at the 2024 SOMMET

By using this event as a springboard, the SOMMET DE L’ÉLEVAGE is making a commitment to sustainable livestock farming by highlighting this key practice in French and local livestock farming. The SIDAM (Inter-Departmental Service for Activities in the Massif Central) and the Réseau Pastoral AURA (AURA Pastoral Network) are coordinating and organising several highlights for this 2024 show.

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THE PROGRAMME INCLUDES,

- **40m² area dedicated to pastoralism**
Main Entrance Lobby
- **Conference « Pastoralism and climate change, finding solutions for the future»**
Tuesday 1st October 14.00-16.00 –| Main Entrance Lobby
- **Mini conferences**
7 * 1-hour slots dedicated to pastoralism, Tuesday to Friday

> Themes include,

- The diversity of pastoralism in France - presentation by the French Pastoralism Association (AFP).
- The new 2023-2027 CAP and its impact on grassland areas
- UNESCO - CORAM migratory grazing
- Preserving pastoral land, feedback from the Drôme département
- The role of pastoralism in fire prevention
- Adding value to mountain-reared meat - feedback from several regions.
- The place of pastoralism in our regions.



Renewing the generations - a key issue for the sustainability of farms

The long-term future of farms is a major issue for the industry, and this objective is one of the priorities of the industry plans drawn up by the cattle (dairy and meat), sheep and goat sectors.

Making ruminant farming more attractive is clearly a key priority for each of them, and they are all committed to implementing measures that will improve farmers' incomes and working conditions, and enhance the image of livestock farming

Inn'Ovin programme

Despite its numerous advantages, the sheep industry is finding it difficult to renew its farmers. It lacks appeal and is facing a steady decline in production.

Against this backdrop, the sheep industry (dairy and meat) has assembled all its partners in the agricultural sector to launch a programme of technical and promotional initiatives called **Inn'Ovin**.

This programme, first created in 2014, has two clear objectives,

- To produce more lambs and milk to meet demand, thereby creating more jobs throughout the region
- Grow farmers' incomes while improving their working conditions, making the job of the sheep farmer more attractive.

Encourage the renewal of farming generations

To encourage young farmers to set up in business and raise awareness of the opportunities offered by sheep farming, **a programme of farm open days**, numerous contacts and partnerships has been established with agricultural education and training establishments, and communication and awareness campaigns are regularly organised, as is the **Ovinpiades** Young Sheep Farmer contest designed to encourage young shepherds to take up the profession.

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The key statistic

50%
of sheep meat farmers

and 46%
of (dairy) sheep farmers are
aged over 50.

For more info

on farming generation
renewal, click on the
following link,

click here 

On-farm processing for a sustainable food system

Today, more than 10,000 farmers engage in on-farm processing, local distribution channels and/or agritourism. As ambassadors for sustainable, responsible farming rooted in the region, they are united within the «Bienvenue à la Ferme» (Welcome to the Farm) network run by the Chambers of Agriculture. Let's take a closer look at a network that is highly popular with consumers, ideal for diversifying production and boosting farm income.

«Welcome to the Farm», a mark of trust between the public and producers

How can the link between farmers and consumers be improved? The «Bienvenue à la ferme» (Welcome to the Farm) brand is one of the leading initiatives for promoting local distribution channels, enabling farmers to reconnect with the public. It promises the consumer locally produced foods that respect seasonality, with full transparency about their production methods. And for farmers, it's a guarantee of a direct relationship with the consumers of their products and a fairer remuneration as there are fewer intermediaries.

When the public identifies the brand, they know that the foodstuff has been produced and processed on the farm, they can also discover the farm and understand the farmer's production methods. The 8,000 farmer members throughout France gain in visibility and sales opportunities, and they develop their relationship with their customers, thereby uniting both producers and consumers in their shared love of quality farm produce.

PORTRAIT OF A TENANT FARMER IN THE «BIENVENUE À LA FERME» NETWORK

Sabine Tholoniât rears 60 dairy cows and 50 goats in the Puy-de-Dôme département and processes their milk into cheese on her farm. A member of the «Bienvenue à la ferme» brand, by producing and further processing her own products on her farm, Sabine has complete control of production, from feeding the animals to selling the cheese... and shares her love of cheese directly with her customers.

From A to Z, these are her cheeses. Sabine Tholoniât, an organic goat and cow farmer in Thiers (Puy-de-Dôme), took over the family business from her parents in 2004 (her mother still works with her). With two part-time employees and an apprentice, they process, on the farm, some of their cows' milk and all the goats' milk into cheese. «It allows me to control all the stages of the production process,» explains Sabine, «the price, the recipes, etc. I would say that all my cheeses are very individual, with character, I suppose a little like me!»

Our consumers understand that GAEC Le Chabriou cheeses are farmhouse products made from raw milk that can change according to what the livestock eat out in the pastures of the Thiers mountains. So, no, it's not an exact science, but «it's what my customers are looking for, individualism

and cheeses that change with the seasonal flora», explains Sabine, who converted to organic farming in 2018. Car du côté des consommateurs, on le sait bien : les fromages du GAEC Le Chabriou sont des produits fermiers à base de lait cru : ils peuvent évoluer en fonction de l'alimentation des bêtes, principalement issue du pâturage sur la montagne thiernoise. Non, ce n'est pas une science exacte, mais « c'est quelque chose qui convient au public », précise l'agricultrice qui s'est convertie à l'agriculture biologique en 2018.

Between 2 hours and 2 years of maturing

In practical terms, the processing plant is located very close to the milking parlour, and there is no delay in processing the milk as we «curdle everything after each milking». Curdling can take anything from 2 hours for a soft cheese, to 24 hours for a hard cheese. Maturing then varies depending on the product, everything is almost finished in 2 hours for fresh goat's cheeses or faisselle, whereas for more mature cheeses, such as the Artison, the maturing process is much longer. And for those contacting cheese mites (added in a controlled manner, they change the texture of the rind and flavour of the cheese) «that can take

up to 2 years». And this one, you will not find anywhere else!

The direct link with customers is also a priority for the «Bienvenue à la ferme» brand, which Sabine Tholoniât first signed up for following Covid. «With the shutdown of the markets, I lost overnight all my usual sales channels. Unable to reduce production, I had to find a way of selling my cheese.» The solution came from the Chamber of Agriculture and its farmer's drive-in, which is when she signed up to the «Bienvenue à la ferme» brand benefitting from the network of other member farmers. The drive-in has since been closed and Sabine has picked up her usual, pre-COVID, distribution circuit of seven farmer's markets a week, two in Clermont-Ferrand and the remainder in the Thiers mountains. For her, as well as all the other benefits, the on-farm processing of milk revitalises the region. «This means there's more work on the farm, which helps maintain the economic and social fabric. It's important for rural areas to have more people working on farms.» It's a way for her to further consolidate her farmhouse cheese production in the heart of her region, thereby continuing her parents' work.

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5 MAIN SECTORS AT THE SOMMET



SOMMET FARM MACHINERY SHOW

The SOMMET is not just about animals, far from it! It's also hundreds of stands dedicated to agricultural equipment in all its forms: tractors, cultivations, sowing, spreading, crop treatment, forage harvesting, lifting and handling, trailers, animal feed distribution, animal transport, irrigation, spare parts, tyres, you name it, you'll find it at the SOMMET!

The 500 exhibitors in this sector are mainly builders, manufacturers and suppliers of machinery and equipment for agriculture, livestock farming and the upkeep of rural and forest areas. They come to showcase their product ranges, highlight new products and their latest innovations.

A sector that continues to grow, as Fabrice Berthon explains, «The SOMMET is very popular with all agricultural machinery exhibitors (manufacturers and distributors) because they are in direct contact with the end user, the farmer. In fact, our event was voted the best trade show in terms of the number of contacts made by exhibitors. It's also popular with foreign manufacturers, who see it as a great opportunity to penetrate the French market.»

The key statistic

29%

The percentage of agricultural machinery exhibitors present at the SOMMET

3 questions for Laurent de Buyer, Director of AXEMA

Can you tell us about AXEMA and its role?

AXEMA is the French Farm & Green Spaces Machinery Manufacturers' Union.

With 250 members representing 93% of the sector's sales in France, AXEMA is managed by a Board of Directors representing its member companies and an Executive Committee comprising 4 directors. The current President, Damien DUBRULLE is the Managing Director of DUBRULLE DOWNS.

AXEMA provides its members with a full range of services, including,

- All the economic data for the sector through its annual economic report and sector indicators,
- Market data and trends through a business survey,
- Registration data through the DIVA and DIVA light services
- Past and future regulatory information useful to manufacturers and importers,
- Technical days (Agritech days) and technical information days,
- Public Relations and Communications support,
- The organisation of a post-educational diploma in agricultural maintenance,
- AXEMA also owns the SIMA and SITEVI brands and co-organises the SIMA and SITEVI trade fairs.

How is the agricultural machinery sector faring in France and Europe?

«Let's start by situating the French market:

The French agricultural equipment market is still the largest in Europe, ahead of Germany and Italy.

The machinery sector is repositioning itself in 2024. We are at the end of a 5-year cycle of market growth (see graph below) with some very exceptional years.

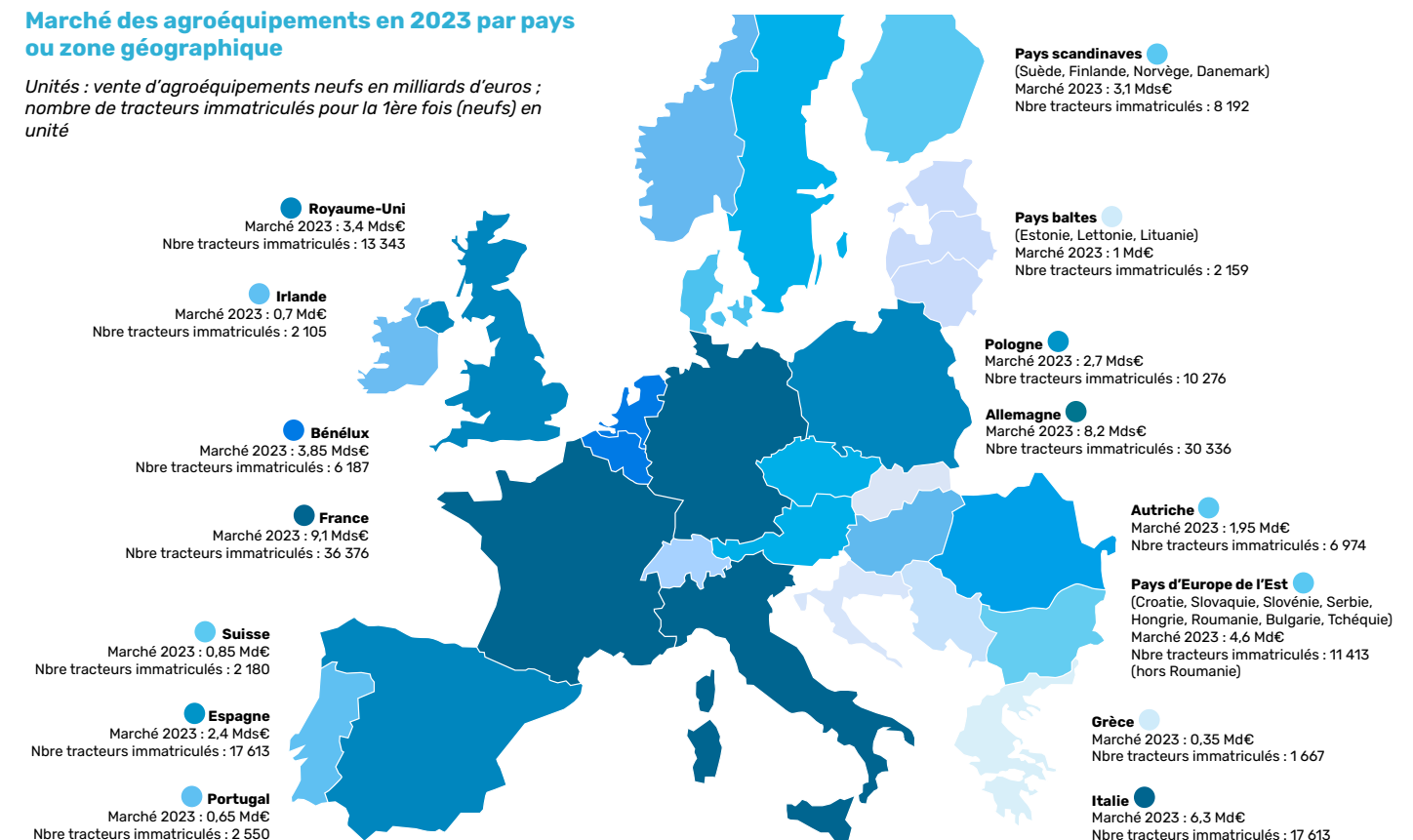


COVID, the war in Ukraine, increases in the cost of industrial raw materials and energy, and component shortages have had a major impact on deliveries and machine prices over the last three years. While agricultural commodity prices have helped to increase farmers' incomes and thus maintain their purchasing power, rising interest rates have seriously complicated investment decisions.

While sales and earnings of companies in the sector in France and Europe continued to grow in 2023, order intake has been falling since May 2022 and continues to fall in early 2024, as shown in the graph below.

Marché des agroéquipements en 2023 par pays ou zone géographique

Unités : vente d'agroéquipements neufs en milliards d'euros ; nombre de tracteurs immatriculés pour la 1ère fois (neufs) en unité



The fall in orders is very significant in 2024 in certain sectors, with an average for the market that could reach -10 to -15% over the year. The downturn could continue into 2025 if there are no favourable factors, such as very profitable harvests. But the vagaries of the weather last autumn and at the start of this year are not going in the right direction now. Conditions are favourable for the development of plant pathogens, and sowing conditions are complicated.»

What are the key issues facing this sector and the challenges it faces?

«The challenges facing the machinery and green spaces sector are numerous and depend on both internal and external factors.

Externally, several factors need to be considered,

Our customers’ ability to invest is largely dependent on the price of agricultural commodities, which in turn depends on the outcome of world harvests. Admittedly, that’s difficult to control.

Geopolitical factors are constantly on the increase. The war in Ukraine and the associated sanctions, as well as the customs barriers put in place by the world’s major producers and consumers, all add to the uncertain nature of commodity prices. European and French political decisions to stop using chemical inputs and the objectives of the Green Deal are constraining farmers in many sectors, with very short deadlines at farm level, just 2 years for chicory growers, 4 to 5 years for cereal growers. Solutions for mechanical inter-row weeding are being developed, but work rates are often incompatible with the surface areas to be treated. The PARSADA plans (anticipates further EU withdrawals of chemicals and provides farmers with operational crop protection solutions) being drawn up as part of the ECOPHYTO plan will make it possible to find solutions, but it will take time to put them in place and roll them out across farms.

The targets for the decarbonisation of the machinery sector, set at -20% by 2030 and neutrality by 2050, will give rise to serious debate on the consumption of RNG by machinery in the first instance, then on alternatives using non-fossil fuels, and finally on new technical solutions such as electricity or hydrogen. With an annual fleet renewal rate of 3% for motorised machines, it will be difficult to achieve carbon neutrality unless enormous progress is made in terms of the price of machinery equipped with these new technologies or substantial subsidies are made available to farmers.

As for the factors internal to the machinery industry, the challenges lie more in the avalanche of regulations that the profession will have to deal with over the next 5 years, as well as environmental requirements such as the abolition of PFAS (Per- and polyfluoroalkyl substances). Between the new machinery regulations, which will virtually ban the retrofitting of combustion engine machinery, the Cyber Resilience Act, which will require considerable efforts to secure machine controls, and dual line braking applicable as from 2025, there will be plenty of work to do in the design offices.

The challenge of promoting the attractiveness of jobs in the agricultural sector faces us. A whole generation needs to be convinced that our industry is a rich sector of prestigious jobs, starting with that of farming. And supplying them is a network of dealers who are proud of the service they provide daily, and innovative manufacturers who are conscious of the arduous nature of their customers’ work. We are fully aware that restoring biodiversity is one of the challenges to be met, that progress in cultivation with fewer inputs is inevitable and will help to restore



life to our soils, and soil compaction too will need to be curbed by making machinery lighter.

Farm trade shows exist to demonstrate and prove that technology is at the service of agriculture. We must not pit the size of farms against improved farming practices. The way forward is to improve the quality of agricultural products, while ensuring the profitability of farms and the well-being of farmers. The machinery industry is aware of these challenges and will apply all the technologies needed to achieve them.»

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SOMMET

FARM ENERGY SHOW

All too often French agriculture has been stigmatised as a generator of greenhouse gases (GHGs). But over recent years, the sector has been making considerable efforts in terms of sustainability and energy transition, even becoming a producer of low-carbon energy.

These new forms of energy are a major area of development, and every year the SOMMET highlights them with an exhibition within the show and a hall (almost) entirely dedicated to them. Nearly 138 exhibitors are present in the photovoltaic, biogas, carbon neutrality and wood energy sectors.

Among these exhibitors, the Energy Transition Bank is a key player in the development of green energy. Each year, through a network of partners specialising in this sector, it helps many customers of the Banque Populaire Auvergne-Rhône-Alpes to (BPAURA) carry out their projects.

We wanted to find out more
from Magali SCHWEITZER, Director of Energy Transition
Development at BPAURA Bank

To start with, can you tell us about the Energy Transition Bank (ETB) and its role?

«The ETB was started by the BPAURA bank to implement its commitment to the energy and environmental transition of all its customers. Within its region, BPAURA supports its customers’ projects through in-house expertise, partnerships with benchmark companies and dedicated savings funds to finance their energy transition investments.

Since the ETB was set up 4 years ago, nearly 8,700 projects involving energy renovation, the development of renewable energy, the decarbonisation of businesses, sustainable mobility, the circular economy, etc. have been financed by BPAURA to the tune of €514 million.»

How does the livestock sector relate to energy transition?

«Energy transition is already well underway in the livestock sector. Farmers have been pioneers in the production of electricity produced from solar panels and biogas.

Given their surface area, farm buildings are particularly well-suited to accommodating solar panels, while anaerobic digestion is at the heart of the livestock farmer’s business. It enables livestock waste (manure, slurry) to be recycled in the form of energy (production of biogas, used as biomethane injected into the network, heat or electricity) and materials (digestate, etc.).»



What are the key issues in energy transition and the challenges that need to be met?

«Today, one of the major challenges we face is the acceleration and mass deployment of renewable energies.

Solar power is technologically mature, cost-competitive and well known to investors. Photovoltaic installations have the advantage of being modular, enabling them to be deployed on surfaces of widely varying sizes, and to be integrated on the roof of a building or in shaded areas. The photovoltaic electricity produced can be used in several ways, either entirely sold into the national grid at a feed-in tariff set by the government for 20 years, or part-consumed, part-sold. For homeowners who do not wish to invest, it is also possible to rent out their roof to renewable energy producers. All these factors are helping to develop the use of photovoltaic energy, which has now entered an accelerated deployment phase. BPAURA is keen to support this momentum. Thanks to its network of installation partners, it can offer comprehensive technical and financial support.

The production of biogas also saw significant growth in 2023, with 140 new installations. This sector meets several challenges, such as the production of renewable energy, waste management (recovery of organic matter), the climate (reduction of GHG's by capturing methane) and agriculture (production of digestate, providing more income for farmers). More broadly, our bank is also committed to helping the public understand the challenges of energy transition and the implementation of practical solutions. The educational conferences, in partnership with industry players as part of the Agora of Energy Transition at the SOMMET DE L'ELEVAGE, are primarily aimed at farms in general and livestock farmers in particular.»

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Key figures for solar energy in France in 2023

(source : RTE)

Installed capacity

19 GW by the end of 2023 - 3.1 GW of new photovoltaic capacity was installed in 2023 (cf. with 2.7 GW in 2021 and 2.8 GW in 2022), representing a significant acceleration in the pace of deployment.

Electricity generation

21,6 TWh of photovoltaic electricity was generated in 2023, surpassing the previous record set in 2022 (18.5 TWh).

Key figures for biogas in France in 2023

(source : GRDF)

Number of facilities

652 biogas units by the end of 2023, including 559 agricultural units. In 2023, representing 140 new commissioned units.

Production

of approximately

11,8 TWh/year

20% biogas production target in France by 2030

Among these new sources of energy, biogas is making an active contribution to our society's green transition. At the heart of agricultural activity, this process has the, if you will excuse the pun, «wind in its sails», meeting the challenges of society, the environment and energy sovereignty.

The PPE (Pluriannual Energy Programme) roadmap sets a few objectives for gas producers, including the following target **to increase the share of green-produced gas to 20% by 2030**. But what does this mean for you and me?

We put a few questions to

Garance RONOT, Biogas Project Engineer at Bio-Valo*,

Can you explain what biogas? And what are its applications?

«Methanisation, or anaerobic digestion, is a biological process that occurs naturally in nature (such as in marshland and peat bogs) and is used by man for energy and agricultural purposes.

Various organic materials (food waste, livestock effluent (slurry and manure), crop residues, etc.) are introduced into a large, heated tank where they are digested by micro-organisms in the absence of oxygen.

This degradation produces two main elements:

- **Digestate** (which looks like sludge) is made up of the remaining matter that could not be transformed into biogas. Rich in fertilising elements, particularly nitrogen, the digestate is spread on fields close to the biogas unit to fertilise crops. Effectively replacing conventional agrochemical fertilisers..
- **Biogas** (a gaseous mixture composed mainly of methane (CH₄) and carbon dioxide (CO₂) recovered in 3 different ways to produce so-called green energy,
 - > Either, the biogas is purified to retain only the methane. It can then be **injected into the natural gas network** to supply boilers or gas cookers, for example.
 - > Or the biogas passes through an alternator to be transformed into **heat and electricity**. These can then be used for self-consumption at the biogas plant or sold to network operators or nearby businesses for their electricity and heat consumption.
 - > Or the biogas is purified and then liquefied to produce «new generation» fuel such as **bioGNV** (Natural Biogas for Vehicles). This green fuel reduces CO₂ emissions by 80% compared with diesel.

How is the sector faring?

«The French biogas sector began to develop in the years 2000/2010, whereas in other EuU countries, e.g. Germany, it has been used for far longer.

Currently, investors benefit from a political context that is favourable to the development of renewable energies, as well as financial support through feed-in tariffs and investment grants.»

What are the key issues in methanisation and the challenges that need to be met?

- « Promote the integration of projects into their localities, projects must be designed and managed with the concerns of local communities in mind (community, citizenship, etc.) to ensure that operations are sustainable.
- Continue research and experimentation to improve performance.
- Support the professionalisation of the sector through training.
- Become more competitive by reducing the cost of producing biogas and biomethane.»



*Focus on

BIO-VALO is an independent consultancy specialising in biogas production and the recovery of methanisation co-products. It optimises the operation of co-generation or injection anaerobic digestion units and provides expertise in all anaerobic digestion technologies (continuous and discontinuous dry process, infinitely mixed liquid process). In addition to its expertise and advice, BIO-VALO offers input and digestate analysis services through its in-house laboratory and organises training sessions on anaerobic digestion every year.



The key statistic

32

The number of conferences on the theme of energy transition at the SOMMET 2024

At the 31st of March 2024, France numbered,

- **6674 biogas injection plants** into the natural gas network. They have a capacity of 12.2 TWh/year, equivalent to the output of a nuclear power station over a full year*.
- **1 075 plants producing heat and electricity**. Energy production from biogas amounted to 0.8 TWh in the first quarter of 2024, or 0.6% of French electricity consumption**.

*Source : <https://www.statistiques.developpement-durable.gouv.fr/tableau-de-bord-biomethane-injecte-dans-les-reseaux-de-gaz-premier-trimestre-2024-0>

** Source : <https://www.statistiques.developpement-durable.gouv.fr/tableau-de-bord-biogaz-pour-la-production-delectricite-premier-trimestre-2024-0>

***Source : <https://www.europeanbiogas.eu/wp-content/uploads/2024/01/EBA-ACTIVITY-REPORT-2023.pdf>

In Europe***:

- **4.2 billion m³ of biogas products in Europe in 2022** which represents some 230,000 green jobs in Europe.
- Balanced distribution between end uses, 22% in buildings, 14% in industry, 19% in transport, 15% in electricity generation.
- By 2030, the benefits of biomethane production for the EU27 + UK could be between €38 and €78 billion a year.

An interview with Frédéric Blanchonnet, a livestock farmer who has built a biogas plant on his farm.

Tell us about your farm

«I have farmed in Saint-Marcel-en-Marcillat (Allier) since 1997. In 2018, I joined a GAEC and with my partner, we rear Blonde d'Aquitaine suckler cattle, with 80 cows, and we grow crops that we sell on 140 ha of cereals, rape and maize.»

Why did you originally envisage a biogas unit?

«The idea goes back 5 or 6 years, there was an anaerobic digestion plant near my home, so I got interested. I suggested to five neighbouring farms that we should join forces to install one. We visited the sites and today there are six of us associated with the unit, which has been running since October 2023. Our six farms represent 1,500 hectares of land, over 1,000

suckler cows, some pig farming and some poultry. The six farms associated in the GAEC have equal capital, and each has undertaken to contribute a certain tonnage of effluent. The Bio-Valo consultancy helped us with the feasibility study and gave us valuable training in safety on biogas units, which is mandatory for plant operators.»

So how does your Anaerobic digester work?

«As our manure is seasonal, we store it so that we can access it on a daily basis. Every day, we add about thirty tonnes of material into the process. We have an employee whose sole job is to manage the methanisation unit. Once the materials have been digested in a tank, the biogas is extracted and checked by GRDF (French Gas grid). If it conforms, it is sent into the network via a gas pipe. On the other hand, the materials that could not be transformed into biogas form a kind of sludge called digestate. This has interesting agronomic properties and is therefore spread on the crops grown on the partners' farms as a fertiliser.»

So, what is your assessment of this biogas unit, six months after its inception??

«Sales are fully in line with forecasts, and biogas production is steady. This unit saves us money on conventional fertilisers and enables us to make the most of our livestock effluent. If I had to give one piece of advice before taking the plunge, it would be to visit a maximum of other units. It's vital, because the feedback showed us what not to do. Above all, these visits reinforced our decision to embark on this project!»



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SOMMET OF LIVESTOCK FARMING

The key statistic

3,000

The number of international farmers of a French beef cattle breed who come to the SOMMET every year to discover their breed in its natural habitat.

Since its creation in 1992, the SOMMET DE L'ÉLEVAGE has been a fantastic showcase for French animal genetics.

No less than 2,000 animals are in judging or presented every year, livestock selected for their high genetic value. With 70 breeds of cattle, sheep, horses and goats, the cream of French breeding can be found at the SOMMET.

The leading French and European breeds take over the SOMMET to showcase their expertise, promote their breed to visitors and unite the entire industry. The show is an opportunity for each breed's Selection Organisation to showcase their genetics, organise competitions and auction off breeding stock.

For all breeders, being selected to present an animal at the SOMMET is a source of pride, the fruit of many years' work, and a genuine recognition of their expertise as a livestock farmer.



SOMMET FARM SUPPLIES SHOW

The key statistic

340

exhibitors

Over

15,200 m²

of stand space

The term «Agri-supplies» covers all the companies that provide livestock farmers with the means to produce, from forage seed, animal feed, fertilisers and soil improvers, plant protection products, to veterinary and hygiene products, energy, etc. It also includes equipment for livestock farming, such as milking equipment, on-farm feed manufacturing and storage equipment, fencing, building supplies and much more besides!

This vital farm sector will have pride of place during the 4 days of the SOMMET.



SOMMET FOREST MACHINERY SHOW

The key statistic

2,000 m²

This is the surface area devoted to the wood and forestry sector at the SOMMET DE L'ÉLEVAGE

The SOMMET also offers a wide range of equipment and solutions for forestry work, hedge maintenance and wood-energy production.

25 exhibitors gather every year on the outdoor esplanade to present their range of dedicated products, wood splitters, log bundlers, chippers and shredders for branches and plants.

An exceptional and renewable resource, wood is a growth sector, a source of economic development and innovation. It therefore has a rightful place at the SOMMET DE L'ÉLEVAGE, as Fabrice Berthon, the show's General Manager, explains,

«The forestry sector has a very important role to play at the SOMMET, given that most livestock farmers in the Massif Central have woodland on their farms. It's an excellent way for them to optimise their farm's assets. So, we offer them equipment tailored to their needs for harvesting this resource.»





Self-reliant & hardy: a breed for the future!

With its mahogany coat, lyre-shaped horns and emblematic top line, the Salers is one of those profiles that can be recognised from afar. Hardy and harmonious, its origins in the Cantal region mean it is used to covering large distances including mountain ranges. Today, far from remaining confined to its area of origin, its self-reliance and hardiness are taking on their full meaning as a response to the climatic and economic challenges livestock farmers face today. Whether it's for its milk, used for cheese production, or its marbled meat, it continues to win over new farmers across all five continents.

An exceptional easy-calving aptitude

The Salers breed has numerous advantages that alleviate their farmers' work. Known for their easy-calving aptitude, due to their wide, open pelvis, they need little or no help when calving. The Salers cow also has good milk production, enabling her to suckle her calf without reliance on feed supplements, the cow and calf can be viewed as a self-sufficient unit. Fertile and easy to rear, the Salers slots in easily to all farming systems. When it comes to foraging, Salers are not to be outdone as their wide muzzle allows them to collect a wide swath of grass with every swipe of the tongue. Their deep chest allows the Salers to do well even off rough grazing. And finally, we must not forget those good legs that will carry them far every day in the search for forage. They do well on meadowland as they do in mountainous zones that reflect their natural habitat in the Massif central. Originating from the very steep, and sometimes, very high mountains in the Cantal département of France, it's easy to see why this breed is so popular with breeders in France and around the world.

Marbled meat and AOP Cheese

Traditionally, Salers cows are reared for both their milk and their meat as there are two branches of the breed, their original vocation was as a dairy cow before they were identified as also having exceptional meat-producing qualities. Milking Salers cows is a unique experience because the calf must be present for the cow to «let down» her milk, which is then processed into AOP cheese such as the Salers Tradition, Cantal and Saint-Nectaire. The «Tradition Salers» Association is working to encourage young farmers to set up with a milking Salers operation, thereby optimising added value for sale as cheese. The meat is tender and marbled and is much appreciated by butchers and consumers. It's the heavy reliance on grazing that gives the meat its exceptional flavour and marbling. As a sign of quality, 460 farms rear Salers within stringent Label Rouge quality schemes. Animals are typically aged between 28 and 120 months at slaughter.

The Salers, a breed adaptable to climate change

The breed possesses another important advantage in the face of climate change, it is highly resistant to temperature variations, as reflected in its natural habitat in the Massif central. Of interest too, and according to measurements taken in the Cantal département, Salers cattle have a virtuous carbon footprint.

The Salers in a few figures

Salers can be found in 30 countries across five continents. In France, there are almost 210,000 breeding cows with most cattle found in the Cantal, accounting for almost half of national cow numbers. A robust and hardy breed, the cow's horns are a major defence asset in countries such as Croatia, Serbia and Bosnia, where wolves threaten livestock.

NATIONAL CHAMPIONSHIPS

The last time the breed's national championships were organised during the SOMMET was in 2018. So, this year, 6 years later, the breed will be in the spotlight in the prestigious Zenith d'Auvergne ring.

This year, 384 cattle are in judging, on the following days,

- Morning, Tuesday 2 October
- Morning, Wednesday 3 October
- Afternoon, Thursday 4 October
- Afternoon, Friday 5 October



3 questions for

Pierre-Alain CHASSANG, a farmer of Salers cattle in Pierrefort (Cantal) and breeder of Orange, this year's mascot

With her lyre-shaped horns, emblematic red coat and large muzzle, Orange has been chosen to represent the breed as the official mascot on the 2024 SOMMET DE L'ÉLEVAGE's poster.

We met Pierre-Alain Chassang, the proud breeder of Orange.

Tell us about your background, and why you set up as a breeder of Salers cattle?

«I set up as a partner in a GAEC with my parents and we farm 180 hectares, including mountain pastures at altitudes of between 1,300 and 1,500 metres. After a standard agricultural education, I worked as an inseminator for 7 years. I learned how to inseminate, which allows the farmer to mate their animals in a carefully thought-out way and guarantee genetic improvement within the herd. I still use AI, but on my own herd only.

It was in 2015, that I first had the opportunity to take over some land above Pierrefort and set up in a GAEC with my parents. Farming is deeply rooted in our family as my father took over his parents' farm and I am the third generation of Salers breeders on the farm. Today, we have 110 breeding cows, 22 yearling heifers and 22 *2-year-old heifers.»

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Why, in your opinion, was Orange chosen to represent the Salers breed on the 2024 SOMMET DE L'ÉLEVAGE poster?

«Orange was chosen because she represents all the qualities of the Salers breed, a great morphology that is fairly typical of the breed, with a good top line and good legs to allow her to cover the mountainous areas of the summer pastures. She also has a nice udder to feed her calf. Her open pelvis makes calving easy. And finally, the icing on the cake, her horns are emblematic of the breed with their lyre shape and their backwards sweep. She also has a wide muzzle and she's very docile, which makes my job easier.

The poster shoot took place in a small studio outside, beside our cattle race. It took quite a long time, as Orange didn't always understand everything that was asked of her! But the result is wonderful as the poster shows off Orange and her calf very well.»

What are you hoping to gain from participating in the national championships at this year's SOMMET DE L'ÉLEVAGE?

«The national championships are always a special moment for us, the breeders. They showcase our know-how and the qualities of the Salers breed, both for the future breeder and for the consumer. This year, if we can win prizes, that would be tremendous, and it would give us exceptional coverage. For the record, Orange is the daughter of Jonas, who was Male Champion at the SOMMET in 2017, and she's the niece of Montagne, who was female Champion in 2022!»

KAZAKHSTAN, THE SOMMET DE L'ÉLEVAGE 2024 GUEST OF HONOUR

After Mongolia in 2022 and Georgia in 2023, the SOMMET continues its conquest of the East by, this year, setting course for Kazakhstan. This agricultural giant of Central Asia with only 20 million inhabitants for a land mass of 2,724,900 km² is the guest of honour at the SOMMET 2024.

«Known for its long tradition of nomadic livestock farming, Kazakhstan has 26 million hectares of farmable land, that's more than France and Germany combined. The number one producer of sheep meat in Central Asia, it is also the world's 6th largest wheat producer. Her development potential is enormous. Her participation in the SOMMET DE L'ELEVAGE is a foregone conclusion, and will, I'm sure, offer our exhibitors many business opportunities and win-win partnerships.»

Benoit DELALOY, SOMMET International Manager



A wealth of agricultural potential

Located in the heart of Eurasia, Kazakhstan is the 9th largest country in the world and the second largest country to emerge from the post-USSR era.

It is also #2 in the world in terms of the amount of agricultural land per capita, most of which is natural pastureland in a harsh climate, where extensive livestock farming is systematic.

One of its main advantages is the unique climate, perfectly suited to farming. So good, that Kazakhstan is one of the few countries in the world where wheat and other cereals can be grown without the need for artificial irrigation.

With its strong development potential, Kazakhstan has the intention of becoming a global player in the agricultural and agri-food sectors. With the development of the new silk roads, transporting fresh agricultural produce to the major markets of South-East Asia and China is much easier and much faster.

Livestock in the Kazak economy

82 812,6 K hectares of grassland

MEAT PRODUCTION

1. CATTLE

8,6 millions million head

160 feedlots

554,3 K tonnes of beef meat produced/yr



3. POULTRY

56 millions chickens & other poultry reared/yr

5 millions eggs (100% for home consumption)

328 K tonnes of poultry meat/yr (72% for home consumption)

31 poultry meat production units

34 egg production units



2. SHEEP

21,9 millions head

2 millions national ewe numbers

158 K tonnes of sheep meat produced/yr



4. PIGS

734 K head

52 pig farms

76 K tonnes of pig meat produced/yr



MILK PRODUCTION

6,5 million tonnes of raw milk produced/yr

446 dairy farms

178 milk processing dairies

46% of milk is processed as curd cheese and cheese

2,1 million tonnes of milk are processed/yr

Source : Kazakh Embassy in France

A few questions for M^{rs} Gulsara ARYSTANKULOVA, Ambassador of Kazakhstan to France

What does it mean for your country to be the official guest of honour at the SOMMET de l'Élevage 2024?

«The invitation to my country as Guest of Honour at the 2024 SOMMET DE L'ÉLEVAGE is quite simply a wonderful opportunity for us to present our country and the opportunities for foreign farmers and investors. It is equally a symbol of recognition on the international stage. This event, the most significant in the field of livestock breeding in Europe, offers Kazakhstan a prestigious platform to showcase what we excel in, and highlight the future of her agricultural sector. We are also looking forward to forging links with other nations, exchanging best practice ideas and attracting future investors.»

What are your hopes from this invitation?

«We hope that our presence at the SOMMET will strengthen our international partnerships in the farming sector. Our aim is to forge new alliances with key players and organisations, while drawing attention to our export capabilities and the investment opportunities in Kazakhstan. It also represents an exceptional opportunity to promote our products on the European market.»

Do you face any agricultural or livestock issues in your country? And if the case, what?

«Our farm sector faces several obstacles, that include,

- **The lack of genetic resources.** We lack developed breeding farms for pigs and poultry, which limits improvements in quality and productivity.

- **Biogas infrastructures.** We need support to set up biogas plants to treat livestock waste, thereby improving the environment while producing energy.

- **Optimising exports.** It is crucial that we must fully optimise our export potential if we hope to break into new markets.»

What are Kazakhstan's main agricultural challenges?

«On the one hand logistical disruptions. Sanctions and the current geopolitical situation are complicating our supply chains, affecting the availability of resources.

Secondly, our dependence on imports. The sector is heavily reliant on imports of agricultural equipment and machinery, making it vulnerable to external economic crises.

Finally, with climate change, extreme weather conditions threaten our agriculture, requiring innovative technologies and practices adapted to the changing climate.»

How do you hope France will help you to meet the challenges facing agriculture and livestock farming in Kazakhstan?

« We sincerely hope that France will support us, notably in the following sectors,

- The transfer of technology and know-how, for example an introduction to advanced French agricultural technologies and training for our specialists
- The development of export markets, by assisting us to promote our farm products on the international markets.
- Environmental initiatives, by forging long-term partnerships in terms of agricultural projects and environment management.».

THE FERMIERS D'OR, A COMPETITION EXCLUSIVELY FOR FARM PRODUCTS

The only regional competition reserved for farmhouse products, the Fermier d'Or showcases the produce of farmers and processors in the Auvergne-Rhône-Alpes. The only restriction, apart from the geographical area of production, is that to qualify products must be produced from A to Z by the farmer. The awards ceremony is held every year at the SOMMET.

The competition is constantly evolving, for 2024 the **categories have been redefined** in a more logical manner for a fairer balance in the number of qualifying products while maintaining a **good representation of the region's different farmhouse products** to give even more value to the distinctions awarded by the jury, **the minimum number of products entered per category is increased to 5**.

In 2024, 360 products in 32 different categories will be presented by 192 farmer producers from across all the 12 départements in the AURA region.



3 core values that make the competition the success that it is

- farm products only,
- a jury made up of consumers,
- providing participants with a **documented appraisal** of their products.

The 2024 calendar

- Entries closed on **31 May**.
- The juries, made up of volunteer consumers, assisted by experts, met from **17 to 20 September** in Aubière (63), to judge the products.
- The prize-giving ceremony will occur at the **SOMMET DE L'ÉLEVAGE**, on the **2 & 3 October**.

Producing on her farm, Julie Rigal's pride and joy

GAEC La Ferme des Fourches (15) Triple Fermiers d'Or award winners

3 years ago, Julie Rigal joined her husband's Aubrac cow farm business in Junhac in the Cantal département. Via their GAEC «La Ferme des Fourches», they both share a love of what they produce on their own farm. And once again this year, Julie will be competing in the Fermier d'Or competition.

She seems to win every year. Since setting up with her husband, Julie Rigal, 33, has not missed a single Fermier d'Or competition. Whether it's a Gientian, Beer or Blueberry terrine, or a sausage made from 95% Aubrac beef, it might seem (to us anyway!) that Julie wins a prize every time she enters. «Initially, when the Chamber of Agriculture asked us to take part, I imagined they were going to laugh at us as we had only just set up her business at the time.»

However, starting with her first participation in 2021, in the category «Innovative farmhouse savoury meat products» the Terrine des fourches with gentian took 3rd prize. «I'm always emotional when I open the e-mail announcing that we had won a prize,» as Julie Rigal told us. «It was a great reward for our work». Especially as the Fermiers d'Or award has a special flavour for her with a jury made up of trade members as well as consumers from the public, which makes the award even more legitimate in her eyes.



« My Gran's terrine »

Among the products that Julie Rigal has developed, there is one that counts more than the others, «My Gran's terrine». «In 2022, I lost my grandmother unexpectedly. We used to go blueberry picking together on the slopes of the Puy Mary» After her passing in July, Julie decided to draw on her memories to create a terrine using these famous red berries. It won. and this product also ended up winning an award.... «I couldn't have paid her a finer tribute,» she recalls with emotion.

And this year, what products has she entered? «I will be presenting two new products, in collaboration with two friends who are also farmer/producers». She can't say any more without risking giving away the secret but promises that this year's entries will surprise many! «This competition gives a real boost to our sales», says a delighted Julie Rigal, who explains that her three award-winning products are her best-sellers. For her, the Fermiers d'Or competition is a step in the right direction, allowing producers to enter several products in the same category, while still promoting the creativity of on-farm processing. Julie concludes the interview by adding, «on-farm processing adds value to our farm products and is a real source of pride.».

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USING DIGITAL TECHNOLOGY TO IMPROVE THE SUSTAINABILITY OF FARMING

More than ever before, agriculture has entered the digital age.

Applications, robots, drones, data... «Agri-tech» is revolutionising and positively transforming the daily lives of farmers at every level, from production, farm and purchasing management, to product marketing support and knowledge sharing.

In this context, digitisation can help support agriculture on a human scale that respects the environment and animal welfare, while offering better working conditions for all farmers.

The SOMMET DE L'ÉLEVAGE is not to be outdone and has embraced to shift toward digitalisation. For many years now, the SOMMET has been supporting innovation in all its forms, whether through dedicated stands (The Innovation Barn), conferences on the same themes, the Sommets d'Or innovation competition and even the launch of an alternative medium that is 100% digital and 100% trade (Le Comptoir des éleveurs).

The agriculture of the future can be found at the SOMMET DE L'ÉLEVAGE.



the Agri-startups zone

The Innovation Barn is a place to meet, chat and discover new horizons, it gives farm start-ups a higher profile and visitors a chance to see all the innovations of tomorrow in one place.

The result of work by 5 partners (SOMMET DE L'ÉLEVAGE, CRÉDIT AGRICOLE, VILLAGES BY CA, AGRONOV & VEGEPOLYS VALLEY), this zone specifically dedicated to new solutions for livestock farming was first created in 2019.

To illustrate innovation in the livestock sector, visitors will be able to attend themed conferences on key livestock issues (protein self-sufficiency, new technologies, carbon neutrality, etc.) and innovative projects presented by the Innovation Barn partners.

In all, some thirty conferences will be on offer, including talks by the pavilion's innovative startups.

In 2024, **15 startups** will be present, including,



AGRI-ECHANGE

Agri-Échange is a digital platform for the exchange of goods, labour, services and work between farmers, with no cash outflow. The whole point of this platform is to help farmers earn a more income.

Founded in 2017 by Jean-Michel Rabiet and his sister, Catherine, both farmers, Agri-Échange today numbers 3,000 members.

For Manue MEOT, Network Development Manager, it is essential that we are present at the Innovation Barn. «The Innovation Barn is the perfect place to meet people, talk to other startups, share our knowledge and reach out to new targets. With its conference agora, the Innovation Barn also gives us the opportunity to discover new technologies and solutions, which we can then pass on to our members. That's a major benefit! It's also a great way of forging contacts with institutional players and initiating new partnerships. Thanks to the Innovation barn we've been able to work with a bank and a farming cooperative.

As a conclusion, the Innovation Barn gives us a shop with a street address! All year round, we talk to each other by phone and email. Once a year, we all get together at the SOMMET. It's our flagship event! Farmers know we're there, and it's vital for us to be there too.»



WEENAT

Weenat is an application, connected sensors and a spatial weather forecasting solution that enables farmers to accurately monitor weather conditions from field to field. Thanks to Weenat, farmers and their businesses have access to precise information to help them anticipate climatic hazards and optimise the management of their organisation.

«Today, innovation is everywhere! That's why the Innovation Barn is essential for promoting it. The SOMMET has understood this and taken it on board. It's a very challenging field, and that's what we like about it. As a startup with links to agriculture, you have to be as close as possible to the field and have high standards. Farmers expect a lot from us to provide them with solutions that make their daily lives easier. There's no question of disappointing them. Because innovation in agriculture is certainly what will enable the farming world to answer the expectations of modern society,» as Emmanuel BUISSON, Weenat's Product and Innovation Director explains.



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SOMMETS D'OR 2024

THE INNOVATION COMPETITION SERVING LIVESTOCK FARMERS

Anti-waste solutions, biomethane-powered tractors, automatic spraying, mobile hen houses, analysis and help with work organisation, these are just some of the products and services included in this year's competition to reward those innovations that make farmers' lives easier.

As the SOMMET DE L'ÉLEVAGE is a showcase for progress in agriculture and aims to highlight all these innovations within the Sommets d'Or competition.

Organised in partnership with the RÉUSSIR press group and the Presse Agricole du Massif Central (PAMAC), this competition, open to all SOMMET exhibitors, is designed to highlight remarkable innovations or achievements that can solve local or more general problems faced by livestock farmers.

One of the key features of the competition is the rigorous selection process. The winning innovation must be something out of the ordinary, bringing comfort or safety to the farmer's daily life, without losing sight of the environmental aspect. It must meet the expectations of both farmers and society (environment, animal welfare, etc.).

Each year, a panel of around fifteen experts from the agricultural sector (vets, engineers, technicians, nutritionists, etc.) and livestock farmers judge the relevance of each entry. The selective nature of the competition reflects the professionalism of those involved in the world of livestock farming.

This is a major highlight of the SOMMET, giving winners a great opportunity to showcase their innovations to visitors, as Romain DUMONT, Sales Director at YANIGAV and winner of an award in 2022, explains,

«For us, the SOMMET DE L'ÉLEVAGE is quite simply the best event of the year! It's our benchmark show. Our customers come to see us every year to discover our new products. We've been taking part for over 20 years, and this is the second time we've won the Sommets d'Or. And each time, the results are impressive! We've broken all records in terms of enquiries and sales. And yet we never thought we'd be selected. YANIGAV is a small family business with 8 employees, based near Roanne, specialising in wood and stake mechanisation. We entered this innovation competition with our hydro-shock pile driver. When the results were announced, I was speechless. What a source of pride to have been selected from among the 73 entries and to be a winner alongside some very big companies!»



Focus on Quentin BOYER, the new chairman of the Sommets d'Or jury

Barely 30 years old, Quentin BOYER has been the new, young chairman of the Sommets d'Or jury for the last two years, succeeding René AUTELLET who was chairman for almost 20 years. After a year of mentoring, he assumed the presidency alone last year.

For this manager of small ruminants and dairy cattle adviser to the Lozère Chamber of Agriculture, it is a great honour, «Like all visitors to the SOMMET, I knew about the Sommets d'Or competition, but knew very little about it. When Jacques CHAZALET, who I met at the SIA (Salon International Agricole) as part of the Concours Général Agricole for which I am commissioner, asked me to chair the jury, I accepted without hesitating! I'm very interested in this competition, which is designed to be highly selective to highlight the quality of the products and services chosen.»

To achieve this, the Chairman and members of the jury work very hard. As from the end of May, all entries are meticulously assessed by each member of the jury. At the end of June, they meet for a day to sift through all the entries received and determine the winners. «This day is intense. It can be a bit hectic at times, but that's what makes it so much fun.» Quentin BOYER tells us. «You must be in harmony with each other and listen to other members of the jury, which is the basis for constructive exchanges. You also need to be accurate in your reasoning. That's the most important thing. Having the right arguments to explain to candidates why their application has not been chosen is key.»

Because that's also the role of the Chairman: to find the right words that will enable disappointed candidates to accept the decision and make improvements to their concept with a view to representing it next year. «I am very attentive to all the companies following judging. We mustn't lose sight of the fact that all the entries we receive are of a very high quality. Taking part in the competition is a carefully considered choice. Participants know the value of the competition and the highly selective and demanding nature of the jury.»

To date, 98 applications have been submitted. Yet another record for this 2024 edition of the show!

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ACCESS THE SOMMET'S NETWORK ALL YEAR-ROUND

We asked ourselves, how can farmers and other livestock trade players take advantage of the networking made during the SOMMET, even after the event? So, we tasked Victor BERTHON, our Development and Digital Manager with finding a solution. Victor, resourceful as ever, created the Comptoir des éleveurs to meet this objective. The aim is to maintain links between farmers, visitors and exhibitors throughout the year.

To achieve this, the MySommet application has been transformed into a website, becoming at the same time,

- **An alternative media**
With articles, videos, podcasts... with original content bringing together all the information farmers need
- **A marketplace**
In a nutshell, a huge store where farmers and others can buy and sell their goods easily.
- **A social network**
Where to get in touch (and stay in touch!) with other livestock industry actors, could we say a LinkedIn for the livestock industry, to take advantage of the SOMMET's network everywhere, and at any time.

In other words, the Comptoir des éleveurs is the place to get information, do business and remain connected, for all those involved in an interested in farming. With its exclusive content, marketplace and trade network, the site brings together all the resources needed by the livestock farming community at a single address.

3 Questions for

Victor Berthon,
SOMMET DE L'ÉLEVAGE Development
and Digital Manager

Why create the Comptoir des éleveurs?

«The primary objective of the SOMMET DE L'ÉLEVAGE is to connect people. In the current format, they meet up for four days in Clermont-Ferrand and take advantage of the entire network present during the show. The idea, with the Comptoir des éleveurs, is to allow these opportunities to last throughout the year. In this way, the SOMMET remains useful for its community, well beyond the four days of the show every October.»

How does Comptoir des éleveurs work in practical terms?

«The idea is to connect the SOMMET community all year round. This applies to everyone, exhibitors, visitors and farmers. To achieve this, the site is a medium for information, a department store and a professional social network all rolled into one. In concrete terms, users of the MySommet app will switch directly to the Comptoir des éleveurs website after the SOMMET.»

What are the new features?

«The functionalities will continue to be upgraded. We're thinking about posting job ads on a job board, plus adding a section dedicated to the weather and another on commodity prices. In short, all the information farmers need will soon be available on a single site.»



Media contact

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LAST MINUTE

4 fun evenings

Auvergne-Rhône-Alpes Region Gala Evening

Once the SOMMET doors have closed to the public, the Region invites all the SOMMET DE L'ÉLEVAGE exhibitors and its partners to its stand in the Main Entrance Hall for a moment of informal discussion and tasting of local products.

Tuesday 1st October
18.30 – 21.00
Main Entrance Hall

Dairy Industry Raclette Evening

Organised for the first time in 2023, the dairy industry invites dairy farmers exhibiting in the Hall 4 ring to a big raclette (melted cheese served with cold meats and boiled potatoes) evening.

Wednesday 2 October
20.00 – 23.00
Hall 4

International Gala Evening

Every year, the International Gala Evening, organised by France Génétique Elevage and Races de France, is staged in the main Zénith ring from 6pm to 7.30pm. The programme for international visitors includes a presentation of all the French cattle, sheep, goat and horse breeds present at the SOMMET, followed by a cocktail reception.

Wednesday 2 October
18.00 – 19.30
Zénith d'Auvergne cattle ring

Aftercow by the Young Farmers

Following the afterwork concept, the Young Farmers (YF) organise their «After Cow», a fun evening of dancing with DJ, in the ring at the Zénith d'Auvergne. Last year, over 3,500 people came. Open to all.

Thursday 5 October
20.00 – 01.00
Zénith d'Auvergne cattle ring



3 new services to make your visit to the SOMMET easier

We've added 3 new services to our website www.sommet-elevage.fr to help visitors, exhibitors and the media find accommodation and transport to and from the show.

Revolugo, the new accommodation platform.

The SOMMET's organisers have worked long and hard with the hotels in the region to come up with an offer at negotiated rates.

ACCESS HOUSING PLATFORM

Car-sharing, it's simple

To help reduce the number of vehicles circulating around the show ground during the 4 days of the show, this brand-new car-sharing platform will allow visitors to find space in a car for travel to the show, or alternatively for those with space in their cars, to offer available seats.

ACCESS TO THE CARPOOLING PLATFORM

Flying without the headache

And for those intending on coming to the show by plane, they will be able to take advantage of a special benefit on all AIR FRANCE-KLM flights, from 24 September to 11 October 2024.

BOOKINGS VIA



INFO FOR THE PRESS

As is the case every year, the SOMMET DE L'ÉLEVAGE provides journalists with,

- A press room with all the technical equipment needed to work.
- A catering area in the press room for snacks and lunches.
- A welcome programme and visits on request (you can also sign up for free for the farm tours available for international visitors).

PRESS ACCREDITATION

Click on the website and fill in the accreditation application form on www.sommet-elevage.fr / section «Press» and your e-badge will be sent to you by email.

Remember to print it out to access the SOMMET or download it onto your smartphone.

SHUTTLES

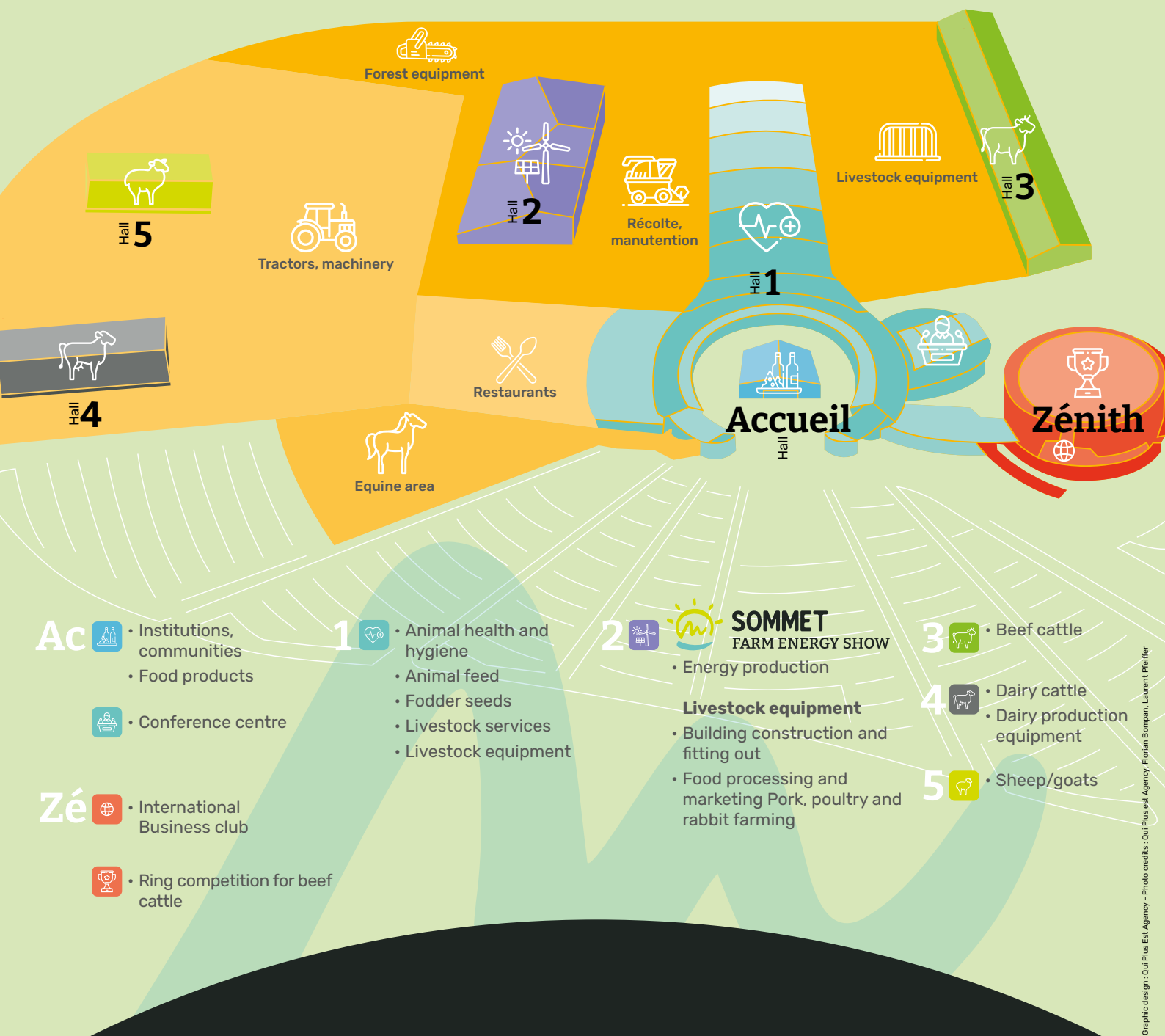
Free shuttle buses are available to take you between the SOMMET DE L'ÉLEVAGE and your hotel, the airport or the SNCF mainline train station.

Information and booking in the press room.

COPYRIGHT-FREE PHOTOS AND VIDEOS

Throughout the SOMMET, we can provide you with royalty-free photos and video rushes. Don't hesitate to contact the press office.

SITE MAP



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