

SOMMET DE L'ÉLEVAGE LIVESTOCK SUMMIT

 Press release | June 2018




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OCTOBER
2018
CLERMONT-FERRAND
FRANCE

A 27TH EDITION THAT IS LOOKING EXTREMELY PROMISING

With 1,500 exhibitors from 32 countries occupying 180,000 m² of show space, 2,000 animals and 95,000 visitors from the farming industry, the SOMMET DE L'ÉLEVAGE is now recognised as a reference among the world's largest livestock shows.

Judging and animal presentations, technical innovations, business meetings, farmer events and conferences covering the hot topics in the agricultural world will, as they have for every year, form an integral part of this year's event that is already scheduled to be a success.

"The marketing for this year's show is going very smoothly and the SOMMET will, once again, be fully sold out with over 1,500 exhibitors" claims Fabrice BERTHON, the show's General Manager. If the SOMMET is in the process of setting a new record in terms of exhibitors, it can also legitimately hope to surpass the symbolic bar of 100,000 visitors over the 3 days of the fair in 2018. "In view of the 95,000 visitors who came to the show in 2017 and the current favourable economic climate in the dairy and beef sectors, the conditions appear favourable for attracting even more visitors this year".



THE SOMMET in a few figures

- **95,000 visitors** in 2017 of whom 4,500 were international visitors from 85 countries
- **1,500 exhibitors** of whom 300 are international from 32 countries
- **180,000 m²** of show space
- **78,500 m²** of net stand space
- **2,000 elite animals** including all the main livestock breeds
- **1 auditorium** (Zénith d'Auvergne) that will host all the beef cattle judging
- **A varied and profound range of products and services** covering every need of the modern livestock farm
- **More than 40 symposiums** and conferences
- **An International Business Club** for foreign visitors
- **35 farm and agri-industrial site visits**
- **4 gourmet restaurants**



Undisputed world leader in the beef sector and an event that has become a reference for the dairy, sheep and horse sectors, the SOMMET DE L'ELEVAGE is today an exceptional showcase of French know-how in terms of animal production and genetics.



The Salers breed national championship

In 2018, it's the turn of the Salers breed to host its national championship over the 3 days of the fair with 400 of the very best animals on show. Today the Salers breed numbers over 223,000 cows found throughout France.

The Simmental breed European championship

Other European Simmental breeders have replied positively to the proposal to organise a breed European championship at the SOMMET DE L'ELEVAGE.

4 countries will be represented: France, Germany, Austria and Switzerland with in total 48 animals in judging.

Note too that the livestock from Germany, Austria and Switzerland will be sold in auction at the end of the show.

Of course, all the other main breeds will be equally present with in total more than 2,000 premium animals, rigorously selected to participate in the numerous judging and other livestock presentations.

Conferences and symposiums at the heart of hot farming topics

As every year, the SOMMET will be the theatre for forty conferences dealing with current farming topics, not just involving livestock but also other varied themes.

At the same time as the Salers breed national championship, the SOMMET DE L'ELEVAGE will also host the Salers breed International Congress with almost 100 delegates expected from throughout the world. The programme includes: numerous farm visits, technical meetings covering, in particular, genomic selection and the AGM of the International Federation of the Salers Breeders Associations.



PROGRAMME 2018

Livestock judging



BEEF CATTLE (750 animals)

- Salers breed national championship (400 animals)
- Charolais, Limousin, Blonde d'Aquitaine, Aubrac, Gascon, Parthenais, Bazadais, Belgian Blue and Hereford breeds judging
- Presentation of the Ferrandais, Maine Anjou and Highland cattle breeds
- Presentation of the progeny of AI bulls



DAIRY CATTLE (550 animals)

- Simmental breed European championship (48 animals)
- Holstein, Montbeliard, Swiss Brown, Normande, Abondance, Tarentaise and Jersey breeds judging
- Auction sale of Swiss Brown and Simmental heifers
- Presentation of the Vosges breed



SHEEP (400 animals)

- Judging of the following grassland breeds: Charollais, Texel, Suffolk and Ile de France
- Judging of rustic breeds from the Massif Central region
- Presentation of the Romane sheep breed
- Presentation of the Alpine and Saanen goat breeds
- Presentation of sheep dog breeds
- Auction sale of Hampshire and Suffolk rams
- Demonstrations of working dogs and innovative sheep handling machinery
- Wool competition, shearing competition, sheep handling competition for agricultural students (part of the *Ovinpiades* competition)



HORSES (300 animals)

- Judging of the Percheron, Ardennais, Comtois and Breton working horse breeds
- Presentation of the Auxois breed, of working horses and donkeys
- *Horses Massifs Trophy* (Equine judging competition by agricultural students)
- Demonstration of the forge and farriers' techniques

THE INTERNATIONAL ANGLE, THE PRIORITY AXIS OF DEVELOPMENT



With 4,500 foreign visitors from 85 different countries coming to the exhibition in 2017, the SOMMET DE L'ELEVAGE has firmly established itself as one of the world's leading livestock trade shows.

The foreign delegations are particularly pampered in the International Business Club that sets its stall each year in the prestigious Zénith d'Auvergne concert hall.

Hosted by ADEPTA, the International Lounge offers a number of services that reply specifically to the needs of the foreign visitor: interpreters, guided visits to the show, personalised advice and assistance, organised meetings with exhibitors, meeting rooms, catering, prayer hall, accommodation booking service, free shuttle service...

A team from BUSINESS FRANCE, comprising agricultural specialists based overseas, offers an advisory service to exhibitors in their approach to exporting. The agency promotes the SOMMET DE L'ELEVAGE event in several target countries such as in the Mediterranean basin, in Eastern Europe, in Latin America and in Asia. Finally, to assist international visitors in their logistical requirements (travel, accommodation, tourism, etc.), the show's organisers have commissioned the travel agency AGRILYS, the #1 French specialist travel agency in study tours for farmers.



Turkey, guest of honour at the SOMMET 2018

Following on from Iran in 2017, it is Turkey's turn as the guest of honour for this 27th edition of the SOMMET.

Agriculture is an important activity in the country worth 52 Bn USD, representing 6.1% of the country's GDP and involving 19.4% of the active population or, 5.5 M persons, in 2017. Crops account for more than 2/3rds of its agricultural production, followed by livestock accounting for a 1/4, 5% in forestry and just 3% for fishing. Benefitting from a very wide variety of microclimates and 23,4 M ha of farmland, the country is more or less self-sufficient in many farm products. In 2017 Turkey's farm production included 50.5 MT* of forage grass, 35.1 MT of cereals, 30.8 MT of vegetables, 20.8 MT of sugar beet, 20.6 MT of fruit, 4.8 MT of potatoes, 3.7 MT of oil seeds, 2.4 MT of cotton, 1.3 MT of legumes and 1.3 MT of tea. This notable agricultural production places Turkey in 7th position in the world agricultural economy. In terms of livestock production, Turkey is a significant livestock-rearing country with 34 M sheep, 16 M cattle (of which 6 M are dairy cows) and 10 M goats. Bearing in mind its importance, livestock farming is one of the Turkish Ministry of Agriculture's priorities, focussing a significant percentage of its farm support towards its development.

"France and Turkey are complementary," explains Benoît Delalay, the SOMMET's International Manager. "French beef breeds are appreciated by Turkish farmers because of their excellent yield and their lean meat. I sincerely hope that this invitation as guest of honour will contribute to further developing the exchanges between our two countries".

To be noted, on the fringe of the SOMMET DE L'ELEVAGE will be held the French-Turkish Joint Agricultural Committee between the respective Ministries of Agriculture for the two countries plus an Agri-business forum involving French and Turkish businesses.

* MT = million tonnes

BUSINESS FRANCE



BUSINESS FRANCE is working with the SOMMET DE L'ELEVAGE and Entreprise Europe Network, to establish a B2B matchmaking platform during the show. The SOMMET's exhibitors and potential foreign investors now have a tool to learn about one another, book meetings and prepare, in the most professional manner, their participation at the event.

Our objective: yet more well-prepared business meetings, using a tool that matches the needs of the visitors and what the exhibitors at the SOMMET have to offer.

INTERNATIONAL PROGRAMME 2018

PRE-TOURS

In addition to the traditional farm visits, several pre-tours will be organised for the Tuesday 2nd October 2018 (all day) specifically for international visitors.

4 visit circuits have been programmed:

- Beef cattle sector
- Dairy cattle sector
- Sheep sector
- Salsers breed

FARM AND AGRI-INDUSTRIAL SITE VISITS

Nearly 35 farm and agri-industrial site visits are on offer to visitors throughout the 3 days of show.

The programme includes: beef cattle, dairy cattle, sheep, goats and horse farms, plus agri-industrial businesses (abattoir, cheese-processing, cattle export batching centre, feedlots, beef meat research centre, the French National Institute of Agricultural Research, and other visits too).

A comprehensive visit programme of French livestock excellence!



INTERNATIONAL LIVESTOCK EVENING

As for every year, foreign delegations are cordially invited to the INTERNATIONAL LIVESTOCK EVENING organised in partnership with FRANCE GENETIQUE ELEVAGE, during which all the animal breeds present at the show will parade in the main ring in the Zénith concert hall. Attendees are cordially invited to a cocktail that will complete the evening in a convivial manner.

➤ **Wednesday 3rd October**
19.00 > 20.30 • Zénith arena

INTERNATIONAL PRESENTATION OF SHEEP BREEDS

Prior to the International Evening, foreign visitors can learn about the French sheep breeds present at the SOMMET during an international presentation (conducted in French and in English) in the sheep ring.

➤ **Wednesday 3rd October**
16.00 > 17.00 • Hall 5

TURKISH AGRICULTURE CONFERENCE

A conference presenting agriculture in Turkey, its priorities and opportunities notably in terms of livestock production is to be organised by the Turkish Ministry of Agriculture.

➤ **Wednesday 3rd October • 9.00 > 12.00**
Conference centre • Room 2

Sommets d'Or, Innovation and technology



Every year, the *Sommets d'Or* competition rewards the best innovative techniques and products in the following categories: agricultural machinery, material, supplies, and services for livestock. The SOMMET provides the perfect showcase for the winning exhibitors to display their innovations to visitors from the farming industry and the farming press. Each award-winning product will have the opportunity to post a short introductory film on the SOMMET's web site www.sommet-elevage.fr and articles in the French farming press.



IN BRIEF

Horse pole improvements

Every year the horse pole is improved and this year we are pleased to announce a totally new show ring.

A second exhibition hall for 2020

The construction of a second permanent exhibition hall is planned for 2020 - that will undoubtedly coincide with the SOMMET becoming a 4-day show.

The SOMMET's Web TV is back in the forefront: www.sommet-elevage-tv.fr

Catch up on the highlights of this year's SOMMET DE L'ELEVAGE live or in replay!

NEXT APPOINTMENT

Thursday 21st June 2018 at 10.00

International press conference launching the SOMMET DE L'ELEVAGE 2018

Embassy of Turkey in France
16 avenue de Lamballe - 75016 Paris
"La Muette" subway station - Line 9
"Passy" subway station - Line 6
RER C - Avenue du Président Kennedy



SOMMET DE L'ÉLEVAGE
Grande Halle d'Auvergne fairgrounds
Clermont-Ferrand | France

ZENITH ARENA

- INTERNATIONAL BUSINESS CLUB
- Beef breeds championships
- National SALERS championship

ENTRANCE HALL

- Education, professional training
- Local authorities and administration

HALL 1

- Animal health and hygiene
- Animal feed
- Fodder seeds
- Farm building equipment
- Animal farming services
- Pig, poultry and rabbit breeding

HALL 2 DAIRY CATTLE

- Dairy genetics
- Dairy equipment
- Milk process and storage
- Animal health and hygiene
- Animal feed
- Farm building equipment
- Animal farming services

HALL 3 BEEF CATTLE

- Beef breeds genetics
- Animal health and hygiene
- Animal feed
- Farm building equipment
- Animal farming services

HALL 5 SHEEP AND GOATS

- Sheep and goats genetics
- Sheep and goats farming equipment

HALL 6

- Farm buildings
- Energies

ESPLANADE 1

- Tractors
- Tillage
- Sowing, crop spraying
- Trailers

ESPLANADE 2

- Feed distribution
- Fodder harvesting
- Handling and lifting materials
- Forestry equipment

ESPLANADE 3

- Livestock trailers
- Livestock equipment
- Farm buildings
- Farm buildings equipment



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The SOMMET is on line :
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