



The SOMMET DE L'ÉLEVAGE

back on 4, 5 and 6 October 2017



On 4, 5 and 6 October 2017, the **SOMMET DE L'ÉLEVAGE (LIVESTOCK SUMMIT)** will be back at the *Grande Halle d'Auvergne* exhibition centre in Clermont-Ferrand (France) for its 26th edition.

With 5 months to go until gates open for the leading European forum for livestock professionals, the organizers are feeling good, as General Manager Fabrice Berthon explains: *"With 1,040 businesses already registered and 60-odd new direct exhibitors already announced, we have a slight headstart over the same period in 2016. We are well on track to hit our objective for this year, which is to continue growing and get even more exhibitors than last year. With 2,000 elite animals, 1,500 exhibitors expected-including 300 international exhibitors from 30 countries-and thirty-odd conferences and seminars lined up, the 2017 SOMMET is shaping up as another classic".*

This new edition will surely measure up to expectations for the 88,000 visitors expected from around the globe.



THE HEADLINES...

• The Zénith venue-epicentre of the SOMMET

Like in 2016, the beef cattle competitions ring and the International Business Club will again be hosted at the heart of the prestigious Zénith d'Auvergne venue arena-the perfect stage for hosting main-event shows like this.

• Layout rezoning for the 2017 SOMMET DE L'ÉLEVAGE

In terms of rezoning arrangements for this 26th edition, note that the entire agricultural machinery, sheep and food & catering zones will be tarmacked for the event, pending construction of a second hard-floor hall scheduled for the very next editions.



• The Limousin breed, star of the 2017 SOMMET

The Limousin breed, blending great maternal traits with outstanding carcass yield traits, will be headlining the 2017 SOMMET DE L'ÉLEVAGE with its national best-of-breed championships.

After landmark events in 2004 and 2011, the Limousin Breed Society is back again this year, ready to show the breed's best 400 specimens.

• 2 international breeds competing

For the first time ever, the SOMMET will be hosting championships for two foreign breeds: Belgian Blue and Hereford. The Hereford competition will double as national championships, with judges flying in from Canada, Uruguay, Sweden and the USA.

Europe's No.1 livestock show



Set in the heart of the biggest area of natural rangeland in Europe, the SOMMET DE L'ÉLEVAGE is an exceptional showcase for French knowhow in livestock breeding and breed genetics. Already worldwide leading trade show for the beef sector, the SOMMET has also carved out a position as the leading national forum for dairy and dairying breeders in mountain upland zones, and for the sheep and horse subsectors.

Part business hub, part community forum for exchanging news and views in the farming trade, the SOMMET DE L'ÉLEVAGE continues to pull in more and more visitors every year. 2016 footfall figures clocked 86,500 visitors, including 4,000 international visitors from 84 countries, setting new attendance records.

This and every year, the SOMMET lines up a rich programme of livestock showings, technical innovations, professional trade events and conferences on hot issues in farming. Make sure you get hold of the programme!

An exceptional showcase for the world's top breeds

Year-in year-out, the SOMMET host the very best of what French and European livestock has to offer: 750 beef cattle, 550 dairy cattle, 400 sheep and 300 horses, for a total of 2,000 rigorously-selected animals on show in arena rings at each hall.

The packed 3-day schedule will be smartly paced by a flurry of events, from national or inter-regional breed competitions to breed shows to auctions, demonstrations, and more.



National Limousin cattle championships

In the wake of resounding successes marking the 2004 and 2011 events, the Limousin breed is back at the SOMMET for another national competition headlining this 26th edition, where the line-up will feature nearly 400 elite specimens competing, and where an auction will also be held. The French national competition is the biggest gathering of elite Limousins in the world, making it a major headline event. This competition usually draws competitors from over 200 farms in 35 different French *départements*, making the 'National' a huge event for Limousin breeders across France-and abroad too, given how many international delegations have already booked places ringside. Over the 3 half-days allocated to the event, visitors will get to witness first hand the work of the best French breeders as they show animals boasting excellent genetic merit.



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Hot issues in farming take centrestage at the SOMMET

More than 30 top-flight seminars and conferences on hot issues in farming will be rolling centrestage at the *Grande Halle d'Auvergne* conference centre over the packed 3-day event schedule.

From technologies, research and genetics to the CAP and back to international trade and export strategies, environmental issues and animal health... these are just some of the hot issues on the debate agenda open to journalists and livestock professionals alike.



LIVESTOCK SHOWINGS THE 2017 PROGRAMME



NATIONAL COMPETITIONS

- Limousin breed (400 specimens on show) + cattle auction
- Hereford breed

BEEF CATTLE (750 specimens)

- Competitions for the Charolais, Blonde d'Aquitaine, Salers, Aubrac, Gascon, Parthenais, and Belgian Blue breeds.
- Showings of the Bazadais, Maine-Anjou and Ferrandais breeds

DAIRY CATTLE (550 specimens)

- Competitions for the Montbéliard, Holstein, Simmental, Brown Swiss, Normande, Tarentaise and Abondance breeds.
- Auctions held for selected Brown Swiss heifers
- Jersey and Pie Rouge des Plaines breed shows

SHEEP (400 specimens)

- Competitions for the Charollais, Texel and Ile-de-France sheep breeds
- Challenge Cup for the rustic Massif Central sheep breeds
- Grassland and hardy sheep breeds shows
- Hampshire rams on auction
- Alpine and Saanen goat breed shows
- Sheepdog breed shows
- Demonstrations showing herding dogs at work plus innovative sheep handling equipment
- Sheep-shearing competition

HORSES (300 specimens)

- Competitions for the Percheron, Ardennais, Comtois and Breton breeds
- Showings of the 9 French draught breeds, the Auvergne horse, the Aurois horse
- Showings of pleasure-ride horses and ponies and the Bourbonnais donkey
- Demonstrations of equestrianism gear plus horses and donkeys at work
- Grand Prix du Massif Central—pairwork horse driving trials

New!

Our international visitors can follow an English translation of the championships results live from the rings.

Even greater international reach

In 2016, 4,000 international visitors—from 84 different countries—made the trip out to Clermont-Ferrand, just to be here at the SOMMET DE L'ÉLEVAGE.

A big factor is surely that the SOMMET pulls out all the stops to offer international delegations the best experience possible.

The International Business Club, VIP hosting

The International Business Club, now hosted in the prestigious main reception hall at Zénith d'Auvergne, is exclusively for foreign delegations. This dedicated space, manned by the ADEPTA [association for the development of international exchanges in food-farming industry products and techniques], provides a services package tailored to cover everything our international attendees could need: interpreters, guided tours of the show, personalized advice, B2B meetings with exhibitors, conference space, internet access, food and catering area, prayer room, an accommodation bookings centre, free shuttle links from the exhibition centre to town centre, train station and airport...

Support for exhibitor companies looking for export-market openings is also on hand at the International Business Club, with BUSINESS FRANCE mobilizing a team of 8 agricultural advisors posted abroad. BUSINESS FRANCE is a business development agency that promotes the SOMMET DE L'ÉLEVAGE in several target countries from around the Mediterranean Basin, Eastern Europe, the CIS, Latin America and Asia.

Rounding off the package, to offer our international visitors tailored assistance on organizing the logistics of their time at the SOMMET (transport, accommodation, tourism), we have partnered up with AGRILYS, the leading French travel agency specialized in study-programme trips for farming-sector professionals.



Iran, 2017 guest of honour



Following Colombia in 2016, this time round Iran will be the country guest of honour for the 26th edition.

Iran enjoys a hugely diverse range of climate zones, and Iranian farmland is suited to cultivating a diverse variety of crops, including cereals, an array of fruit and vegetables, cotton, spices, tea, and more, as well as livestock, essentially sheep (50 million heads) and goats and approaching 9 million cattle.

Agriculture accounts for 13% of the country's GDP and 25% of the country's jobs, and Iran will be reaching out through this year's SOMMET DE L'ÉLEVAGE to promote its agriculture and livestock industry on a purpose-dedicated stand provisioned by the organizers. In a move to further galvanize ties between the two countries, the SOMMET will be hosting the France/Iran Joint Committee on Agriculture. Created in 2015, this committee brings together the Iranian and French agriculture ministries with a mission to jointly define a concrete programme of bilateral cooperation on sharply-boundaried action to be engaged over the next few years.

Official delegations attending the SOMMET

A number of delegations from all 5 continents have already booked their place, including Iran, Mongolia, Belarus, and Cuba-Cuba which will also have its own special stand to showcase its agricultural assets and promote the new opportunities for investment opening up since Havana recently re-emerged into the international arena.

2017 PROGRAMME FEATURE OPPORTUNITIES TAILORED TO FOREIGN VISITORS

THE 'PRE-TOURS'

Alongside the regular programme of farm tours, a new set of pre-tours will be organized for all day Tuesday 3 October opened out to international-visitor audiences.

The programme line-up features 4 circuits:

- Beef cattle sector
- Dairy cattle sector
- Sheep sector
- Limousin breed

TOURS OF FARMS AND AGRO-INDUSTRY TECHNICAL FACILITIES

Over 35 tours of farms and agro-industry technical facilities are on offer over the 3-day schedule.

The programme line-up features dairy cattle, beef cattle, sheep and goat operations, and food-farming industry businesses (slaughterhouses, cheesemakers, a cattle export centre, finishing feedlot operations, a meat industry research centre, INRA—the national agronomics research agency, and more).

A dream introduction to the outstanding quality on offer through the French livestock sector!



INTERNATIONAL LIVESTOCK EVENING

Like every year, our international delegations are again invited to attend the big International Livestock Evening co-organized in partnership with FRANCE GÉNÉTIQUE ÉLEVAGE, and featuring a private showing of all the breeds on show at the SOMMET, this time under one roof, at the Zénith d'Auvergne venue arena.

A free cocktail snacks and drinks get-together has been arranged for the delegations to round off the evening.

Wednesday 4 October, 7.00pm – 8.30pm, Zénith ring

New!

SHEEP BREDS GO ON SHOW JUST FOR INTERNATIONAL VISITORS

As a prelude to the International Livestock Evening, there will be a private showing just for foreign visitors (delivered in French with English translation) of all the French sheep breeds at this year's SOMMET, hosted at the sheep ring.

Wednesday 4 October, 5.30pm – 6.30pm, Sheep ring

FRANCE-BELARUS ROUND-TABLE:

towards effective, efficient cooperation on livestock farming

FRANCE GROUP and ADEPTA will be organizing round-table talks, early on Friday 6 October, to discuss Belarusian agriculture and livestock farming, its strategic priorities and the areas that warrant stronger cooperation from France.



A closer look at...



The SOMMET as partner to a host of agricultural shows in 2017

A number of agricultural show organizers from around the world are expected to be here for this year's SOMMET DE L'ÉLEVAGE on stands representing shows in Iran, Cuba, Ukraine, Romania, Brazil, and even the European Federation of Agricultural Exhibitions and Show Organisers (EURASCO).

The 2017 Sommets d'Or



Every year, the **Sommets d'Or** competition awards the best technical innovations that emerged over the year, under 4 categories: agricultural machinery, livestock facility equipment, livestock farming supplies, and livestock farming services.

Open to all exhibitors, the competition offers a golden opportunity to get all the innovations value-adding brand exposure across trade press, event visitor and sector professional audiences.

Like every year, the jury composed of agricultural specialists, chamber-of-agriculture technicians, technical institutes plus livestock farmers, researchers and even veterinarians, is due to sit in early July, with the prize ceremony held 'live' at the SOMMET.



Key dates!

TUESDAY 23 MAY 2017, 10AM

Kick-off press conference for the 2017 SOMMET DE L'ÉLEVAGE

Residence of the Ambassador of the Islamic Republic of Iran in France

5 rue Fortuny - 75 017 Paris



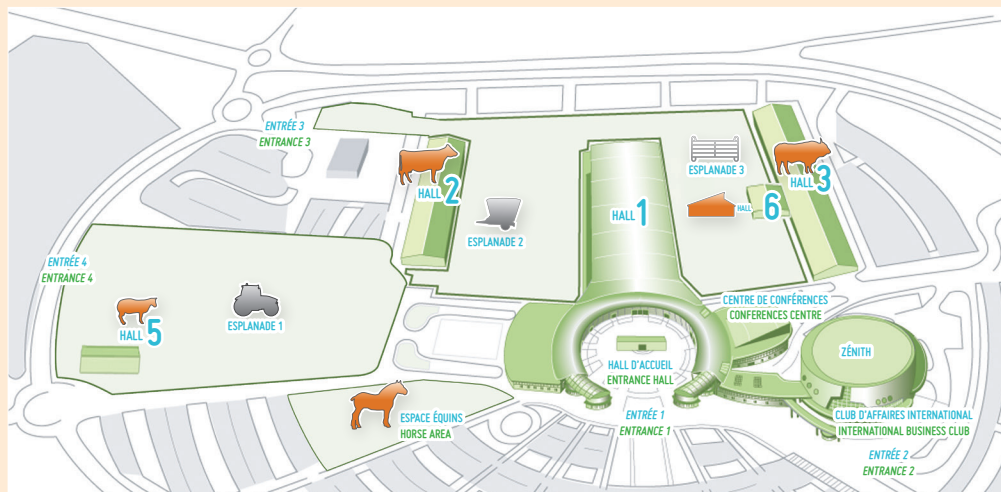
MONDAY 10 JULY 2017

Press launch themed around the Limousin breed:

visit out to the Limousin herd book and breed selection HQ 'Pôle de Lanaud' at Boisseuil and tour of a Limousin-breed farm operation

TUESDAY 11 JULY 2017, 11AM

Press conference in Clermont-Ferrand



ZENITH ARENA

- INTERNATIONAL BUSINESS CLUB
- Beef breeds championships
- National LIMOUSIN 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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