

SOMMET DE L'ÉLEVAGE 2011



5-6-7  
October 2011  
Clermont-Ferrand | FRANCE



## A RECORD-BREAKING EDITION AT 80,000 VISITORS !

The 20<sup>th</sup> anniversary of the SOMMET DE L'ÉLEVAGE set a new benchmark, as 80,000 visitors - including 3,000 from abroad - wandered the aisles over the 3-day event.



For the first time in its history, the SOMMET DE L'ÉLEVAGE clocked over 80,000 visitors. "A new record, and one we're very satisfied with" claimed the show's President Roger Blanc.

However, he sees the most important development as the boom in visitors from abroad. "Our work to build the SOMMET's international development has now passed a decisive milestone. We have real potential for creating added-value on our exports, and this year you could feel how we have extended our international reach, with close-on 3,000 international visitors from 62 countries, most of whom are genuine buyers. Contract talks were opened throughout the 3-day event, and we the organizers have had enquiries asking to export our skilled experience in organizing livestock shows abroad".

Good things come in pairs: feedback from show professionals revealed all 1,250 exhibitors are pleased with the quality of business contacts made. For the livestock sector as a whole (dairy cattle, beef and sheep), the outlook is brighter now that prices are strengthening. However, breeders are keeping a sharp eye on developments over the coming months, especially with the G20 agriculture ministers meeting and Common Agricultural Policy reform.

There was only cloud over Roger Blanc's lookback at this year's SOMMET: neither the President nor the French agriculture minister attended this 20th-anniversary edition.



## THE 2011 SOMMET AT A GLANCE:

- > 80,000 visitors
- > 3,000 international visitors from 62 countries
- > 1,250 exhibitors
- > 2,000 animals from 64 breeds on show
- > 28 foreign journalists from 21 countries on hand to cover the event
- > 26 farm tours organized for the international visitors

## NATIONAL LIMOUSIN COMPETITION: quantity and quality make the grade

"We held an outstanding competition, with the specimens presented showcasing the best of the Limousin breed, and what better place to do it than the SOMMET!". With 200 breeders and 420 animals competing, head PR agent for the Limousin Herd Book Romain Ferrier is delighted to have helped make the success of this anniversary edition. Hosting the national show within a 1½-day window was a brave challenge, but they pulled it off thanks to the professionalism of the breeders and a jury that reached out to capture the public.

Even though the prize-winners all hailed from the breed's native area, 48 départements from all across France competed.

The auction was also "an unqualified success", as all 21 specimens were sold, including 16 to the export market.



## "EUROBRUNE" COMPETITION: the SOMMET emerges as a forum for exchange

In the words of Vincent Julhan, local breeder, "For us, 2011 has been the watershed year. We have crossed a pivotal milestone in terms of audience and animals on show (80 cows from 5 countries). We have reaped the rewards of our work and the years with the SOMMET as partner. The organizers placed their trust in us from the start, and this anniversary-event show hosted the best thank-you imaginable". Another plus was the auction sales of "Optibrune" heifers which came in from around France and left for the four corners of Europe.



## **SHEEP BREEDS: AN OUTSTANDINGLY COMPETITIVE CLUSTER!**

The Sheep breeds programme of the SOMMET DE L'ELEVAGE fulfilled all its promise by offering national competitions for the following breeds: Texel, Charollais and Grivette, and other high-quality shows where the breed teams' professionalism provided the perfect showcase for the breeds on show.

Breeders and visitors alike can look back with great satisfaction and look forward with excitement to the next edition!



## **HORSE BREEDS: PASSION ON THE PROGRAMME!**

With over 300 horses representing the 9 French draught breeds alongside saddle horses, the horse breeds programme is pulling in more and more visitors every year. The 3 days of this year's SOMMET were smartly paced by a flurry of visitor attractions, from competitions and breed shows to demonstrations of draught horses at work. In short, a showcase for professionals from the entire sector. Despite the sluggishness weighing on the sector, business proved relatively brisk, pulled by the export market. The 40 horses sold to Kazakhstan have placed the SOMMET firmly on the international map!



  
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**21<sup>ST</sup> EDITION OF THE  
SOMMET DE L'ELEVAGE:  
BOOK YOUR PLACE FOR  
3, 4 AND 5 OCTOBER 2012!**