

6, 7 and 8  
October

CLERMONT-FERRAND  
FRANCE



## A GREAT SHOW

The SOMMET DE L'ÉLEVAGE is closing the door on its 19<sup>th</sup> edition which, like the sky over the Auvergne region, turned out to be sunny with the odd cloud and gust of wind. «This has been a good show» says Fabrice Berthon, CEO. «The fact that the Minister for Agriculture didn't attend didn't in any way prevent us from holding another successful event» adds Roger Blanc, the President of the exhibition.



In the end, the SOMMET hosted **1,239 exhibitors, 1,900 animals from 64 different breeds and over 75,000 visitors** against the background of a difficult climate and with the agricultural sector currently going through a period of economic crisis. These figures prove that this European forum for livestock breeders meets visitors' expectations, 80% of whom are livestock breeders who come to collect information and invest in developing their businesses. The show also provides

breeders with a venue where they can put the spotlight on and promote the results of their day-to-day work by displaying top-quality animals that showcase the very best of French genetics. A showcase that, yet again this year, pulled in over **2,000 international visitors from 59 countries** who enthusiastically explored the SOMMET and the Auvergne countryside in search of livestock farms of a number of different breeds.

The mood among the exhibitors was optimistic given the difficult economic context. This was confirmed by Jean-Jacques Couq, the French representative for the companies CELLI (Italian manufacturer of rotary harrows) and SOLANO HORIZONTE (Spanish manufacturer of tillage equipment) who enjoyed huge success !

CELLI sold all 8 machines displayed on its stand, SOLANO HORIZONTE found takers for 12 models of its plough, and several orders were taken. There's no doubt that these two companies will be back at the SOMMET next year.



# INTERNATIONAL: FOREIGN VISITORS WERE DELIGHTED

Foreign visitors attended in droves again this year (**2,365 international visitors from 59 countries**) in order to check out the excellence of the French genetic stock.



A typical example is Bill & Géraldine HASSALL, Charolais breeders from New Zealand, for who « the SOMMET is one of the best livestock trade shows in the world due to the quality,

quantity and diversity of the animals on show, and also because it provides a unique setting that allows visitors to physically inspect bull progeny for which information has, up till now, only been available via catalogue. »

Another area of satisfaction for foreign delegations was the VIP welcome at the International Club and a programme boasting **17 tours of breeding farms and technical units**, specially tailored to their needs, which enabled some 500 participants to discover the various cattle and sheep breeds in the region.

Regarding international exhibitors, **373 foreign companies from 30 countries** took part or were represented in the 2010 SOMMET.

Lastly, note that this 19<sup>th</sup> edition of the show was covered by **26 foreign journalists from 14 different countries**.



## CHAROLAIS CATTLE AT THE ZÉNITH

The national Charolais competition lived up to expectations by putting on a spectacular show for a very large public. This was a major challenge and the participating livestock breeders rose to the occasion by showing some magnificent animals that, once again, showcased a breed of exceptional quality.



The SOMMET DE L'ELEVAGE further confirmed its international focus: «Just amazing!» is the term most widely used by foreign delegations to describe their impressions of the **508 animals on display** as well as the organisation of the competition.

The 219 Charolais breeders therefore left fully satisfied with the way things had turned out over the three days of the show.

As regards the other livestock breeds on display, the breeders of both beef and dairy cattle were unanimous in their opinion: «We are extremely happy ! The organisation has been impeccable and we have been able to showcase our work to its best effect».



# SHEEP: A SPECIFIC NEW SPACE THAT FULLY MEETS EXPECTATIONS

«This has proved to be an outstanding SOMMET» declared the manager of the sheep area. Breeders were delighted to have their own dedicated area in which to welcome visitors with a particular interest in sheep breeds. The three days of the show included two national competitions (Ile de France and Rava breeds), one regional competition (Charollais breed), one wool competition and a raft of technical presentations.



# HORSES: A HIGHLY POPULAR AREA

Boasting, as ever, high visitor attendance, the horse area gathered 250 breeders and 400 horses from 22 departments throughout the Massif Central region. This year marked the beginnings of a stronger national focus with the participation of the Normandy (Norman COB breed) and Nord (Boulonnais breed) regions. Four top-level inter-regional competitions together with leisure and draught displays were instrumental in showcasing the entire «draught horses» sector.

The SOMMET also exhibited new ways of using draught horses, such as carrying visitors and collecting waste, which demonstrates that they have a lot more to offer than meets the eye.



## 2011: 20<sup>TH</sup> ANNIVERSARY OF THE SOMMET DE L'ELEVAGE

THIS OCCASION WILL BE MARKED BY HOLDING THE NATIONAL LIMOUSIN COMPETITION IN THE CONCERT VENUE OF THE ZÉNITH D'Auvergne. THE EXCITEMENT IS AT A FEVERISH PITCH AMONG LIMOUSIN BREEDERS WHO HAVE BEEN WAITING IMPATIENTLY TO SHOWCASE THEIR BREED AT THIS VERY SPECIAL OCCASION.

**BACK ON  
5, 6 AND 7 OCTOBER 2011 !**



**SOMMET  
DE L'ÉLEVAGE**



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