

The 18th Edition of the Sommet de l'Élevage Trade Show Features Renewable Energy Pavilion and Business Focus

CHICAGO (May 7, 2009) — The leading business meeting for French and European livestock breeders, the Sommet de l'Élevage 2009 trade show (Breeder's Summit 2009) will take place from Oct. 7-9, in Clermont-Ferrand, France, in the heart of the Massif Central region, Europe's largest cattle meat production region. This 18th edition, scheduled to take place over three weekdays (Wednesday to Friday) is intent on focusing on business. This represents a strategic choice for this premier European breeding professionals' get-together. In all, more than 1,800 animals, 1,150 exhibitors and 75,000 visitors (including 2,000 foreign visitors) are expected in Clermont-Ferrand this October.

An international business crossroads

This show will host close to 1,150 exhibitors representing all agri-industry and especially livestock-breeding sectors over a 150,000 square meters (sq. m.) surface area. 350 foreign companies from about 30 countries will be attending or represented. In terms of attendance, no less than 75,000 visitors are expected throughout the three days, including more than 2,000 foreign visitors from about 50 countries.

Among new features in 2009, there will be a new pavilion hosting the booming renewable energy sector (photovoltaic panels, biogas, windmills, etc.). The issue of energy production sources diversification will be, more than ever, a core subject in the debates, and the farming industry is in a position to meet such challenges, which ultimately mean major investments.

The best of French animal genetics

An exceptional showcase for French livestock breeding, the show will feature more than 1,800 meticulously selected animals, for competitions or on display, including 22 cattle breeds, 26 sheep breeds and 16 horse breeds.

There will be two new competitions in 2009:

- Salers at the Zénith Hall and, for the first time, the Salers beef cattle breed will be organizing its national competition at the Sommet de l'Élevage, with its 500 best head on parade inside the Zénith d'Auvergne concert hall.
- Eurobrune

Also a first, the Brown Swiss breed European competition (Eurobrune) will take place. It will gather about 60 animals hailing from Italy, Germany, Switzerland, Austria and France, and it will end with an auction for elite heifers.

International focus

It is now an established fact: European meat cattle breeders get together every year at the Sommet de l'Élevage trade show. Among the 2,000 foreign visitors expected, delegations from Germany, Ireland, Spain, Russia, the Ukraine, Brazil, Mexico, Morocco, Senegal, China and others have already been announced. This year once again, organizers decided to work hard on the means to welcome and inform foreign visitors. A new international area, managed by ADEPTA (the Association for the Development of International Exchanges in Agricultural Products and Techniques), will be available to them to guide them throughout their visit and help them organize business meetings with exhibitors.

In addition, there will be:

- More than a dozen tours of breeding farms and agri-industry technical sites (slaughterhouse, insemination center, cheese factory, etc.) exclusively intended for foreign visitors
- Presentations on French genetics (cattle and sheep breeds) translated into several languages
- The first Franco-African meetings organized in partnership with AFDI Auvergne (French Farmers and International Development), about the issue of "Health Protection for Herds."

An event at the heart of farming news

Every year, the Sommet de l'Élevage is a major event in the farming trade. It is a succession of political visits, conferences and events.

This year's edition will include:

- A presentation by the French National Institute on Agronomic Research about its work on sustainable development and high-environmental-performance breeding
- Numerous symposiums organized by InterBev (France's beef cattle professionals' association)

and the French Breeding Institute (Institut de l'Élevage), an international conference about "Milk Production in Europe After 2013," "Organic Farming," and more.

Lastly, among the many events, the "Sommet d'Or" competition will reward, as it does every year, the best technical innovations presented by farming/breeding sector exhibitors.

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