

SOMMET DE L'ÉLEVAGE 2005

EUROPE'S N°1 BEEF PRODUCTION SHOW

6, 7 and 8 October 2005 Clermont-Ferrand - France

Heading towards the 14th SOMMET DE L'ELEVAGE !

Since taking up residence at the exhibition centre of the Grande Halle d'Auvergne in 2004, the SOMMET DE L'ELEVAGE has moved into a new phase of its development, and confirmed its position as **leading European forum for beef professionals**. Bolstered by its success in 2004, the outlook for the 14th show is particularly promising with the SOMMET already fully booked by 15th April, the official registration deadline. There will be 750 exhibitors to welcome an expected 70,000 visitors at the further enlarged exhibition area. There will also be a total of 1,500 animals on show, with the National Charolais Competition providing one of the highlights of this year's SOMMET.



The **Beef Cattle Area** thus enabling the SOMMET to represent 95% of the French suckler herd and confirm its role as the leading European forum for beef breeds.

750 exhibitors and an expected 70,000 visitors

Only the 15th April, and the SOMMET DE L'ELEVAGE is already fully booked ! The 2005 show will host 750 exhibitors from a range of traditional livestock farming and breeding sectors. With a return rate of 90% and 15% to 20% new exhibitors, the SOMMET can claim a 7% rise overall in the number of exhibitors. The organisers also hope to reach the 70,000 mark for visitor attendance this year following the 65,000 recorded visitors at last year's show. The 2005 show will be based on last year's set-up which proved satisfactory, although the outdoor exhibition area (agricultural machinery) will be extended and an additional exhibition tent will be set up for the Horse Area. Improvements have been made to the Animal Healthcare Area which will feature several animal health laboratories.

1,500 animals on show

The **National Charolais Competition** will undoubtedly provide one of the highlights of the next SOMMET. Considered one of the world's leading cattle breeds, French Charolais farmers will be presenting the top 500 examples of the breed, attracting many European and Non-European visitors to the show. Events will also include an auction of high-quality Charolais genetics.

The Limousin, Blonde d'Aquitaine, Salers, Aubrac and Gasconne breeds will also be on show in the traditional SOMMET competitions and presentation of Masters.

Also, for the first time, the SOMMET DE L'ELEVAGE in Clermont-Ferrand will be presenting the Parthenaise breed, native to the Poitou-Charentes region.

The Piemontese, Belgian Blue and Ferrandaise breeds will complete the

The **Dairy Cattle Area** will host a newcomer to the show - the Jersey breed - and will again be holding the six inter-regional competitions for the Holstein, Montbeliarde, French Brown, Simmental, Abondance and Tarentaise breeds. The Normande and Flamande breeds will also be on show. The Dairy Cattle Ring will feature two auctions for top-quality heifers of the French Brown and Simmental breeds.

Another new event: the **Sheep Area** is to double its surface area and will, for the first time, host **national competitions for the Charollais and Ile de France breeds** with over 150 animals competing.

The other hardy and grassland sheep breeds will also be presented again this year.

Lastly, the **Horse Area** has continued to develop on last year's improvements. 300 draft horses (Percheron, Ardennais, Breton, Comtois, etc.)

and other saddle horses will be either competing or on show, making the SOMMET the leading horse forum for Southern France.

An expanding international development

The SOMMET DE L'ELEVAGE is steadily strengthening its positioning and development on the international scene. Over 200 foreign exhibitors are expected to attend this year's show with several delegations already announced. The aim this year is to attract 1,500 foreign visitors (against 1,000 in 2004) who will be able to take part in organised visits to livestock farms and technical breeding centres (artificial insemination units) and will have their own special international lobby. This year, in partnership with UBI-

FRANCE and the Institut de l'Elevage, the organisers have decided to spotlight Mexico, inviting some twenty Mexican farm managers. A workshop on livestock farming in Mexico will inform people about this country and its strong farming traditions.

Conferences, workshops, events, etc.

As is the custom every year, the SOMMET DE L'ELEVAGE and its partners will be proposing several conferences, events and debates on topics making agricultural headlines. This year, INTERBEV will be holding a conference on "Building the future for European beef cattle". The Regional Chamber of Agriculture in Auvergne will be extending its forum on "Livestock Breeding Buildings" and the Young Farmers Union will be organising its "Getting Started and Employment"

exchange. The Auvergne Cheese Association will be organising its first major competition for "Cheeses of the Massif Central". Last but not least, the "Sommets d'Or" competition will award exhibitors presenting the most innovative agricultural equipment, products or services.

Official visits

Roger BLANC, President of the SOMMET DE L'ELEVAGE, has already invited the Head of State to open the next edition of the show. The Palais de l'Elysée has responded favourably to the invitation by entering the event in the official agenda for the President of the French Republic. The organisers are therefore looking forward to welcoming Jacques CHIRAC to the Grande Halle d'Auvergne exhibition centre.



Practical Information SOMMET DE L'ELEVAGE
 Mr. Benoît DELALOY, International Manager
 Tel.: (+33) (0)4 73 28 95 13 - Fax (+33) (0)4 73 28 95 15
 E-mail : bdelalay@sommet-elevage.fr
 Internet : www.sommet-elevage.fr

PRESS CONTACTS:
 Véronique Tixier / Marc Chaumeix
 Agence Qui Plus Est
 Tel.: (+33) (0)4 73 74 62 35 / (+33) (0)6 62 74 95 00
 E-mail: veronique.tixier@quipluset.com