115,000 visitors at the 32nd SOMMET DE L’ELEVAGE

As the SOMMET DE L’ELEVAGE was closing its doors on Friday, the show’s organisers were all smiles. With a record 115,000 visitors and 1,681 exhibitors, the SOMMET DE L’ELEVAGE is firmly established as Europe’s #1 livestock show. And the new central theme of sustainability in livestock farming has a lot to do with it.

For Fabrice Berthon, the show’s General Manager, “this year's event was exceptional, both in terms of numbers and in terms of the friendly atmosphere, that reached even higher levels”.

“This 32nd edition of the show was a great success, with some big contracts signed during the event and three fun evenings”, as Jacques Chazalet, Show President, adds. “The Young Farmers' party was an awesome success, as was the evening sponsored by the Auvergne-Rhône-Alpes Region and the International Gala Evening. These convivial events encapsulate what the SOMMET stands for and is all about, 4 fun and action-packed days!”

And the SOMMET as a political forum

The political dimension of the SOMMET DE L'ELEVAGE grows stronger year after year, as was illustrated this year by the visits of Marc Fesneau, Minister of Agriculture and Bruno Le Maire, Minister of the Economy and Finance, including an announcement by the second of a tax incentive for livestock farmers. “Proof, if proof was needed, that our show has become a key political event”, as explains Jacques Chazalet.

This 32nd edition was also notable by the presence of numerous French and foreign MPs and political leaders. Not forgetting the support of the Auvergne-Rhône-Alpes region and Laurent

Wauquiez, the region's President.

"The SOMMET is undoubtedly the place where major issues in livestock policy are shaped. It's an important accolade for us as organisers, but also for all those involved in the livestock sector."

Sustainable livestock farming, the livestock farming of tomorrow

This year, the heightened focus on sustainable livestock farming was confirmed by the significant increase in visitor and exhibitor numbers. It was a determining factor for those committed to sustainable agriculture. "One of the SOMMET's missions is to integrate the major economic, environmental, territorial, and social issues at stake. We detect that there is a growing and widespread movement in support of this theme. With sustainable livestock farming, the younger generation can embark on life projects in line with their future ambitions," as underlines Bruno Dufayet, President of the Association for the Promotion of
Agriculture in the Massif Central (APRAMAC).

5,000 international visitors from 90 different countries

With 5,000 visitors from 90 countries, the show confirms its appeal to foreign farmers. The proof of this is the 10% growth in international exhibitors, the majority of whom are European. Georgia, this year's guest of honour, came with the aim of sharing its desire to focus its economic development on the livestock sector. The country was represented by a delegation of over 40 livestock farmers and industry representatives. The highlight of these 4 days was the signing, on the first day of the show, by the French and Georgian farm ministers, Marc FESNEAU and Otar SHAMUGIA, of a letter of intent for further cooperation between the two countries. "Our reputation abroad continues to grow. Today, the SOMMET DE L'ELEVAGE is a real business forum for our international visitors. Business links are forged here during the show between the various foreign delegations," as explains Benoit Delaloy, the show's International Manager.

"In addition, the thirty or so farm and agro-industrial site visits, organised specifically for our international visitors, are perceived to be of real added value. The programme is unique in the world, both in terms of the number of visits and their diversity (livestock farms of all species, research bodies, abattoirs, etc.). It enables our foreign delegations to discover the excellence of the French livestock industry on site".

Another eagerly awaited highlight each year is the International Livestock Evening, which this year once again lived up to its promise, with almost 300 people in attendance.

Promises fulfilled for the 2 breeds organising their national championships

The Limousin, France's N°1 exported beef breed, was in the limelight at this 32nd edition of the show. "The quality of animals in judging at this year's show was excellent, ten foreign delegations

had specifically come to the show just for our breed championships. 400 cows in total were judged over the 4 half days, and of the 23 animals sold during the auction, 15 were acquired by foreign buyers, confirming the interest shown in the genetics and technical skills of French breeders by foreign farmers", as explains Olivier Lasternas, President of the Herd Book Limousin.

Turning to the Brown Swiss, the other cattle breed organising its breed championships during the SOMMET, as Olivier Bulot, Director of BGS (Brown Genetic Services) explains, "We hosted 8 international delegations who were very interested in the depth and accuracy of French genetic research. The four days of the show gave us the opportunity to open the doors of our farms to international visitors, as well as to hold our first auction at the SOMMET DE L'ELEVAGE. It has been yet another great year at the SOMMET!"

A platform for the media

This 32nd edition was also a key platform for the livestock farming media, with over 150 conferences and symposia, 150 hours of live coverage and 31 meetings with influencers. Not to mention the accreditation of 195 journalists of whom 51 were international from 24 different countries.

To conclude, Jacques Chazalet (President) and Fabrice Berthon (General Manager) share the same ambition for next year, which is to top 1,700 exhibitors and 120,000 visitors at the SOMMET DE L'ELEVAGE 2024!

> The 2024 edition will host the SALERS breed National Championships.
> Save the date for next year: 1, 2, 3 & 4 October 2024