

SOMMET DE L'ÉLEVAGE 2021

A 30th edition eagerly awaited and full of promise

5 > 8 October | Clermont-Ferrand (France)



PRESS RELEASE | May 2021

Following the most recent announcements by the French Government, the organisers of the SOMMET DE L'ÉLEVAGE are smiling once again.

Europe's No.1 livestock show will be held according to schedule from the 5th to the 8th of October in Clermont-Ferrand (France).

For Fabrice Berthon, Managing Director, it is a relief and a sign of hope:

Between the French President's latest announcements and the vaccination campaign that is in full swing in France and Europe, we have every reason to be optimistic for this October! Autumn 2021 will be the time for economic recovery and the SOMMET will undoubtedly be one of the principal vectors of recovery in the agricultural sector.

After a slight slowdown in recent weeks, the marketing of the show is once more making significant progress. To date, almost 80% of exhibitors have already booked their stands.

Even if there remain some unknowns, we are sure that after such a gloomy year, exhibitors and visitors alike will be keen to meet up again this autumn at the SOMMET DE L'ÉLEVAGE.

Especially as this 30th edition is expected to be full of promise, with several new features in the programme, the most noteworthy being the change to a 4-day event, the inauguration of a new permanent 10,000 m² exhibition hall and the digitalisation of the show.

New features which, Fabrice Berthon describes as having many benefits, including ensuring the health and safety of all participants.

A 4th day will allow for a larger spread of visitors over the fair duration. Like the new exhibition hall that will provide additional show space and allow the other interior buildings to be less dense. Visitor circulation in the aisles will be improved and social distancing made easier. With the digitalisation of the fair, we will encourage exhibitors and visitors alike, to pre-register on our website using our new application. This will also enable smoother visitor flow at the show entrances.

concludes the SOMMET's director.

SAVE THE DATE from the 5th to the 8th of October for an unprecedented 30th edition!

The 30th edition of the SOMMET DE L'ÉLEVAGE

What a long way we have come since that day in 1992, when the SOMMET opened its doors for the very first time on the municipal campsite in Cournon-d'Auvergne! About a hundred exhibitors turned up for what was to become, just a few years later, one of the world's largest events for livestock farmers.

12 years later, in 2004, we took a new step forward with the organisation of the SOMMET at the brand-new Grande Halle d'Auvergne showground.

2021 marks a third big step forward in the history of the SOMMET DE L'ÉLEVAGE, with the construction of a new exhibition hall and the move to a 4-day opening.

So, after 2020 that has had a profound effect on us all, 2021 will be resolutely placed under the sign of recovery.



SO, WHAT'S NEW in 2021?



5 > 8 OCTOBER: THE SHOW BECOMES A 4-DAY EVENT IN 2021

To continue its growth, the SOMMET has added a further day for visitors and in so doing it becomes a 4-day event in 2021.

A new format that should allow the show's organisers to hit a certain number of objectives, such as improve access to the fair for a more enjoyable experience for visitors, increase the time visitors spend at the show and thereby grow the number of contacts for exhibitors, enrich the fair programme with more livestock judging and conferences and finally, break through the 100,000-visitor ceiling.

10,000 M² OF FURTHER EXHIBITION SPACE AND NEW FACILITIES

One of the new features this year is the construction of a new permanent exhibition hall, work on which began last autumn. With in total 10,000 m² of show space and two conference rooms, this new, ultra-modern exhibition hall will allow the SOMMET DE L'ÉLEVAGE to continue its growth.

A year to build and an investment of 20 million euros were required to see this new structure rise from the ground. The building will be officially opened on the 5th of October, the first day of the 2021 SOMMET.

In addition to welcoming exhibitors and visitors in improved conditions, this new hall will give greater visibility to certain fast-growing sectors such as on-farm food processing and energy production (biogas, solar energy, etc.).



The availability of this new hall (Hall 2) on the showground has enabled the show's organisers to rethink the various exhibition areas. To this end, a new hall (Hall 4) will be created to host all the dairy cattle presentations.

The sheep hall (Hall 5) will be relocated, and its show area increased to improve visitor comfort and enhance the quality of animal presentations.

Finally, Hall 6, which housed the energy production and building construction sectors will disappear. These sectors will now be integrated into the new Hall 2.

A VIP WELCOME FOR INTERNATIONAL VISITORS

With close on 5,000 foreign visitors from 90 different countries coming to the show in 2019, the SOMMET DE L'ÉLEVAGE enhanced once more its reputation as one of the world's biggest specialist livestock shows.

Even if at the moment the current context makes international travel uncertain, there is hope, at last, that with the vast vaccination campaign well underway throughout the world, that we will once again be able to circulate freely in the near future and certainly by this autumn, particularly in Europe from where the majority of the SOMMET's foreign exhibitors and visitors come.

The agency Business France will also be inviting **twenty buyers from the EU**, chosen for their business projects in the livestock sector, for specific meetings with selected exhibitors at the show.

To welcome foreign visitors in the manner expected, the SOMMET will, once again, establish its **International Business Club** in the Zenith main foyer with its usual dedicated services of interpreters, guided tours of the show, meeting rooms, etc.

Foreign delegations will also be invited to the **International Livestock Evening** organised in partnership with France Génétique Elevage at 19.00 on Wednesday 6th of October in the main Zenith ring. An auspicious moment when all the livestock breeds represented at the show will be introduced to the international guests.



▶ A UNIQUE FARM VISITS PROGRAMME!

This year again, international visitors will be able to take part in some twenty farm and agri-industrial site visits during the four days of the show. These tours have been specially concocted for them to learn about French excellence in terms of livestock rearing and breeding. More than 1,000 visitors took part in these tours in 2019.

And new for 2021, certain visits will also be proposed in a digital format.

AUBRAC AND SIMMENTAL NATIONAL CHAMPIONSHIPS

This year two breeds will be in the spotlight as they host their national championships at the SOMMET.

In terms of beef cattle, it is the Aubrac, one of the Massif central's most iconic breeds, that will occupy the centre stage during the 4 days of the show with 400 of the breed's best animals on parade in the Zenith concert hall ring.

In terms of milk cattle, the Simmental breed will inaugurate the new dairy hall (Hall 4) with over a hundred cows in judging.



The SOMMET DE L'ÉLEVAGE in digital mode

For this new edition of the show, the SOMMET will be reinforcing its digital presence via its web platform and a mobile app. For the organisers, it is not a question of replacing the event as such but of serving and reinforcing the "real" face-to-face version.

The digitalisation of the SOMMET represents a real opportunity for the show's organisers to offer a whole array of new services for both exhibitors and visitors not just during the show, but throughout the year 24/7.

3 main challenges:

- ▶ Improving the preparation for the show for all and ensuring a follow-up of contacts after the event
- ▶ Connecting visitors and exhibitors throughout the year and the organisation of face-to-face meetings during the 4 days of the show
- ▶ Keeping up to date with the latest exhibitors' news and trends in the agricultural sector



REWARDING INNOVATION

Every year, the *Sommets d'Or* competition, organised in partnership with the media group REUSSIR, rewards the most technical innovations in agricultural machinery, farm equipment, farm supplies, services for farmers and finally animal welfare and organic farming.

These materials and products must display innovative features in their manufacture, user safety and comfort that are specifically adapted to farming in the Massif central region.

The SOMMET is the perfect venue to enable prize winners to showcase their products or services to the show's farmer visitors and to the specialist farming press. Each award-winning product or service is presented in a video which can be viewed on the fair's website www.sommet-elevage.fr and in articles in the national farming press.



For this purpose, over twenty features have been implemented for the event, such as the ability for participants to pre-organise their diary of visits and meetings during the SOMMET, to consult visitors' livestock spending projects, to book accommodation, etc.

Among these features, some are completely new and innovative:

- ▶ Ability to organise in advance B2B meetings during the show
- ▶ A Market place, veritable digital catalogue of all the products and services present at the show
- ▶ Webinars that can be watched both live and on replay via the SOMMET's YouTube channel
- ▶ A Genetics-specific area, showcase 2.0 of all the animals on show during the 4 days of the SOMMET
- ▶ A daily agricultural news feed
- ▶ An e-badge and e-invite ordering service
- ▶ A matchmaking service that, via our digital solution, connects exhibitors with visitors via the different platforms as per their expectations and profiles
- ▶ Online livestock farm visits
- ▶ Live and on demand broadcast of all the livestock judging and certain conferences...

LIVESTOCK JUDGING and breed presentation programme

BEEF CATTLE (750 ANIMALS)



- AUBRAC BREED NATIONAL CHAMPIONSHIPS (400 animals) + auction sale
- Charolais, Limousin, Blonde d'Aquitaine, Salers, Gascony, Parthenais, Bazadais, Belgian Blue and Hereford in-show breed judging
- Presentations of the Ferrandais, Maine-Anjou, Piedmontese, Angus and Highland breeds

MILK CATTLE (550 ANIMALS)



- SIMMENTAL BREED NATIONAL CHAMPIONSHIPS (100 animals) + auction sale
- Holstein, Montbeliard, Normandy, Brown Swiss, Abondance, Tarentais and Jersey in-show breed judging
- Presentation of the Herens breed
- Auction sale of Brown Swiss heifers

SHEEP/GOATS (400 ANIMALS)



- Ile de France, Suffolk, Texel, Charollais sheep and Rava in-show breed judging
- Presentation of the Blanche du Massif Central, Limousin sheep, Grivette, Noire du Velay, Lacaune, Causse du Lot, Romane, Vendéen, Berrichon du Cher, Bleu du Maine, Bizet, Charmoise and Dorset breeds
- Auction sale of Hampshire and Suffolk rams
- Sheep shearing competition and wool contest
- Presentation of sheep dog breeds
- Presentation of the Alpine and Saanen goat breeds

HORSES (300 ANIMALS)



- Draft horses: Ardennais, Comtois, Trait Breton and Percheron in-show breed judging
- Presentations of the Aurois, Auvergne horse, Cob Normand and Franches-Montagnes breeds
- Demonstrations of horse equipment and working horses and donkeys
- Sale of horses by *Équid'Export*



SOMMET DE L'ÉLEVAGE Grande Halle d'Auvergne Clermont-Ferrand | France

MAIN ENTRANCE HALL (ME)

- Promotion of locally produced food

ZÉNITH (ZE)

- International business club
- Beef cattle breeds championships

HALL 1

- Hygiene and animal health
- Animal nutrition
- Forage and grassland seeds
- Services for livestock farming

HALL 2

- Milk production and storage equipment
- Construction and equipment for farm buildings
- On-farm energy production equipment and installations
- Food processing and handling equipment
- Pig, poultry, and rabbit farming equipment

HALL 3

- Beef cattle genetics

HALL 4

- Dairy cattle genetics
- Dairy cattle breeds championships

HALL 5

- Sheep & goat genetics
- Sheep & goat breeds championships

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