



**SOMMET
DE L'ÉLEVAGE**

WORLD'S #1 SUSTAINABLE
LIVESTOCK SHOW



PRESS PACK 2026

6 > 9 OCT. 2026

CLERMONT-FERRAND . FRANCE

1,800 EXHIBITORS > 120,000 VISITORS > 2,000 ANIMALS





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PRESS INFORMATION

EDITORIAL

This 35th edition of the SOMMET DE L'ÉLEVAGE marks, above all, the grand return of livestock in all their glory. After several disrupted editions, we will once again see all the competitions and breed presentations. The new show ring dedicated to Milk cattle will enhance this showcase of French livestock farming. The SOMMET continues to simultaneously grow its exposure in the agricultural machinery sector. With 104,000 m² of showground space dedicated to exhibitors, a new FORUM and specific conference programme, plus 5 hectares set aside for field demonstrations, our event is establishing itself as France's leading farm machinery trade fair. This momentum reflects our commitment to offering, alongside livestock farming, solutions and innovations that will shape the agriculture of tomorrow. 2026 will also be a special year, marking the International Year of Rangelands and Pastoralists. The SOMMET's aim is to make this THE major event in France, with numerous highlights dedicated to such livestock farming systems and their contribution to sustainable livestock farming. And finally, the SOMMET confirms, year after year, its international attractivity, with even more foreign visitors and exhibitors. This outreach to the wider world, driven by a bespoke programme and an ever-increasing number of events, confirms the SOMMET's status as a major international gathering for sustainable livestock farming. BUT the SOMMET remains, above all, an event centred on networking and solidarity. A much-anticipated opportunity to get together, exchange ideas, learn new things and innovations and quite simply have some down time from life's stresses.

Benoît Delaloy,
SOMMET DE L'ÉLEVAGE SHOW DIRECTOR

Personifying sustainable livestock farming has been our mission at the SOMMET for several years now! And this year's event is fully in line with that ambition. As a forum for debate and reflection on the future of livestock farming, as well as a showcase for innovation, the SOMMET is establishing itself more than ever as THE unmissable gathering for farmers, associated businesses, unions and politicians.

In the lead-up to the negotiations for the next CAP (Common Agriculture Policy) and the French presidential election, it is vital that the voice of livestock farmers is heard. This is even more important following the past few months, which have been marked by drought, leaving many farms and livestock holdings in a vulnerable position. On the opening day of the show, a conference will place the future of livestock farming at the heart of the European debate.

2026 is also the International Year of Rangelands and Pastoralists, as decreed by the UN. And here, in the heart of the Massif Central, we champion a form of pastoralism that fully epitomises our vision of what sustainable and modern livestock farming is all about. It is therefore only natural that the SOMMET should serve as the French platform for this international year. With the "Rencontres Pasto" (Pastoralism Exchange), numerous conferences, Erik Orsenna as a special guest, and the PÂTURE event open to the General Public in the heart of Clermont-Ferrand, the SOMMET clearly aims to raise awareness and promote this model of livestock farming, as well as the people who bring it to life.

But the SOMMET is also all about the wider community. Animals of all kinds and breeds will be here! Breeders, exhibitors and the public will meet for this trade fair, unlike any other, to discover, to learn, to chat, to debate and to spend some enjoyable down time. Bringing people together, discussing and being proactive: this is how the SOMMET aims to champion sustainable, vibrant livestock farming that is deeply rooted in its local communities.

Jacques Chazalet,
President of the SOMMET DE L'ÉLEVAGE

WORKING TOGETHER TO SHAPE THE FUTURE OF LIVESTOCK FARMING

For 35 years, the SOMMET DE L'ÉLEVAGE supports the changes taking place in the livestock and wider agricultural sectors. Every year, the show attracts even more visitors and exhibitors from France and beyond. This growth can be attributed to the **quality of the animals on show, the wide range of products and services offered by exhibitors, and also to the SOMMET's ability to bring together the entire agricultural ecosystem:** livestock farmers, businesses, researchers, cooperatives, breeding organisations, technical institutes, public decision-makers and the next generation of livestock farmers!

Today, the SOMMET is a venue for networking, business, strategic dialogue and the development of livestock farming models of the future.

2026, in a few key figures



240 000 m² of show space

104 000 m² of net stand space

25% inside
75% outside



5 hectares of field demonstrations. Over 50 per cent of the show area is dedicated to agricultural machinery, making it the largest agricultural machinery event in France.



1 800 exhibitors of which **330** are international exhibitors from **35** countries



120,000 visitors expected of whom

6,000 are foreign visitors from **100** countries

2,000 animals representing **70** breeds



24 cattle breeds



31 sheep and goat breeds



15 horse breeds



4 auction sales of livestock



160 conferences and symposiums



1 Energy transition Forum



1 Farm machinery Forum



1 Animal health, plus pigs and poultry Forum



1 village highlighting **11** startups



30 farm and agro-industrial site visits



6 fun evenings

The economic impact of the SOMMET

2,000 indirectly employed staff throughout the year

150 million € in revenue for the region (hotels, transport, stand construction, catering, sales)

200,000 sale transactions accomplished because of the SOMMET

What's new in 2026

• A NEW LIVESTOCK HEALTH HUB.

For the first time, all interested parties and experts in animal health will be together in a single venue. A FORUM will address the sector's key issues through discussion groups and conferences.

• DEVELOPING THE GRAIN-FED LIVESTOCK SECTOR.

The pig and poultry sectors are becoming increasingly prominent at the SOMMET DE L'ÉLEVAGE, with additional exhibitors and a new dedicated FORUM.

• EXPANDING THE MACHINERY SHOW SPACE.

The exhibition area has been grown by 1 hectare (10,000 m²), making the SOMMET the largest farm machinery trade fair in France, plus a new FORUM for discussing the key issues facing the sector.

• FIELD DEMONSTRATION AREA.

This year, for the first time, agricultural machinery exhibitors will have a dedicated area in which to showcase their new products and conduct demonstrations of agricultural machinery in open fields.

• HALL 4 BECOMES THE NEW MILK CATTLE HUB.

A new venue and a new, standalone showing of even higher quality will help to showcase all the Milk cattle competitions and presentations to their best advantage. N.B. The Montbeliard breed will inaugurate this new ring on Tuesday 6 October as from 09.30.

4 key pillars that make the SOMMET what it is



An efficient **business forum**



An **innovative** trade show



The **political and farmer union highlights**



Our reputation for **great hospitality**



Our 4 ambassadors for 2026

This year, two ambassadors repeat the adventure for a second time, **Envoi du Lourd Tonton**, a farmer and Milk cattle breeder in the Isère département, and **Océane Agricultrice**, a farmer and Charolais cattle breeder in Haute-Saône département. They will be joined by two new faces in the shape of **Agribeaufix**, a Milk farmer in Haute-Loire département, and **Marianna – Heidi Agricultrice**, a lowland sheep and Milk goat farmer in the Drôme département.

Multiple forms of agriculture driven by overlapping voices

Agricultural machinery, livestock farming, daily farm life, mechanics, power transmission, education... The four ambassadors epitomise every aspect of modern agriculture.

By bringing these profiles together, the SOMMET reaffirms its commitment to showcasing all aspects of livestock farming and giving a voice to those who work on the ground day in, day out.



THE SOMMET,
THE GLOBAL
FOCUS OF
SUSTAINABLE
LIVESTOCK
FARMING

DOSSIER

A SHOWCASE OF FRENCH GENETICS

During the four days of the show, the SOMMET DE L'ÉLEVAGE brings together, in the heart of the Massif Central, **an exceptional showcase of the diversity and excellence of French livestock farming**. More than 2,000 animals, representing nearly 70 breeds, are presented to farmers and visitors from France and elsewhere. Through competitions, presentations, events, exhibitions and conferences, the SOMMET **offers a unique overview of the breeds, expertise and genetic selection work that are shaping the future of livestock farming**.

Over the years, the SOMMET has established itself as THE showcase for French livestock farming in all its diversity, as well as being the primary forum for discussion on genetics, selection and the future of the livestock sector.

3 questions for Fabrice Ledieu, Beef Cattle Commissioner

To understand what lies behind this impressive gathering of animals and the impressive organisation to enable this to happen during the SOMMET, Fabrice Ledieu takes us behind the scenes in Hall 3, home to beef cattle – 750 animals representing 14 breeds.

1. Can you describe your role as Commissioner for the beef cattle sector during the show?

It should be noted that there are four commissioners for each of the four animal sectors. Each commissioner is responsible for their specific sector and acts as a liaison throughout the year between the organisers of the SOMMET, the breed selection organisations and the various interested parties. Our tasks include drawing up the programme for the judging and livestock presentations, allocating the number of places for each breed and their location. Then, a few weeks before the show, we receive the entries for the animals selected by the breed selection organisations and ensure that all the logistics for accommodating the livestock are firmly in place. A significant part of our work also concerns health and safety, notably through collaboration with the GDS (Health Protection Groups) of the Puy-de-Dôme and Auvergne-Rhône-Alpes to establish health protocols and approve livestock have the requisite authorisations to participate at our event. The day prior to the show opening, we work with our teams to oversee the arrival of livestock from both a health and logistical perspective. Throughout the SOMMET, we coordinate the organisation of the breed sections, liaising with the breed

organisations, particularly in respect to the timings in the rings for judging and presentations. Our aim is to ensure that every breed is represented in the best possible conditions.

2. What makes this concentration of animals and breeds so special?

With 2,000 animals representing nearly 70 breeds, the SOMMET is exceptional for the diversity it brings together. The iconic breeds of the Massif Central are, of course, well represented, but the SOMMET also welcomes breeds from many other regions.

This diversity showcases the full richness of French livestock farming. And above all, **everyone is gathered in one place at the same time**: breeders, selection organisations, experts in

genetics and reproduction, industry stakeholders and all the professionals working in the livestock sector. It is a **place where people come not**

only to see the animals, but also to exchange ideas, compare practices and meet the various interested parties in the sector.

3. What can you see as you walk through Hall 3?

Firstly, the **rich diversity of French livestock farming**, with different species and breeds, different regions



and different farming systems. For a farmer, attending the SOMMET means discovering what is happening across the various sectors, seeing other breeds and meeting industry actors. It is **also a venue where genetics comes into their own, through the animals on display and the judging**. The SOMMET has become much more than a regional event. It has gradually taken on a national and international dimension. Its roots in the Massif Central are also significant as it showcases mid-mountain, pasture-based livestock farming, which forms part of the region's identity. Ultimately, the presentation of these animals is **a true showcase for French livestock farming by its diversity, its genetic heritage and its ability to pave the way for the future of livestock farming**.



Sheep genetics, shaping the ewes of tomorrow

It is a one-of-a-kind farm, the only experimental genetic station for the sheep sector in France managed by breeders, which for nearly 60 years has occupied 125 hectares in Haute-Loire, where 1,100 ewes are reared. It brings together four organisations responsible for the genetic programmes for ewes and rams: Feda-expé, Fedatest, SAS ROM and ROM Sélection.

Dominique Pauc is the chairman of this organisation, which is responsible for the selection of sheep breeds from the Massif Central, such as the Bizet, Limousine, Blanche du Massif Central, Grivette, Rava and Noire du Velay. Each of these breeds has a board of directors which meets several times a year to manage the breed's genetic programmes and organise sales, whilst ROM Sélection coordinates between the breeds, manages the financial side of things, and handles promotion, such as, this year, the Bizet National Breed Championships at the SOMMET DE L'ÉLEVAGE. *"We are also responsible for defining the selection criteria, within the framework of the delegation of powers approved by the State, which our members apply."* Put simply, the organisation's remit is to manage the genetic progress of these six breeds in the interests of the sector, in collaboration with its 160 breeders, who together own 55,000 animals.

Classification of the best ewes

Basic, qualitative criteria are regarded as the priority selection objectives, such as prolificacy (the measure of the number of lambs reared by a ewe at each lambing) and lamb growth, which together determine the ewe's milk production potential. These data are used to develop a classification system identifying the best ewes, which are then selected for targeted mating. *"As climate change progresses and societal demands evolve, we must also add further selection criteria."*, explains Jean-Luc Chauvel, former president of ROM Sélection, *"such as resistance to parasites, lamb vitality and the resilience of the animals during periods of extreme weather are all characteristics now deemed necessary for the prosperity of a flock."* *"So, tomorrow's ewe is a compromise. It is one that will, economically speaking, enable farmers to produce enough to make a living, whilst being suited to its environment and capable of meeting societal expectations, particularly in terms of health."* This perfect animal has no defined or fixed model as it will always change in line with how the world evolves.



Bizet National Championships – highlighting the breed's rusticity

Close on 60 animals from ten different farms are expected to attend the Bizet national show. Most of the animals being females – ewe lambs and ewes – this event will showcase one of the hardest breeds in the Massif Central and which is particularly well-suited to challenging farming conditions.

Thursday 8 October
From 10.30 to 13.00

 Hall 5, Sheep ring

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THE LIMOUSIN

#1 suckler beef export breed

In 2026, the Limousin breed will be the Queen at the SOMMET DE L'ÉLEVAGE. **As France's second-largest suckler cow breed, with an impressive national herd of 1.050 Mn cows spread across 30,000 farms – 1,400 of which are Herd Book registered – The Limousin is the epitome of the modern cow.** She offers the best balance on the market between exceptional meat quality and maternal qualities, and her hardiness enables her to adapt to all climates and environments. As the flagship breed of French beef cattle farming, the Limousin is now found in more than 80 countries around the world and remains the leading French breed for the export of suckler cattle genetics.

The Limousin in 3 key figures

- **#1 export breed**
- **#2 breed (in terms of numbers) in France**
- **5,697 tonnes sold within "Bœuf Limousin" quality scheme in 2025**

This will be the **5th time that the breed has organised its National Championships against the backdrop of the SOMMET, with no less than 400 elite adult cows and bulls and 50 calves, stemming from over 150 French farms**, will settle into the heart of one of the world's largest trade fairs dedicated to agriculture and livestock production. And this year, six accredited judges (all Limousin breeders) from France and Luxembourg as well as thirty employees of the Herd Book will be in attendance.

This year, the programme will also feature the famous 'Cream of the crop' auction of livestock, and a visit to the prestigious Coudert farm as part of the Farm Visits programme, and five conferences centred on the Limousin cow.

The national championships - excellence on show

The Limousin National Championships will bring together 400 elite adult animals from over 150 Limousin Herd Book member farms, from all over France. With nearly 750 entries, a rigorous pre-selection process will ensure that only one in two entered animals will actually be invited to participate in the ring at Clermont-Ferrand. The prestigious "Cream of the crop" auction of young breeding stock is the highlight of the Limousin sales and export calendar. And once again, the auction will be organised by Interlim Genetic Service under the dome of the main ring in the Zénith d'Auvergne, where international buyers have, in the past, accounted for 80% of sales.

"Holding our national Championships against the backdrop of the SOMMET DE L'ÉLEVAGE gives us a great opportunity in terms of international visibility, thanks to the combined international reputations of the SOMMET and the Limousin breed. Several foreign delegations will be in attendance. Organising the breed's National Championships at the SOMMET is quite simple, as the show is the livestock farmer's Stade de France! It is also a real catalyst for our breeding programme and sales. It represents a fantastic opportunity, both for the Limousin breed and our farmers and, of course, for the SOMMET."

Olivier Lasternas,
President of the Herd-Book Limousin

"Hosting the Limousin National Championships as part of the SOMMET DE L'ÉLEVAGE boosts our international visitor numbers and attracts delegations that would not usually attend. It is a very international breed that acts as a superb draw for our show."

Benoit Delalay,
SOMMET DE L'ÉLEVAGE Show Director

The highlights

Tuesday 6 October

- From 08.00 to 19.00 | 🐄 Zénith ring **Limousin National Championships.**
- From 17.30 | 🐄 Zénith **Races de France auction sale with 2 Limousin heifers for sale**
Presentation of the breed as part of the International Gala Evening

Wednesday 7 October

- From 08.00 to 19.00 | 🐄 Zénith ring **Limousin National Championships.**
- From 19.00 to 20.30 | 🐄 Zénith ring **Cream of the crop' auction sale** with 2 Limousin heifers for sale | Presentation of the breed as part of the International Gala Evening

Thursday 8 October

- From 9.00 to 18.00
• **Farm visits**
- **5 conferences**
🐄 Conference Center
 - >> 09.00-10.00 Limousin cattle breed selection programme – how to get involved.
 - >> 10.00-11.00: The Limousin, a breed suited to feeding strategies based entirely on forage for autumn calving.
 - >> 11.00-12.00: Climate change: the Limousin breed is preparing for this through genetic selection.
 - >> 14.00-15.00: A first calf at 30 months – a sure-fire success in Limousin cattle breeding.



A FOCUS ON the "cream of the crop" auction

An added highlight to the Limousin National Championships is the prestigious 'Cream of the crop' auction dedicated exclusively to the breed's elite genetics. Organised by Interlim Genetic Service, the breed's official commercial wing, it will bring together around twenty animals, both male and female, from some of France's finest Limousin farms. True to the breed's position as a leader in beef cattle exports, the event attracts buyers from across Europe and beyond, demonstrating the international attraction for French Limousin genetics.

"Following on from the last time that we held our championship at the SOMMET in 2023, we are returning to the exceptional setting of the Zénith d'Auvergne. With its large stage, giant screen and nearly 1,000 spectators in the stands, the venue gives the auction an extraordinary and spectacular atmosphere. A wonderful opportunity to bring together our best clients. In fact, we always seat the fifty or so buyers in the ring giving them effectively a ringside seat as close as possible to the animals on show." As Olivier Rambert of Interlim Genetic Service tells us.

A FEW FIGURES

FROM THE LAST "Cream of the crop" sale AT THE SOMMET IN 2023

- > **23** nimals offered for sale – all sold
- > Average price: **6 591 €**
- > Top Price: **17 500 €**
- > **65%** exported (15 head): Czech Republic, the Netherlands, Belgium, Italy, Germany, Spain



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THE JERSEY

a race on the rise that has all the makings of a great one

Renowned for making the most of grass and producing milk rich in fat and protein, the Jersey cow, despite her small stature, is a force to be reckoned with. Originating from the island of Jersey, this rapidly growing Milk breed continues to gain ground in France, with over 23,000 pedigree-registered cows and a presence now firmly established beyond its historic home in the west of the country. As the world's second most common Milk breed, it is also prized for its low carbon footprint. It thrives in grassland systems and realises its full potential on farms that make the most of grazing. Its ability to produce rich milk from grass is one of its main strengths. First found in the Massif Central around thirty years ago, numbers have significantly accelerated in the last 15 years.

With the Jersey Milk breed taking centre stage this year, the Jersey breed society has added three new highlights to the SOMMET: its inter-regional 'Sommet Jersey Show' competition on Thursday 8 October, plus the inclusion of two animals in the Brown Swiss auction, and a farm visit as part of the Farm Visits programme.

The sommet jersey show

For the first edition of its inter-regional competition, Jersey France has chosen the SOMMET DE L'ELEVAGE. With **80 animals competing representing forty French farms**, judging will take place in the brand-new 'MILK CATTLE' ring in Hall 4.

"The SOMMET has become the unmissable event for our breed. The Jersey cattle show is now firmly established here. With national numbers on the rise, it made sense to take things a step further. The Sommet Jersey Show provides an opportunity to bring together all Jersey breeders and put on a real spectacle, whilst showcasing the animals and the work of the breeders. The event's international scope provides the ideal setting to showcase the Jersey breed",

Olivier Bulot, Director at Jersey France tells us.

3 new Jersey events in 2026

• Jersey farm visit

"Gaec de la ferme du Clos" as part of the Farm visits programme
Wednesday 7 October,
from 09.00 to 13.00 🐄 Cournols

• Sommet Jersey Show

1st edition of the interregional judging
Thursday 8 October,
From 13.30 to 18.30 🐄 Milk cattle ring

• Auction sale

of 2 Jersey breeding animals as part of the Brown Swiss auction
Friday 9 October, from 09.30 to 14.30
🐄 Milk cattle ring



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From the Massif central to the international stage, SOMMET is opening up new markets

"The SOMMET is an unmissable event to showcase our work as breeders and selectors, both locally and internationally."

For Laurent Foulquier, breeder of Charolais and Aubrac cattle in the Massif central, attending the SOMMET has become a must. On his family farm, the Aveyron-based farmer carries out meticulous genetic selection and crossing. Attending the SOMMET allows him to showcase his livestock and his selection methods to farmers from France and abroad, and, most importantly, to make new business contacts. *"The SOMMET is where we got to know all our current customers and where we meet every year new clients. Our farm gains maximum visibility just by participating at the SOMMET."*

Laurent Foulquier's farm is represented by one or two bulls, which reflect his genetic focus. Via the international delegations he has a unique opportunity to meet foreign farmers, which often leads to a sale of livestock. The foreign breeders are particularly interested in Charolais bulls for crossing with their local breeds which is in perfect alignment with Laurent's selection criteria.

"The SOMMET enables me to make contacts that I could never have made elsewhere. For example, I met some Spanish livestock farmers at the SOMMET who then came to my farm. They bought two of my livestock. And I also met farmers from Italy and the UK. And though nothing has been finalised yet, we keep the contacts open as such chance encounters can create additional business opportunities with a wider range of customers and allow us to optimise sales."



Above and beyond livestock transactions, the SOMMET helps to build an international farmer network and raise the long-term profile of your farm.

"The SOMMET is an unmissable event for showcasing our work as pedigree breeders here in France and internationally. It is a great opportunity to highlight our expertise and our French breeds."

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The SOMMET DE L'ÉLEVAGE, a concentration of solutions to create the farm of tomorrow

Whether it be environmental transition, climate change, generational renewal, competitiveness, changing practices or new societal expectations, farmers in the livestock and agricultural sectors are facing profound transformation. To tackle these challenges, they need – more than ever – practical solutions, expertise and new perspectives.

More than just a trade show, the SOMMET is establishing itself **as a genuine platform for discussion, business and collective intelligence**, closely aligned with the needs of farmers. The SOMMET strives to be more than just an observer of developments in the livestock sector. With each successive edition, it is becoming **a genuine laboratory for the livestock sector of the future, where the practices, technologies and models that will enable the sector to meet the challenges ahead are already taking shape.**

*“The SOMMET DE L'ÉLEVAGE’s very purpose is to **bring together in one place the key players, innovations and expertise needed to understand the changes taking place in the sector, anticipate future developments and identify appropriate responses to the realities on the ground.** Innovation, equipment, services, genetics, new technology, numerous conferences and farmer-run events, **the SOMMET provides a 360° vision of the challenges facing the livestock sector.** Each edition of the show brings its own set of new features designed to provide ever-better support for livestock farmers and the entire sector. This year, the two new ‘Agora’(FORUM) zones – dedicated to machinery and animal health – will fulfil this role to the full by offering new spaces for knowledge-sharing, expertise and networking.”*

Benoît Delaloy, SOMMET DE L'ÉLEVAGE Show Director



With an ever-expanding show space and an ever-wider range of agricultural machinery, equipment and technologies on offer, the SOMMET is becoming France's leading agricultural machinery trade fair. Tractors, cultivations, forage harvesting, animal feed distribution, manure spreading, spare parts, it's all part of a particularly wide range of agricultural machinery in all its forms that welcomes and informs visitors to the fair.

And for the first time, a 5-hectare area dedicated to demonstrations will allow exhibitors to showcase their machinery at work!

5 universes



Anaerobic digestion, effluent recovery, agrivoltaics and renewable energy production, the SOMMET showcases a wide range of solutions enabling farms to manage their energy more effectively, make the most of their resources and explore new sources of income. These are all ways of addressing the energy challenges faced by farms.



Nutrition, animal health, hygiene, seed, everyday products and supplies such as milking equipment, feed storage equipment and building and agricultural supplies support every stage of a farm's life cycle. At the SOMMET, farmers can learn about the products, services and innovations that help to improve technical performance, animal health, the quality of produce and working conditions.



Processing, packaging and selling their produce directly enables farmers to diversify their activities and get a better return for their work. In the Auvergne-Rhône-Alpes, the number of farms carrying out on-farm processing rose by 50 per cent between 2010 and 2020, totalling 7,295 farms. This trend confirms the importance of specialist exhibitors at the SOMMET.



As many farms make use of the woodland resources in their area, forestry equipment is naturally a key feature at the SOMMET. Branch and plant shredders and chippers, saws, winches... the range of products on offer from exhibitors meets the needs of woodland maintenance, management and timber use.

Animal Health Forum

With more than 20 per cent* of global livestock production lost each year due to animal diseases, animal health is more than ever a key concern for livestock farmers. This is because protecting animal health also helps to safeguard human health and the environment, as part of a holistic approach now summarised by the concept of 'One Health'.

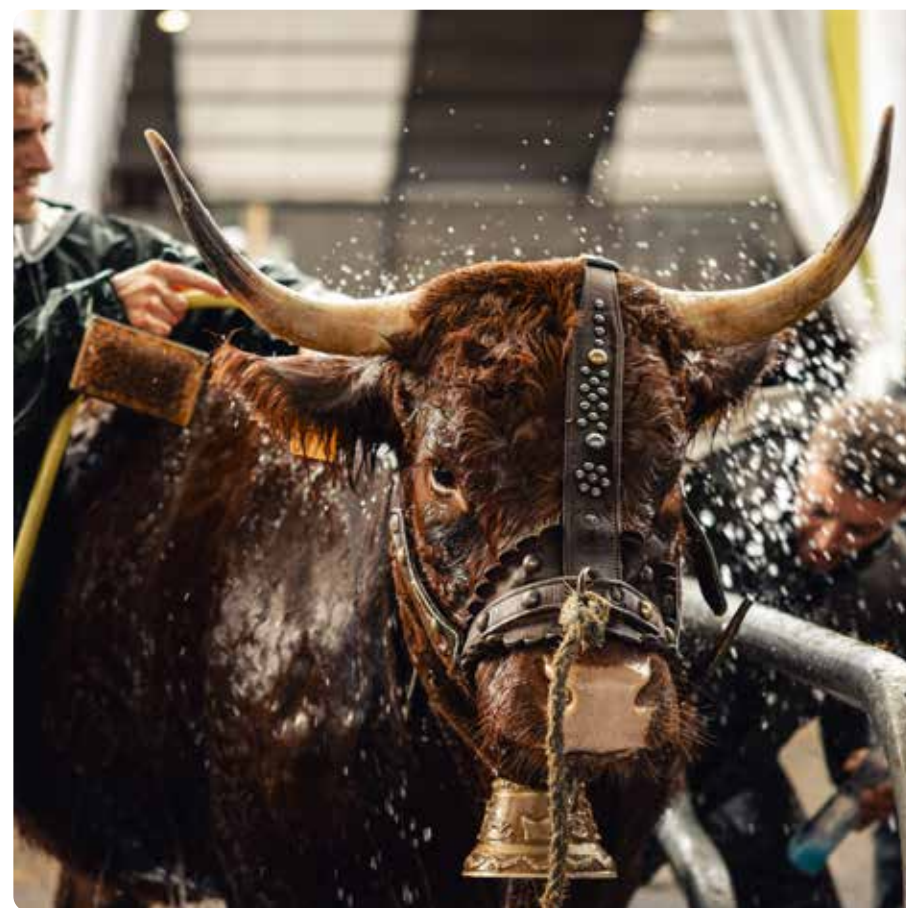
In the face of growing health issues, the SOMMET DE L'ÉLEVAGE is launching a dedicated hub, shared with the white meat sector, in Hall 2. In addition to the exhibitors, the FORUM programme features more than fifteen conferences and round-table discussions.

*Source: "The Global Animal Health Situation 2026", a report by the World Organisation for Animal Health

"This new hub will bring together all the scientific and technical parties who were previously dispatched at various sites at the SOMMET", explains Marjorie Coulon, Project Officer with the Auvergne-Rhône-Alpes Health Protection Group (GDS). Animal health organisations, veterinary technical groups (GTVs) and public and private animal health laboratories will be in attendance. The aim of this event is to encourage dialogue with visitors and to develop long-term partnerships between the various stakeholders in the sector.

A FORUM for keeping farmers informed

The main aim is to inform visitors and provide them with knowledge and expertise on the prevention, surveillance and control of animal diseases through a programme of around fifteen relatively short and interactive talks. *"We will be organising sessions, which may take the form of round-table discussions or quizzes, lasting between 20 minutes and one hour."* A highlight not to be missed on Wednesday 7 October at 4.00 pm is the round-table discussion 'How can we anticipate future health crises?' This session is linked to the white meat sector, with which the animal health sector will be sharing its space throughout the event.



The "One Health" holistic approach

The "One Health" concept provides a holistic view of health. It is based on the idea that human, animal and plant health, as well as the health of ecosystems, are closely interlinked."



Marie-Christine Le Gal, patron of the Animal Health hub

Marie-Christine Le Gal, Deputy Director-General and Head of the French Official Veterinary Services at the Directorate-General for Food will be the patron of the Animal Health Hub at the 35th edition of the SOMMET DE L'ÉLEVAGE. Her appointment throws political light on animal health issues at national and international level.



THE SOMMET DE L'ÉLEVAGE, the new French farm machinery hub

With an additional 10,000m² dedicated to agricultural machinery – bringing the total show area for machinery to 104,000m² – the SOMMET DE L'ÉLEVAGE is now France's largest gathering of agricultural machinery. This additional area also offers a host of new features that include a FORUM dedicated to discussing the key challenges facing the industry, plus a 5-hectare area for field demonstrations. These innovations have been achieved in partnership with leading players in the French agricultural machinery sector, such as APRODEMA, AXEMA, FNCUMA, FNEDT, RobAgri and SEDIMA.

The French trade association for manufacturers and importers of agricultural machinery and green space equipment (Axema), and the National Trade Association for Service and Distribution Companies in the Agricultural Machinery, Green Space and Specialised Trades Sectors (Sedima) have agreed to make the SOMMET the hub for discussion and collaborative effort in support of the machinery sector. For Delphine Guey, the challenge is to make the FORUM a space for meaningful dialogue. *"The aim is to turn it into a genuine meeting point for the machinery sector during the SOMMET, bringing together manufacturers, distributors, farmers, contractors, sector organisations, the media and decision-makers."* The emergence of technologies such as robotics and artificial intelligence naturally raises questions. *"This is precisely one of the benefits of the Agora: not taking a top-down approach to innovation, but strengthening dialogue between those who design the solutions, those who distribute them*

and those who use them." Etienne Webre (Sedima) echoes this view, explaining that *"this project enables the creation of a nerve centre, channelling the energy of all actors in one direction"*. Whilst all these organisations have different members, they are all working towards a single goal, that is to serve farmers and their equipment.

The SOMMET also stands out as an unmissable annual event for the French agricultural machinery sector. First and foremost, the new open-field demonstration area for agricultural machinery offers a unique opportunity for manufacturers to showcase their products. Valtra, for example, will be launching its new tractor at Cournon d'Auvergne. But the SOMMET also helps to attract new people, particularly the younger generation, *"Our dealers train a lot of apprentices and need plenty of qualified young people,"* explains Étienne Webre. *"They account for 10 per cent of the workforce."* Sedima will be carrying out demonstrations of agricultural machinery repairs from Tuesday to Thursday performed by the students from the Gustave Eiffel vocational college in Gannat. *"And on the Wednesday, we are organising the initial rounds of the WorldSkills competition aimed at the younger generation who are already adept at machinery maintenance."* These events will help to promote careers in the sector.

In short, through its conferences, demonstration areas, extensive showground area and its FORUM, the SOMMET DE L'ÉLEVAGE has established itself as France's largest agricultural machinery event.



The highlights

Wednesday 7 October

Initial selection for the World Skills competition within the machinery maintenance category.

From Tuesday 6 October to Thursday 8 October

Machinery repair demonstration by the students from Gannat vocational college.

FOCUS on Machinery Forum

It is in this brand-new space for meetings, discussion and debate that the key players in the agricultural machinery sector will jointly decide their vision of a shared future.

PASTORALISM IN THE SPOTLIGHT



3rd edition of “rencontres pasto”

PASTORALISM WITHOUT BORDERS

2026, the International Year of Rangelands and Pastoralists, as decreed by the UN, reaches its apex in France with the SOMMET DE L'ÉLEVAGE, and its dedicated area the “RENCONTRES PASTO” zone. Established to promote grass-fed livestock farming, the “RENCONTRES PASTO” programme is officially included in the global programme for this International Year. Since its launch in 2024, this space has established itself, year after year, as the essential meeting point for French and European stakeholders in pastoralism. In 2026, for the 3rd edition of “RENCONTRES PASTO”, the focus will be on the international dimension.

Rencontres Pasto = Pastoralism Exchange

*“The RENCONTRES PASTO area was not intended to be merely a showcase, but rather **a place for sharing knowledge, experience and discussion.** By bringing together, across 300 m² of the “Rencontres Pasto” zone, a packed programme of around thirty debates and project presentations, the voices of livestock farmers and herders coupled with the presence of international delegations and speakers, play-based learning, technical expertise and some local produce to taste, we aim to demonstrate that pastoralism is a profoundly modern and innovative practice, and one that is indispensable to the life of our regions, both here and elsewhere in the world. »*

Laurence Romanaz, PASTO Centre Coordinator

The Rencontres Pasto zone

IN A FEW FIGURES

- **300 m²** entirely dedicated to promoting pastoralism and grazing land
- **4 jours** of discussion, workshops and conferences
- **5 guest countries of honour** – Colombia, Ivory Coast, Spain, Mongolia and Sudan
- Over **themed conferences** and workshops
- **1 life-size herder's refuge** for visitors to enjoy on the booth

THE HIGHLIGHTS OF THE PROGRAMME

- **Tuesday 6 October at 14.00** | Amphitheatre: Keynote international conference on the strategic role of pastoralism in the face of climate change, generational renewal and the expectations of modern society.
- **Tuesday 6 October at 16.30** | Main Reception hall – Booth A7: Official opening of the Rencontres Pasto booth.
- **Thursday 8 October at 11.00** | Amphitheatre: Debate centred on the draft pastoral bill and the Senate report, French MPs, senators and farmers in attendance.

AND NON-STOP ON THE BOOTH

- Information desk for farmers – A resource centre for discussing regulations, equipment, funding and technical support.
- Feedback from the land – Feedback from farmers, herders and advisors.
- Workshops and educational games – Themed events highlighting the environmental, economic and social benefits of pastoral livestock farming for rural areas.
- Tasting of products from our pastoral farms – Promoting products from pastoral livestock farms and showcasing local expertise.

TO WATCH

A 360° transhumance panorama A virtual journey to the heart of five iconic pastoral regions

Developed by CIRAD (Centre for International Cooperation in Agricultural Research for Development) and AFD (French Development Agency) to mark the International Year of Rangelands and Pastoralists, the virtual reality exhibition Transhumance 360° gives visitors an immersive journey around the world in the heart of pastoralism. Wearing headsets, visitors explore five iconic regions across four continents: **Argentina, France, Mongolia, Senegal and Chad.**

FOCUS ON THE HERDER'S REFUGE

8 tonnes spread across 50 m² in the heart of the SOMMET

Located in the centre of the 300m² pastoral area, a full-scale herder's refuge will provide a practical illustration of the new accommodation arrangements for shepherds in the mountain pastures. Designed to address current challenges facing pastoralism – such as predation, improving working conditions and making the profession more attractive – this structure, measuring nearly 50 m², was designed by a builder from the Cantal department.

Its implantation at the SOMMET presents a real logistical challenge: nearly 8 tonnes of equipment and more than **20 hours of assembly work** will be required to put together this exceptional, demountable structure.

Want to find out what happens to the refuge after the show? A week after the SOMMET closes its doors it will be permanently erected on the site of the Lioran pastoral association, in the Cantal, to house the shepherd during the next sheep-grazing season.



The importance of pastoralism to the Sancy region, a local politician's opinion

“Pastoralism is our DNA, it's our heritage!” For Frédéric Echavidre, mayor of Picherande and chairman of the Sancy Mountains Community of Communes, he believes that pastoralism is deeply rooted in the history and identity of the region. Coming from a family of farmers and being a livestock farmer himself, he has long been familiar with the realities of summer pastures as well as their role in the local economy.

*“Pastoralism contributes to the vitality of the agricultural sector, to the upkeep of our landscapes and to the preservation of the open spaces that also make the mountain range such a tourist attraction. It enables us to **preserve this balance in the face of challenges** such as, water resources, climate change, predators, and the cohabitation of herds and flocks, walkers and other mountain users. A politician's role is to support the farmers and provide solutions in the public interest. I remain convinced that **pastoralism is not in danger. It still has a bright future ahead of it, provided it continues to support those who keep it going.** I come to the SOMMET, wearing my hat as a farmer/politician, rooted in the reality of my local area. **The wealth of these exchanges stems precisely from the interplay of different backgrounds and perspectives** that each brings, based on their own personal experience, and a different interpretation of the challenges facing pastoralism.”*

Feedback on Thursday 8 October from 11.00 to 11.30

On the “Rencontres Pasto” booth
Main Reception hall, Booth A7

MEDIA CONTACT “RENCONTRES PASTO”

Laurence Romanaz

Team and project coordinator for the Climate Change and Pastoralism Mission at SIDAM (Interdepartmental Service for the Development of the Massif Central)

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5 countries in the limelight

5 countries, emblematic of pastoralism are invited to the SOMMET. They are Colombia, Ivory Coast, Spain, Mongolia and Sudan. Presentations on practices, visits by delegations, knowledge-sharing, the development of partnerships, as well as the opportunity to discover products from pastoral livestock farming throughout the event, the guest countries will present their vision of pastoralism, their unique characteristics and their expertise. Here's a closer look at four of them.

MONGOLIA

Mongolia is one of the world's largest pastoral countries. Across its vast steppes, nearly 58 million livestock graze freely on natural pastures covering **more than 95 per cent of the country's territory**. Nearly a third of Mongolians still make their living from nomadic herding, perpetuating a way of life that dates back more than a thousand years.

Mongolia was in fact the driver behind the UN proclaiming 2026 as the International Year of Rangelands and Pastoralists. A major recognition of this pastoral heritage as the country is in the spotlight at the "Rencontres Pasto" event at the SOMMET DE L'ÉLEVAGE 2026, Mongolia is here to share this wealth and showcase its products, such as meat, Milk products, cashmere and wool – all produced entirely on natural pastures, in the open air and without the use of industrial livestock farming systems.

The country's expected official delegation includes,

- M. Jambaltseren Tumor-Uya
Minister of State at the Ministry of Food, Agriculture and Light Industry of Mongolia
- M. Munkh-Orgil Tsend
Ambassadeur de Mongolie en France

MEDIA CONTACT

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SUDAN

Pastoralism in Sudan is a natural resource and an economic mainstay

With over 68.8 million hectares of natural grassland, Sudan possesses exceptional pastoral potential. Livestock farming is a major strategic sector, providing the national herd with healthy, 100 per cent organic feed that is entirely free from chemical inputs. This distinctive feature gives Sudanese animal products a unique, natural and competitive added value. This sector **supports nearly 70 per cent of the population through various livestock-rearing practices:** transhumance, semi-nomadic or sedentary. In addition to its vital economic and social role, **pastoralism actively contributes to environmental conservation, the protection of water resources and the absorption of greenhouse gases.**

What to see on the booth

Discover the wealth of Sudanese pastoralism through documentaries, information leaflets and tastings of local produce.

MEDIA CONTACT

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The SOMMET commits to climate action and pastoralism

As part of this International Year, which celebrates rangelands and pastoralists, the Sommet de l'Élevage is once again hosting its dialogue forum 'THE SOMMET COMMITS TO THE CLIMATE', organised by 'Shifters Auvergne' and the Business Convention for Climate (CEC). At this stand, livestock farmers and visitors will discuss how to adapt livestock farming systems – particularly pastoral systems – to climate-related risks, as well as practices for resilient livestock farming. The educational and collaborative tool, and the 'sustainable herbivore farming mural', will also be on display.

Where to find them?

In the Reception hall, Booth A4

MEDIA CONTACT

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COLOMBIA

Through its pastoral livestock farming, Colombia possesses a capacity to transform rural areas. With nearly 38 million hectares and a herd of 30 million head of cattle, the country is firmly committed to a model that demonstrates that producing more and better protecting the environment are not mutually exclusive.

A large-scale pilot project has helped to promote sustainable practices across more than 160,000 hectares and to establish sylvopastoral systems on nearly 44,000 hectares. Today, more than 1.4 million hectares incorporate trees into grazing systems, thereby opening new frontiers for productivity, biodiversity and the well-being of rural communities.

The results are significant: a 17 per cent increase in milk production, a 34 per cent increase in livestock carrying capacity, enhanced biodiversity and the sequestration of 2.2 million tonnes of CO₂ equivalent. Nearly 25,000 farmers and technicians across five ecoregions have also enhanced their skills and knowledge.

Colombia is as such building a more productive, resilient and sustainable livestock sector.

What to see on the booth

An augmented reality experience will enable visitors to explore a sylvopastoral system and its benefits for livestock farming and the environment.

CONTACT PRESSE

FEDEGÁN Federación Colombiana de Ganaderos
(Colombian Federation of Livestock Farmers)
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Director of Sustainable Development at FEDEGÁN
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SPAIN

Reflecting Spain's immense territorial and cultural diversity, its extensive livestock farming is underpinned by an **exceptional pastoral heritage**. The country is home to more than **160 iconic native breeds**, such as the Iberian pig, the Merino sheep and the fighting bull, as well as a **network of transhumance routes dating back to the Middle Ages that is unique in the world**. Shaped within ecosystems of high environmental value, such as the Dehesa and high-altitude pastures, this ancestral know-how gives rise to exceptional gastronomic delights, such as Iberian ham and Manchego cheese.

Although it plays a vital role in mitigating climate change, preventing wildfires and preserving biodiversity, Spain's extensive livestock farming sector is nevertheless facing a major crisis. The gradual closure of farms and the difficulty in ensuring a new generation of farmers are now threatening the long-term survival of this age-old tradition.

FOCUS ON THE DEHESA

The Dehesa is a preserved agroecosystem in west-central Spain, characterised by open oak woodland and pastures. Dedicated to sustainable extensive livestock farming, particularly of Iberian pigs, it combines agricultural production with the preservation of biodiversity and the prevention of environmental risks.

CONTACT PRESSE

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THE EVENT FOR THE PUBLIC AT THIS YEAR'S SOMMET DE L'ÉLEVAGE

The Massif central grasslands take root in place de Jaude

From the 5th to the 8th of October, on the initiative of the SOMMET DE L'ÉLEVAGE and the Interdepartmental Service for the Promotion of the Massif Central (SIDAM), PÂTURE is transforming the Place de Jaude in Clermont-Ferrand into a vast meadow representing the landscapes of the Massif Central.

Running parallel with the SOMMET DE L'ÉLEVAGE, this extraordinary installation in the very heart of the city invites the public to discover grassland farming systems and pastoralism. Over four days, animals, farmers and producers, artists, chefs, experts and local stakeholders will bring this culture to life **through the arts, science, gastronomy and festivities.**



Whether valley or mountain meadows, wet or dry soils, each area is represented with its own topography, animal breeds and range of plant life.

"The aim is to show the public that no two grasslands are alike. Altitude, humidity and soil dryness influence not only the plants that grow there, but also the breeds of livestock reared there. The grassland serves as a starting point for reflection on the links between soil, plants, water, animals and ecosystems, as well as on pastoral history and culture." As Nicolas Triboï, the landscape architect in charge of the project tells us.

4 days to (re)discover, understand and live the grasslands of the Massif central

At PÂTURE, pastoralism is being (re)discovered **through the arts, science, literature, gastronomy and festivals.** These are all gateways to exploring a living heritage, understanding the knowledge and skills associated with it, and appreciating its contribution to the local areas.

Through a series of events, activities and experiences, young and old alike will be able to **observe, discuss, taste, listen and understand** the close links between **grass-fed livestock farming, heritage, wildlife and biodiversity, food, landscapes and regions.** It is a practical and fun way of revealing what lies behind the meadows of the Massif Central, and of raising awareness of the richness of these areas and the need to preserve them.

Conceived as **an extension of the SOMMET DE L'ÉLEVAGE in the heart of Clermont-Ferrand**, PÂTURE shares the same mission to raise awareness of livestock farming, promote local areas and facilitate connections between farmers and the wider community.

"Pastoralism embodies universal values that deserve to be shared far beyond professional and agricultural circles. It is a way of life, a culture, an economy, and a means of preserving the countryside and sustaining local communities. Through PÂTURE, we aim to bring the Massif Central and its pastures directly to the public." Jacques Chazalet, President of the SOMMET DE L'ÉLEVAGE

A life-size model of the Massif Central in Place de Jaude

From the Aubrac to the Livradois-Forez, via the Causses and the Cévennes, PÂTURE recreates a **succession of micro-landscapes characteristic of the Massif Central** in a 3,000m² exhibition area that fosters a dialogue between nature and the city, heritage and the agriculture of the future.



PÂTURE in a few figures

3,000 m² of grassland in the Place de Jaude,

Of which **150 m²** of natural pastures

20 breeds of cattle, sheep and horses found in the Massif central will be on show

4 days of events tastings of local products and festivities

20 farmer-led organisations (farmers, specialists, training bodies) will be answering questions

A 20-metre participatory mural depicting local meadows

1 sheep flock present throughout the 4 days

The Highlights of the programme

Monday 5 October:

Official opening of the vast meadows

Tuesday 6 October:

School Day: raising awareness among school children
Special Chaîne des Puys evening

Wednesday 7 October:

Family Day, a big picnic on the meadow

Celebration of the 50th anniversary of the Bleu d'Auvergne AOP

Thursday 8 October:

DJ set, big festive party



Practical information

From 5 to 8 October 2026

Place de Jaude, in Clermont-Ferrand

Opening hours

Monday 5 October from 19.00 to 21.30

Tuesday 6 October from 10.00 to 21.00

Wednesday 7 October from 10.00 to 21.00

Thursday 8 October from 10.00 to 23.00

Free admission, open to all

Getting to the SOMMET DE L'ÉLEVAGE and PÂTURE

• Trams A and C (Jaude > lycée lafayette)

• shuttle (Lycée Lafayette > Grande Halle - Zénith)

+ more info on www.T2C.fr





WOMEN IN LIVESTOCK FARMING

In 2026, the International Year of Women Farmers will shine a spotlight on the women who keep agriculture going on a day-to-day basis. In France, women account for 29 per cent of the agricultural workforce, and their representation varies across different sectors. In livestock farming, they make up 34 per cent of the workforce in sheep and goat farming, 25 per cent in pig and poultry farming, 24 per cent in dairy cattle farming and 23 per cent in mixed cattle farming. However, they still account for only a quarter of farm managers, representing 130,200 co-managers or partners. Beyond the figures, their contribution and expertise are essential to generational renewal and the future of agriculture. The SOMMET is fully in line with this trend by showcasing the women who keep the livestock sector alive, as well as the competitions and events at the fair. Through the following four profiles, the spotlight is on committed and passionate female livestock farmers from different generations and backgrounds.

4 WOMEN BEHIND THE SCENES at the SOMMET

Fanny PARISSE



Sarah MARTEAU



Marine MOISSONNIER



Michèle BOUDOIN



Sarah MARTEAU Nearly 3 decades at the SOMMET

Portrait

By her own admission, Sarah Marteau describes herself as "having got on a horse aged 5 and have never got off since". It was in 2004 that this fifty-year-old set up breeding horses. "I had some Selles Français horses, and alongside that I made soaps and cosmetics using mare's milk." In 2018, she opened an educational farm near Riom, home to more than 160 animals, including miniature pigs, llamas and ponies, as well as a flock of 100 sheep whose role is to maintain the slopes of Mirabel Hill. A project run in partnership with the Riom Limagne et Volcans (RLV) urban community and the Auvergne Conservatory of Natural Environments (CEN).

Alongside her work and her role organising the equine section of the SOMMET DE L'ÉLEVAGE, the indefatigable Sarah Marteau is a judge at show jumping competitions. It is a role that keeps her busy "more than 20 weekends a year".

The story of Sarah Marteau and SOMMET DE L'ÉLEVAGE began in 1998. At the time, this horse enthusiast held a post at the Puy-de-Dôme Departmental Livestock Breeding Authority. She was involved in organising the equine division right up until the 2000s.

In 2022, following her election as vice-president of the Massif Central Equine Breeders' Federation, she took charge of the equine section at the SOMMET, which is Europe's largest gathering of draught horses. Each edition represents a whole year's work, carried out in collaboration with the SOMMET teams and the breeders. "I'm also a member of the equine committee, which takes up quite a bit of my time. Together, we organise the Selle Français 3-year-old qualifying championship, which takes place before the French Championships. It's a role that requires a lot of hard work to ensure everything is ready on the big day!"

But the Equine Zone is not just about sport horses as there are also 400 draught horses, among a total of 500 horses (sport and draught horses, local breeds and donkeys). To showcase them even more, this year – for the first time – demonstrations of jumping, dressage and horses at work will be organised. And in this International Year of Women Farmers, Sarah Marteau also

wants to show that women have a rightful place in agriculture. "It's about time that women were rightfully recognised!" She admits there is still some way to go. "I am one of the few women in a position of responsibility within a number of agricultural organisations." But it's thanks to the SOMMET, where her legitimacy has always been valued, Sarah Marteau will continue to make her voice heard, "without ever being afraid to elbow her way through".

« THE SOMMET is the place to be for promoting our breeds and raising awareness about them. We want to showcase the draught horse, which is threatened with extinction despite being essential to pastureland – a major asset for our regions. »





Fanny PARISSE Organising breed judging at the SOMMET

For the third year running, Fanny Parisse, president of the Massif Central Holstein Breed Federation, is organising Holstein breed judging at the SOMMET DE L'ÉLEVAGE.

As well as organising two meetings a year in connection with the SOMMET, Fanny is responsible for managing the competition, selecting the judges, ensuring their travel arrangements run smoothly, and securing sponsorship. *"Above all, our aim is to bring farmers together for this event, making it as welcoming as possible. This involves gaining funding to help reduce their costs."* Many farmers are set to arrive in Cournon d'Auvergne on Thursday 8 October, as 92 of them will be showing at least one cow.

In 2027, the Holstein will be organising, for the first time, its national championships at the SOMMET DE L'ÉLEVAGE. *"Our aim is to organise a major national competition that showcases the SOMMET, the farmers and, of course, our animals. We are embarking on this project with great enthusiasm and ambition, hoping to please both farmers and organisers and to bring people together around agriculture and livestock farming. That is why, this year, we have created a ring dedicated to Milk cattle."* A challenge that this lady farmer is all too ready to take on. *"It's not always easy, as a woman, to make a name for oneself in our field, but I'm lucky enough to have a surname that's quite well known in France."* Assisted by the SOMMET team, *"very attentive and always ready to help"*, Fanny Parisse is forging ahead with determination, embodying a new generation of women farmers who are taking their rightful place in the profession.

Portrait

Farming in the heart of the Allier département, the Parisse family farm of Holstein cows is well known. *"My grandfather, who was originally from Lorraine, came to settle here several decades ago with the ancestors of today's Holstein cattle. My father took over, followed by my brother, whom I joined five years ago on the farm"*, as Fanny explains. Farming has always been part of this thirty-year-old's life: after completing a vocational baccalaureate in agricultural economics and management (CGEA) at Marmilhat Sixth Form College, she went on to obtain a BTS qualification, which enabled her to become a genetics advisor. Passionate about cattle shows, she took part in numerous events and even acted as a judge on a few occasions. She eventually became president of the Massif Central Holstein Federation. *"I'd been a member of the federation for a while thanks to the competition. When the presidency became vacant, nobody was exactly queuing up to take over, whereas I was personally very keen to do so, so I just went for it."* That was in 2024. Since then, the young woman has been actively involved in organising the Holstein competition at the SOMMET DE L'ÉLEVAGE.

Michèle BOUDOIN & Marine MOISSONNIER An ongoing struggle to raise the profile of Hall 5

As Chair of the Auvergne Regional Sheep Association – an organisation that has sat on the SOMMET board of directors since the mid-2000s – Michèle Boudoin has been responsible for managing the Sheep and Goat Hall (Hall 5). Today, she works in tandem with Marine Moissonnier, project manager for the sheep sector at the Auvergne-Rhône-Alpes Chamber of Agriculture. *"Michèle covers more the political angle, whereas I cover the logistics."* Before each meeting with the SOMMET teams – of which there are four a year – the two women meet to discuss matters and decide which points to highlight. *"I also look after the activity reports, the ring schedule and organising the demonstrations."* Marine adds.

Meanwhile, Michèle Boudoin is working hard to raise the profile of Hall 5 and to promote it with the government. *"I organise all the political meetings and try to attract as many prominent figures as possible. My aim is to give a voice to the sheep sector and defend the interests of our farmers. The SOMMET, as a showcase, enables us to do all of this".* It's an effective duo, as both women unequivocally affirm the positive development of Hall 5.

"When the SOMMET first started, on the campsite by the lake in Cournon d'Auvergne, we were right at the back – you couldn't even see us. Today, the sheep and goat hall is easily spotted by visitors"

explains Michèle Boudoin. *"We've been growing in prominence for several years now,"* adds Marine Moissonnier. *"Ever since the shearing demonstrations have been scheduled to take place indoors, and the zone has become an almost unmissable stop for the public. The number of animals present on site, as well as that of farmers and exhibitors, is also constantly increasing."*



Portrait

Michèle Boudoin's career path is, to put it mildly, an unusual one. Firstly, it breaks with family tradition, as she did not come from a farming background; born in the Puy-de-Dôme, she set up as a sheep farmer in 1988 at the age of 26 in the Chaîne des Puys, following a career change. Unconventional in every possible way, she is one of the very few women to have chaired a specialist association within the FNSEA, the National Sheep Federation (FNO), between 2015 and 2026.

Her commitment to the association has been recognised by her peers, both for the future of the sheep sector and for the role of women in the world of farming.



IN THEIR OWN WORDS: TWO COMMITTED FARMERS

Raising awareness of pastoralism, both on the ground and on social media

Going under the name “Heidi Agricultrice”, Marianna Briçon, a farmer who rears sheep for their meat production and Milk goats in the Drôme, first made a name for herself on social media in 2021. Crowned Miss France Agricole 2022, she enthusiastically shares her daily life as a farmer and her love for her local area with her 32,000 followers on Facebook, Instagram and TikTok. This year, as an ambassador for the SOMMET DE L'ÉLEVAGE, she will be focusing on the theme of pastoralism, with the aim of raising public awareness of the challenges, expertise and richness of this farming type.

“Pastoralism is essential to the whole world, not just to the livestock sector, and current events, such as the massive wildfires that ravaged landscapes across France, Europe, Canada and many other countries this summer clearly demonstrate this fact.”

Pastoralism helps to shape and protect these landscapes as some areas are inaccessible or cannot be reached by machinery, allowing overgrowth to accumulate for years, providing the perfect conditions for fires to start. Livestock, which can access and graze in these areas, clear such areas and contribute to our safety.”

Via her social media accounts, she finds time to engage in informative discussions with followers who sometimes find it difficult to grasp all the complexities of her profession. *“For example, walkers may wonder why they encounter flock guard dogs along the paths. I explain to them that their role is essential in protecting our livestock from predators, so that the animals can graze. And it is precisely this grazing that maintains the walking trails.”*

Marianna Briçon hopes that the SOMMET, that occurs every year in the heart of Europe's largest natural grassland, will provide visitors with a better understanding of pastoralism, and that it will encourage livestock farmers who were previously unfamiliar with this practice to adopt it in the years to come.



Lou-Anne Jannel Setting up on a new farm, a young farmer's feedback

25-year-old Lou-Anne Jannel is a sheep farmer in the Ariège. It is a career she had not at all envisaged for herself. After completing her A-levels, the young woman studied law for three years but failed to find her calling at the bar. *“I just couldn't see a future for myself as a lawyer,”* she admits. *“But I always had that farmer in the back of my mind, the one I used to spend my summers with when I was little and that's what made me want to completely change direction.”* Her BPREA diploma in the hand, Lou-Anne then went to work for the Ariège département replacement service. *“For a whole year, I worked through every season, on every farm, with every kind of animal.”*

We've always been here, but we haven't been recognised. These days, more women are setting up on their own, identifying as farmers rather than just farmers' wives. It's not always easy, because prejudice dies hard, but it makes us want to fight twice as hard to prove that we belong here.”

Today, she farms with her partner, who heads up a farm in the South-West of France. *“By the end of the year we will have formed a GAEC.”* With 300 ewes and 200 pigs, her days are well filled! She also shares her daily life as a livestock farmer on Instagram, where she has over 17,000 followers. So much so that she sometimes has to turn down brand sponsorships. *“It was after I was crowned Miss Agriculture in 2024 that people started following me.”* Whilst she does not see herself as an influencer, she shares her commitment to the Young Farmers in her department, whilst also highlighting that of her peers. *“Many young people want to be farmers, they're here and they're motivated. It's important to support and guide them.”*





THE WORLD'S LIVESTOCK FAIR

DOSSIER



This year's SOMMET in a few figures

- **330 international exhibitors**, equating to 20% of all exhibitors, from 35 countries
- **6,000 foreign visitors expected** (61% from Europe, 16% from East Europe, 9% from Sub-Saharan Africa, 6% from the Mediterranean basin, 4% from North and South America and 4% from Asia et Oceania)
- **5 Countries invited** invited to take part in the International Year of Rangelands and Pastoralists, Colombia, Ivory Coast, Spain, Mongolia and Sudan.
- Nearly **20 key buyer contacts** targeted by Business France
- **1 exhibitor in 2** receives a visit from foreign visitors on their booth
- **30** farm visits for foreign visitors

On social media

INTERNATIONAL AGRICULTURAL INFLUENCE TAKES CENTRE STAGE

Once again this year, the SOMMET is going beyond the realms of the digital by welcoming agricultural influencers from the following 4 countries, Spain, Italy, Portugal and Turkey.

As true ambassadors for the agricultural sector in their respective countries, they will share their experiences of being at the heart of the show. This is an opportunity to provide the SOMMET DE L'ÉLEVAGE with a unique international showcase, bringing together farmers from here and abroad around a shared passion.

For this 35th edition, 330 international exhibitors from 35 countries and 6,000 international visitors from over 100 countries are expected to attend. Over the course of four days, the entire global livestock community will gather at the SOMMET.

"The international dimension is now one of the key hallmarks of the SOMMET DE L'ÉLEVAGE. Over the years, the SOMMET has established itself as a global gathering for the livestock sectors, bringing together farmers from across Europe, as well as from Africa, South America, the Middle East and Asia, to Clermont-Ferrand in the heart of France. This international recognition is based on several key strengths: the quality of French genetics, the presence of nearly 2,000 elite stock, the breadth of the innovations on show, and the exhibition's ability to enable breeders, companies, researchers and buyers from around the world to get together and have a good 'gas'" As Benoît Delaloy, SOMMET DE L'ÉLEVAGE Show Director tells us.

The International Lounge A VIP for our international visitors from the world over

With 800 m² at the Zenith d'Auvergne, the International Club offers a prime venue for hospitality, meetings and networking. It enables visitors and foreign delegations to meet up, interact with exhibitors and partners, and follow up on the contacts made in the exhibition halls. A truly welcoming and productive venue, it eases trade meetings and opportunities.

Some of the services offered by the organisers:

- Interpreters in almost every language.
- Guided visits to the show.
- Organising B2B meetings.

- Areas set-aside for meetings and catering.

- Free shuttles to the town, airport and train station etc.

- > International Gala Evening on the Tuesday evening

- > International conferences on Pastoralism (translation into English using AI!) + other conferences organised by INRA, a speaker from India speaking about the Indian milk sector etc.

- > A VIP welcome for farmers and associated industry from the world over in the International Lounge



INTERNATIONAL GALA EVENING It's back for 2026

Tuesday 6 October, at 19.00 | Zénith d'Auvergne

Having skipped a year in 2025, the International Gala Evening, organised in partnership with the RACES DE FRANCE federation, is back. During the evening, all the French cattle, sheep and horse breeds present at the show will take part in a grand parade in the ring at the Zénith d'Auvergne. Following the presentation, a convivial cocktail reception will be hosted for the foreign delegations.



Unique in the world farm tours: an unprecedented immersion into the heart of livestock farming in the Massif central

With 30 **Farm visits, livestock farm and agro-industrial site visits in the Massif central**, a unique programme, not found anywhere else, for foreign delegations, the SOMMET DE L'ÉLEVAGE organises every year visits to beef and milk cattle farms, sheep and goat farms, horse farms, as well as an abattoir, a beef research centre and much more... these visits provide first-hand insight into French expertise and create real business opportunities.

To note

For this International Year of Rangelands and Pastoralists, **2 unique farm visits are planned to the heart of the summer cattle and sheep mountain pastures.**

- Wednesday 7 October from 13.30 to 18.00 – a mixed milk and beef cattle unit using the mountain pastures
- Thursday 8 October from 13.30 to 18.00 – sheep and cattle on the mountain pastures

Focus on The Bonant family farm in Romagnat

Mixed farm rearing Comtois draught horses and Limousin cattle

Thursday 8 October from 09.00 13.00

For several years now, the Bonant farm has been opening its doors to French and international visitors as part of the Farm Tours organised by SOMMET DE L'ÉLEVAGE. Once again, this year, Frédéric Busarello will welcome a delegation to discover his farm, where he rears Limousin cattle and Comtois horses. *"One of the advantages is that we're just a 10-minute bus ride from the showground, which means visits can last three hours,"* explains Gilles Gapihan, a former equine commissioner at the show who also helps to organise this Farm Tour.

More than just a simple visit, participants come to discover three different projects at this farm, which has been converted to organic farming. *"Each focusing respectively on the plant, the animal and the final product."* The aim is to highlight a practice that helps maintain grasslands, promotes self-sufficiency and enables visitors to experience farming in a different way. *"The first site we take visitors to is a pasture currently being grazed by livestock. These are mature grasslands, rich in floral diversity and insects. We then explain the role of horses on a farm like this. Indeed, the combination of cattle and horses helps to reduce parasite numbers, thereby minimising the use of worming treatments. This kind of sustainable management helps to preserve beneficial insects."*

Next comes the section on horse selection in France, as well as a presentation of a small-framed cow from the same breeding farm. *"We want to highlight the benefits of animals of this size, which eat less, therefore produce fewer greenhouse gas emissions, and are more resilient to heat stress."* And finally, a blind tasting session of horse and beef will serve as a basis for discussion on the nutritional benefits of grazing for animals, both cattle and horses.

These visits help to highlight, both nationally and internationally, the role of horses in mixed eco-grazing systems, which help to clear undergrowth from meadows, reduce the need for fertilisers and manure, and limit the use of insecticides, whilst working in harmony with cows and pastures.

MEDIA CONTACT

Gilles GAPIHAN

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epona5663@gmail.com

Behind the scenes at the SOMMET

A network promoting the show internationally

Every year, the SOMMET DE L'ÉLEVAGE reinforces its presence on international markets to make Clermont-Ferrand THE meeting place for livestock professionals from around the world. To increase visitor numbers and attract new international exhibitors, the organisers rely on private agents based in over 60 countries across five continents.

The Business France and Promosalons networks also work to raise the profile of the SOMMET abroad, with a view to organising highly targeted meetings for around twenty leading international key buyers.

ABDERRAZAK DJELLALI

16 years promoting farm trade between France and Algeria

For 16 years, Abderrazak Djellali is the SOMMET DE L'ÉLEVAGE's official agent in Algeria, raising awareness of the Clermont-Ferrand event with his fellow countrymen. His role is to identify visitors for whom the SOMMET represents a genuine career opportunity, then support them in preparing for their visit and, whilst they are there, direct them towards the most pertinent exhibitors, conferences and farm visits.

Farmers, business leaders, investors, researchers, teachers, representatives of institutions and heads of professional organisations: the diversity of these profiles is a testament to the SOMMET's appeal beyond its borders. *"Algerian farmers and industry leaders come to the SOMMET with very practical concerns. They are looking for genetic material, supplies and equipment, but above all for solutions that they can genuinely adapt to livestock farming conditions in Algeria."*

Over the years, a genuine network has developed around the trade fair, fuelled

by visitor loyalty and word of mouth amongst industry professionals. Despite recent difficulties in Franco-Algerian relations and, above all, the growing obstacles to obtaining visas, around thirty Algerian professionals continue to make the journey every year.

For Abderrazak Djellali, **One of the SOMMET's great strengths lies in its practical focus.** Visitors don't just come to see equipment or innovations, **they come to chat with those who use these equipment and innovations daily.** Farm visits are a highlight in this regard, as they provide an opportunity to compare French practices with the realities on the ground in Algeria. *"It's very different to see a machine on a stand and to see it operating on a farm."*

French genetics, particularly cattle and sheep, remains a benchmark, but expectations have broadened to encompass all aspects of livestock production, to include feeding, reproduction, health, housing, milking, automation and new technologies.



These meetings can lead not only to trade deals, but also to cooperation, training or research projects.

For this Algerian agent, the International Lounge has a specific role to play in this progress, as he points out when saying, **"It's both a space for socialising and networking and for working all in one place.** A true meet place facilitating meetings with exhibitors and other farmers, discussion and the organisation of business meetings in a quiet environment."

Above and beyond the business, Abderrazak Djellali emphasises above all the human aspect of these exchanges: *"Visitors come looking for equipment, genetic material or technical solutions, of course, but they also leave with contacts, ideas and having had a great experience."* After 16 years, this is undoubtedly the best illustration of the SOMMET's international mission, which is to build lasting bridges between livestock farmers, wherever they're from.



3 QUESTIONS FOR Süleyman BEZIRGAN The SOMMET DE L'ÉLEVAGE's agent in Turkey

Since 2018, Turkey has been playing an increasingly active role in the SOMMET DE L'ÉLEVAGE with more trade visitors and exhibiting companies attending each year. Turkish delegations come primarily to learn about French genetics, new technologies and the French livestock farmers' methods. For their part, exhibitors use the SOMMET to develop their networks and markets in France, Europe and beyond. Farm visits and livestock shows are particularly popular and allow visitors to gain a first-hand insight into French expertise. These exchanges reflect the growing interest and the many areas of complementarity between the French and Turkish livestock sectors.

1. What are the main expectations and challenges facing livestock farmers in Turkey today, and what are they hoping to gain from the SOMMET? Why is it important to foster exchanges between the French and Turkish livestock sectors?

"Today, Turkish livestock farmers' main expectation is to improve their productivity and the quality of their produce, whilst their primary concern is to ensure the long-term sustainability and viability of their businesses. When they visit the SOMMET, they are particularly looking for high-quality genetics, technological innovations, the methods employed by French livestock farmers, and a practical understanding of how agricultural knowledge and techniques are directly applied on farms.

Fostering dialogue between the French and Turkish livestock sectors helps to create a mutually beneficial relationship as Turkey can find in France the high-quality genetics and technical expertise it needs, whilst Turkey can meet France's demand for high-performance, high-quality and competitively priced agricultural machinery and equipment."

2. In your opinion, what distinguishes the SOMMET DE L'ÉLEVAGE from all the other international livestock shows?

"The SOMMET offers a truly unrivalled experience. Thanks to its livestock competitions and live demonstrations, it brings together the entire French livestock sector every year, whilst helping to raise standards of productivity and quality and maintaining strong commercial momentum. It also serves to showcase the excellence of French genetics to the world, in both the beef and milk sectors, whilst creating a truly festive atmosphere at the heart of the agricultural world. In my 15-year career in the trade fair sector, I have never come across such a unique and dynamic event. This is precisely what sets the SOMMET apart from all other trade fairs around the world."

3. You also help Turkish companies exhibiting at the SOMMET: what are they looking for at the event, and what benefits do they gain from taking part?

"Turkish companies exhibiting at the SOMMET, primarily manufacturers of agricultural machinery, farm equipment and animal feed technologies, are looking to break into the French and, more broadly, European markets, as well as to develop sustainable distribution networks.

And the SOMMET attracts major delegations from French-speaking Africa and the Middle East. Our exhibitors therefore benefit from direct access to a vast international network of potential buyers and partners."



COMPETITIONS ORGANISED BY THE SOMMET

Every year, several competitions showcase the quality, innovation and excellence of products from the arable and livestock sectors.

Among these highlights, the Sommets d'Or, the Fermier d'Or and the Trophées des Massifs each recognise, in their own way, products, producers and initiatives that demonstrate the dynamism and richness of those who drive the sector forward. Three competitions, three complementary perspectives on agricultural excellence, which help each year to make the SOMMET DE L'ÉLEVAGE a place where skills are truly recognised, discovered and promoted.



With nearly sixty entries judged, assessed and scrutinised, the 2026 intake of the SOMMETS D'OR competition has recognised nine innovative solutions and reaffirmed its role as a showcase for innovation in the livestock and agricultural sectors.

CATEGORY SERVICES FOR LIVESTOCK FARMS

**Upgrading the milking parlour
between morning and evening
milking** // Hall 2 - F207

SARL AGRO RÉSINE
France, Puy-de-Dôme



CATEGORY MATERIAL FOR LIVESTOCK FARMS

**LUTTE-VECTO® - Independent
gantry system for dispensing bio-
repellents on to cattle**

Exterior - E3-54

EURL Coppeaux Nicolas Mécano
Soudure | France, Côte d'Or

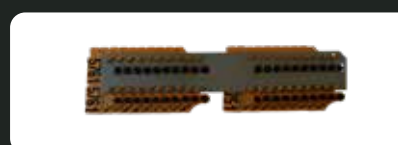


CATEGORY SUPPLIES FOR LIVESTOCK FARMS

**Cardboard packaging for official
cattle ear tags**

Hall 3 - A35

MSD Animal Health - ALLFLEX EUROPE
SAS



The 2026 Winners ARE:

CATEGORY FARM MACHINERY

EasyTram // Exterior - E7-07
AMAZONE SA | Germany



Fendt ForageQualityCam
// Exterior - E1-47
FENDT | Allemagne



GreaseControl // Exterior - E4-03
SAMSON AGRO SASU | France, Finistère



TAGS (Tractor Assisted Guidance
Systems) // Exterior - E1-49
SDF FRANCE - DEUTZ-FAHR



KRONE Swadro BaleTrain

Exterior - E5-75

KRONE France



ANIMAL WELFARE AWARD

VMS™ FlowResponsive™ Milking
Hall 4 - E44

DELAVAL | Sweden



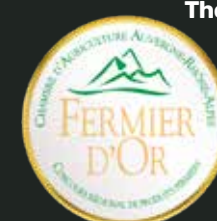
Prize-giving ceremony

Reception hall - Meet area
Wednesday 7 October 2026
17.30 > 19.30

MEDIA CONTACT

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THE FERMIERS D'OR



**The Auvergne-Rhône-Alpes
region stands out for
the momentum of its
on-farm processing**

With nearly 9,000 farms in the region - 18% of local farms - processing some of their produce. **It is this high-quality, short-supply-chain farming that the Fermier d'Or competition, returning in 2026, aims to promote.** Organised by the Auvergne-Rhône-Alpes region Chamber of Agriculture, it is a unique farm-processed product. It recognizes the male and female farmers who grow, rear and process their own produce themselves, it's a sort of happy melting pot of traditional local craftsmanship, quality and innovation.

This year, **28 categories of products are to be judged, to include** milk products, meat, bread, honey and other apiculture products, original farmer dishes and many other products that reflect the richness and diversity of the Auvergne-Rhône-Alpes region.

"It's through the Fermier d'Or competition that we aim to support and promote producers committed to high-quality farming, rooted in our local areas and showcasing regional expertise. Beyond the recognition it brings, the competition offers producers an opportunity to benchmark themselves against others, assess their own performance and receive consumer feedback on their produce. Each year, the awards won provide a real boost to the participating farms' profile and commercial value."

Sarah Pisoni, Auvergne-Rhône-Alpes region Chamber of Agriculture.

Prize-giving ceremony

Reception hall - Meet area

• Category Milk products
Wednesday 7 October 2026
10.00 > 12.00

• Category Meat and Other products
Thursday 8 October 2026
10.00 > 12.00

MEDIA CONTACT

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TROPHÉE DES MASSIFS

For the past 30 years, pupils at public and private agricultural colleges have been able to take part in a competition to judge their body scoring of livestock from dairy cattle to suckler cows and working horses. Entrants come from across the Auvergne-Rhône-Alpes region and neighbouring regions.

Aim: assess students' ability to judge the conformation of livestock.

CATTLE

This year, 130 students will be representing 20 agricultural colleges. From Year 9 to BTS (18-year-old) level, there will be between 2 and 6 entrants per college competing in the milk and beef cattle categories.

HORSES

No less than 60 students from 15 different colleges are coming to the Sommet to compete. Each college is represented by between 1 and 5 of its students.

3 DIFFERENT TESTS

Thursday 8 October

> Judging milk cattle: ring in Hall 4, from 11.30 to 12.30

> Judging beef cattle: ring in Hall 3, from 11.00 to 12.30

> Judging horses: Big manège at the equestrian pole, from 11.00 to 12.00

Prize-giving ceremony

Equine Grand manège
Thursday 8 October 2026
15.00 > 15.30

MEDIA CONTACT

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WE'RE FILMING AND RECORDING

In 2026, the SOMMET DE L'ÉLEVAGE will continue its digital transformation with an enhanced media programme. Two television studios will broadcast live programmes every day, combining news, debates, innovation, gastronomy and entertainment. Set up at the heart of the event, visitors can watch the live broadcasts. All the daily programmes will also be available to watch on YouTube.



3 featured presenters

Loïc BALLET

Gastronomy at the heart of the SOMMET

Loïc Ballet, a journalist and TV food presenter, will be bringing his expertise and passion for regional cuisine to the programme De l'or dans l'assiette (There's gold in your plate).

Fanny AGOSTINI

Sustainable agriculture and livestock farming – looking forward

A journalist and presenter committed to environmental issues and the preservation of the countryside, Fanny Agostini will share her perspective on sustainability in livestock farming and agricultural innovation, notably through Pitch ton innovation (Pitch your innovation) and Les Mamelles de l'info (The Udder News).

Guillaume FRIXON

Live updates from the SOMMET

Guillaume Frixon, a journalist and TF1 correspondent in Auvergne, will be bringing the SOMMET studio to life with news, interviews, entertainment and round-up in Les Mamelles de l'info, Bouzz Quizz (Cow pat quiz) and Le Débrief des Mamelles de l'info. (Debrief of the Udder News)



• Every day from 09:10 to 10:00 / **Les Mamelles de l'info, Kick-starting each day at the SOMMET** with the latest news, highlights and must-see events at the exhibition. – Presented by Guillaume Frixon, alongside Loïc Ballet and Fanny Agostini

• Every day from 10:40 to 11:20 / **Pitch ton innovation, 3 minutes to convince** a jury and attempt to be the best Sommet d'Or 2026! – Presented by Fanny Agostini

• From Tuesday 6 to Thursday 8 from 12:00 to 12:20 and Friday 9 from 14:00 to 14:30 /

• **Politics at the Sommet** with Jean-Paul Hébrard, the SOMMET's key political event: debates, discussions and the exchange of views on the major issues facing the agricultural sector.

• From Tuesday 6 to Thursday 8 from 13:10 to 14:10 and Friday 9 from 12:00 to 13:00 / **There's gold in your plate**, the winners of the Fermiers d'Or competition bring their prize-winning products to the table, a recipe created live using two 'Fermiers d'Or' award-winning products, alongside their producers and a chef. – Presented by Loïc Ballet, with chef Geoffroy Crozy.

• From Tuesday 6 to Thursday 8 from 16:45 to 17:15 and Friday 9 from 14:45 to 15:15 / **The Bouzz Quizz** (Cow pat Quizz), the game in which two teams of agricultural influencers compete in a series of mini-games, challenges and quizzes. – Hosted by Guillaume Frixon

• From Tuesday 6 to Thursday 8 from 17:45 to 18:05 and Friday 9 from 15:45 to 16:05 / **The Débrief des Mamelles de l'info**, an end-of-day roundup to look back at the highlights of the SOMMET and find out what not to miss the following day. – Hosted by Guillaume Frixon.



New for 2026

In front of the main Reception Hall, the Comptoir des Éleveurs TV studio features a dedicated area for the public to watch live broadcasts for the first time.

A new feature this year, the programmes will be filmed in a farm building provided by IRISOLARIS.

Le Comptoir des Éleveurs TV set

THE DAILY PROGRAMME

- 09:00 / **Le café du Comptoir** (A coffee at the bar) – Presented by Jean-Baptiste Vervy
- 10:00 / **1 min 1 solution** – Hosted by Thierry Baillet
- 10:50 / **Carte Blanche aux ambassadeurs** (The ambassadors have their say) – Presented by Jean-Baptiste Vervy
- 11:30 / **La Table à l'étable** (From the Table to the Stable) – Presented by Sophie Dias
- 13h / **Le Matos des éleveurs** (Farmers' equipment) – Hosted by Vincent Motin
- 14h10 / **Getting political** – Presented by Vincent Motin
- 15h / **La Parole à...** (A word from...) – Presented by Jonathan Verrier
- Tuesday 6 & Wednesday 7, 15.45 / **CUMA Nostra, pour Terre View** (Our machinery ring) – Hosted by Pierre Criado
- Thursday 8 & Friday 9, 15.45 / **Terre View (A global view)** – Hosted by Entraid Médias
- Tuesday 6 & Wednesday 7, 16.15 / **The Top 3 by Entraid Media** – Hosted by Pierre Criado
- 17:20 / **100% female farmer** – Presented by Sophie Dias

3 questions for Victor Berthon

What has been the biggest change since the Comptoir des Éleveurs was set up three years ago?

"With the growing use of artificial intelligence, we are increasingly turning to GEO (Generative Engine Optimisation) content rather than SEO (Search Engine Optimisation). In other words, we ensure that what we post is discovered and interpreted correctly, ranking highly in the results generated by AI. This strategy puts us in sync with the current trends of today's farmers, which have changed from those in vogue three years ago."

What works best?

"Social media. Le Comptoir des éleveurs has over 100,000 followers across all platforms and registered more than 50 million views in 2025. This makes us the number one agricultural media

outlet on social media, thanks to what we offer that is positive, accessible and substantive content. This encouraging information is essential to our sector, both for current livestock farmers and for future ones."

What improvements are you planning?

"We continue to work to improve the marketplace to make it more effective by adding a wider range of products. We're also thinking of creating an employment section, as well as a section dedicated to the professional side of farming. Suffice to say that we keep an eye on trends in the news and consumer behaviour, which are changing rapidly, and we adapt accordingly. Put in a nutshell, we aim to take a short-, medium- and long-term view."



1 podcast "A crop of hay, that's all", All year

For its third season, the podcast 'A crop of hay, that's all' is recorded in its entirety during the SOMMET DE L'ÉLEVAGE and then broadcast throughout the year. The floor is given to various figures from the agricultural sector to discuss the future of livestock farming.

This year, a dozen new episodes will be recorded at the brand-new bowl in the Reception hall.



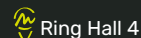
THE SOMMET AT A GLANCE

TUESDAY 6 OCTOBER

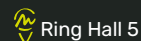


LIVESTOCK JUDGING & PRESENTATIONS

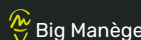
Zénith d'Auvergne
08.30 > 11.30 Aubrac judging
11.30 > 12.30 Parthenais judging
13.00 > 17.30 Limousin NATIONAL CHAMPIONSHIPS
17.30 > 19.00 Races de France auction
19.00 > 20.30 International Gala Evening



Ring Hall 4
09.30 > 14.30 Montbéliard judging
14.30 > 16.00 Tarentais judging
16.00 > 17.30 Normande judging



Ring Hall 5
13.00 > 14.00 Parade of sheep & goat breeds



Big Manège
09.30 > 14.30 Breton pony judging
14.45 > 16.45 Concours Auvergne
17.30 > 18.30 Championships, Breton pony colts



FARM & AGRO-INDUSTRIAL SITE VISITS

13.30 > 18.00

- Bazadais (beef cattle)
- Salers (beef cattle)
- Brown Swiss (Milk cattle)
- Blanche du Massif central (sheep) + sheep genetics station
- Biogas plant + cattle feedlot



CONFERENCES

Conference centre – Amphitheatre
10.00 > 12.00 Farmers, grassland, incomes and land: what sort of CAP will enable us to continue farming in the future?
 Conference centre – Amphitheatre
14.00 > 16.00 How does pastoralism respond to the challenges of climate change, generational change and societal expectations?



EVENING FESTIVITIES

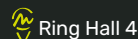
Reception Hall
17.30 > Auvergne-Rhône-Alpes region evening
 Zénith d'Auvergne
19.00 > 20.30 International Gala Evening

WEDNESDAY 7 OCTOBER

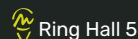


LIVESTOCK JUDGING & PRESENTATIONS

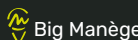
Zénith d'Auvergne
08.30 > 19.00 Limousin NATIONAL CHAMPIONSHIPS
19.00 > 20.30 "Cream of the crop" auction



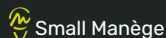
Ring Hall 4
10.00 > 12.00 Holstein judging
14.00 > 16.00 Simmental judging



Ring Hall 5
10.30 > 12.30 Texel INTER-REGIONAL CHAMPIONSHIPS
13.00 > 14.00 Parade of sheep and goat breeds
16.00 > 18.00 Ile de France INTER-REGIONAL CHAMPIONSHIPS



Big Manège
09.30 > 14.00 Comtois judging
17.30 > 18.30 Championships, Comtois colts



Small Manège
10.30 > 11.45 Selle Français (unridden) judging
12.30 > 14.30 Conformation scoring Competition for students/ Young judges Training



FARM & AGRO-INDUSTRIAL SITE VISITS

09.00 > 13.00

- Charolais (beef cattle)
- Jersey (milk cattle)
- Romane (sheep)
- ADIV (Meat Industry Technical and Research Centre)

13.30 > 18.00

- Blonde d'Aquitaine (beef cattle)
- Montbéliard (dairy cattle)
- Pastoral farming system (milk & beef)
- Charollais (sheep)
- INRAE Herbipôle (Herbivorous Pole)



CONFERENCES

Conference centre – Amphitheatre
10.00 > 12.00 Livestock farming regions: grassland and pastoral systems – a strength for the future with Erik Orsenna



PRIZE-GIVING CEREMONY

Reception Hall – Meet zone
10.00 > 12.00 Fermier d'or, milk products category
 Reception Hall – Meet zone
17.30 > 19.30 Sommets d'Or



EVENING FESTIVITIES

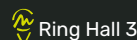
Restaurants Salons d'Auvergne
20.00 The Big Banquet – The beef feast!
 Ring Hall 4
20.00 Raclette (Milk sector)

THURSDAY 8 OCTOBER

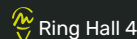


LIVESTOCK JUDGING & PRESENTATIONS

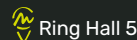
Zénith d'Auvergne
09.00 > 11.00 Blonde d'Aquitaine judging
11.00 > 12.00 Bazadais judging
12.00 > 13.00 Belgian Blue judging
13.30 > 16.30 Charolais judging
16.30 > 17.30 Hereford judging
17.30 > 18.30 Rouge des Prés judging



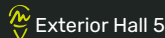
Ring Hall 3
16.00 > 17.00 Angus judging
17.30 > 18.30 Sale of Angus breeding stock



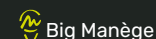
Ring Hall 4
09.30 > 11h30 Concours Abondance
12.30 > 13h30 Concours Pie Rouge
13.30 > 18.30 Jersey INTER-REGIONAL CHAMPIONSHIPS "SOMMET JERSEY SHOW"



Ring Hall 5
09.00 > 10.00 Wool from the Volcans Trophy
10.30 > 13.00 Bizet NATIONAL CHAMPIONSHIPS
14.30 > 18.00 Charollais sheep judging



Exterior Hall 5
09.00 > 18.00 Ovinpiades (sheep handlers' competition)



Big Manège
11.00 > 12.00 Trophée des Massifs (farm students' conformation scoring competition)
12.15 > 14.15 Selle Français judging
17.30 > 18.30 Percheron Championships, colts



FARM & AGRO-INDUSTRIAL SITE VISITS

09.00 > 18.00
• Abattoir + mixed Charolais (cattle & Ile de France (sheep) farm
• Limousins (cattle)

09.00 > 13.00

- Aubrac (beef cattle)
- Holstein (milk cattle)
- Lacauene (sheep)
- Mixed Comtois (horse) + Limousin (beef cattle) farm
- GREENCELL LABORATORY (microbial biostimulants for soil improvement)

13.30 > 18.00

- Gascon (beef cattle)
- Normande (milk cattle)
- Pastoral system farm (cattle & sheep)
- Alpine (goats)
- Cattle sorting and export centre



PRIZE-GIVING CEREMONY

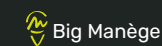
Reception Hall – Meet Zone
10.00 > 12.00 Fermier d'or, "Meat & other products" category
 Big Manège
15.00 > 15.30 Trophée des Massifs



EVENING FESTIVITIES

Exterior esplanade – Stand E1-49
18.30 Deutz-Fahr pre-hop show
 Zénith d'Auvergne
20.00 Young Farmers After-cow hop

13.00 > 15.30 Suffolk INTERREGIONAL CHAMPIONSHIPS & auction
15.30 > 17.30 Auction of Hampshire rams



Big Manège
09.30 > 13.30 Ardennais horse judging
15.00 > 16.00 Championships, Ardennais horse colts



TASTING

Small Manège
12.15 > 14.00 Horse meat tasting



FARM & AGRO-INDUSTRIAL SITE VISITS

09.00 > 13.00

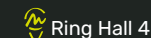
- Limousin (beef cattle)
- Abondance (milk cattle)
- Aubrac (beef cattle)

FRIDAY 9 OCTOBER



LIVESTOCK JUDGING & PRESENTATIONS

Zénith d'Auvergne
08.30 > 11.30 Salers judging
11.30 > 13.00 Gascon cattle judging
13.00 > 17.30 Limousin NATIONAL CHAMPIONSHIPS



Ring Hall 4
09.30 > 14.30 Brown Swiss judging & auction
14.30 > 17.00 Young handlers' competition



Ring Hall 5
11.00 > 12.30 Berrichon du Cher & Rouge de l'Ouest NATIONAL CHAMPIONSHIPS



ALL ROADS LEAD TO THE SOMMET

The showground in Cournon-d'Auvergne, is adjacent to Clermont-Ferrand, the SOMMET DE L'ÉLEVAGE is easily accessible due to the full range of transport options including public, pooling and green mobility. Whether you come by train, bus, bicycle or carpool, everything has been planned to ensure easy, smooth and responsible access.

By facilitating access through sustainable and shared mobility, the SOMMET is committed to providing a smoother, more responsible and more user-friendly experience.

BY TRAIN

THE PRACTICAL URBAN OPTION



- **Stop** Sarliève – Cournon train station

• Departing stations

Intercities: Paris, Nevers, Moulins-Sur-Allier, Vichy, Riom

TER: Moulins-sur-Allier, Gannat, Riom, Vic-le-Comte, Issoire, Brioude

• From Clermont-Ferrand :

- > 1 train every 20 minutes on average, from 06.30 to 21.30 (over 20 trains per day)
- > 8 minutes journey time + 15 min by foot to the visitor's entrance.
- > Cost **2,90 €**

ter.sncf.com/auvergne-rhone-alpes/decouvrir-la-region/evenements-partenaires/sommet-de-l-elevage

BY BIKE

FOR THE SPORTIER VISITOR



- **Cycle paths converge towards the Grande Halle d'Auvergne showground. Three options available**

- > From the South-West via Pérignat-lès-Sarliève
- > From the North-West from Aubière
- > From the North-East from Cournon-d'Auvergne

Plan your bike journey with www.geovelo.app

BY BUS

THE PRACTICAL URBAN OPTION



• Ligne C

Departing Clermont-Fd Town centre> Stop Chaux-Blanche
| 30 min journey time

Information, times and routes:
www.t2c.fr

BY CARPOOL

SHARE THE JOURNEY



- **Do you have any spare seats in your vehicle? Are you looking for a lift to the show?**

Use the Sommet's dedicated platform to organise or join a carpool.

covoiturage-simple.com/sommet-de-l-elevage-2026

BY FREE SHUTTLE

PRACTICAL AND ACCESSIBLE



- **Throughout the SOMMET, a free shuttle service is available to facilitate travel to and from the site. These shuttles serve the following**

- > Clermont-Ferrand SNCF train station
- > Clermont town centre
- > Clermont-Auvergne airport
- > Vichy, Royat, Riom, Châtel-Guyon

Check out times
<http://bit.ly/3Jb0QYI>

CONNEXION BETWEEN



- > Lignes A & C (Jaude > lycée lafayette)
- > Dedicated shuttle (Lycée Lafayette > Grande Halle - Zénith)

More info on T2C.fr



MEDIA INFORMATION

The SOMMET DE L'ÉLEVAGE provides journalists with:

- a press room with all the technical equipment they need to work,
- a catering area within the press room for snacks and lunches,
- a welcome programme and visits on request (you can also sign up for farm visits offered as part of the international programme).

PRESS ROOM

Found on the mezzanine in hall 1 and open from 07.30 to 20.00 every day.

You will find wired and Wi-Fi connections (network dedicated to journalists), a printer, lockers, a luggage storage system and many other services.

PRESS ACCREDITATIONS

Complete your accreditation form directly via the website:

[www.sommet-elevage.fr/section "Presse"](http://www.sommet-elevage.fr/section/Presse).

Your e-badge will be dispatched to you by e-mail. Remember to print it out so you can access the SOMMET or download it to your smartphone.

SHUTTLES

Free shuttles are available for your journeys between the SOMMET DE L'ÉLEVAGE and your hotel, the airport or the train station.

> Information and reservations in the Press Room.

ROYALTY-FREE PHOTOGRAPHS AND VIDEOS

During the SOMMET, we can provide you with royalty-free photos and video footage. Please feel free to contact the press office or speak to your contacts in the Press Room

[www.sommet-elevage.fr/rubrique «Presse» / Galerie photos](http://www.sommet-elevage.fr/rubrique/Presse)

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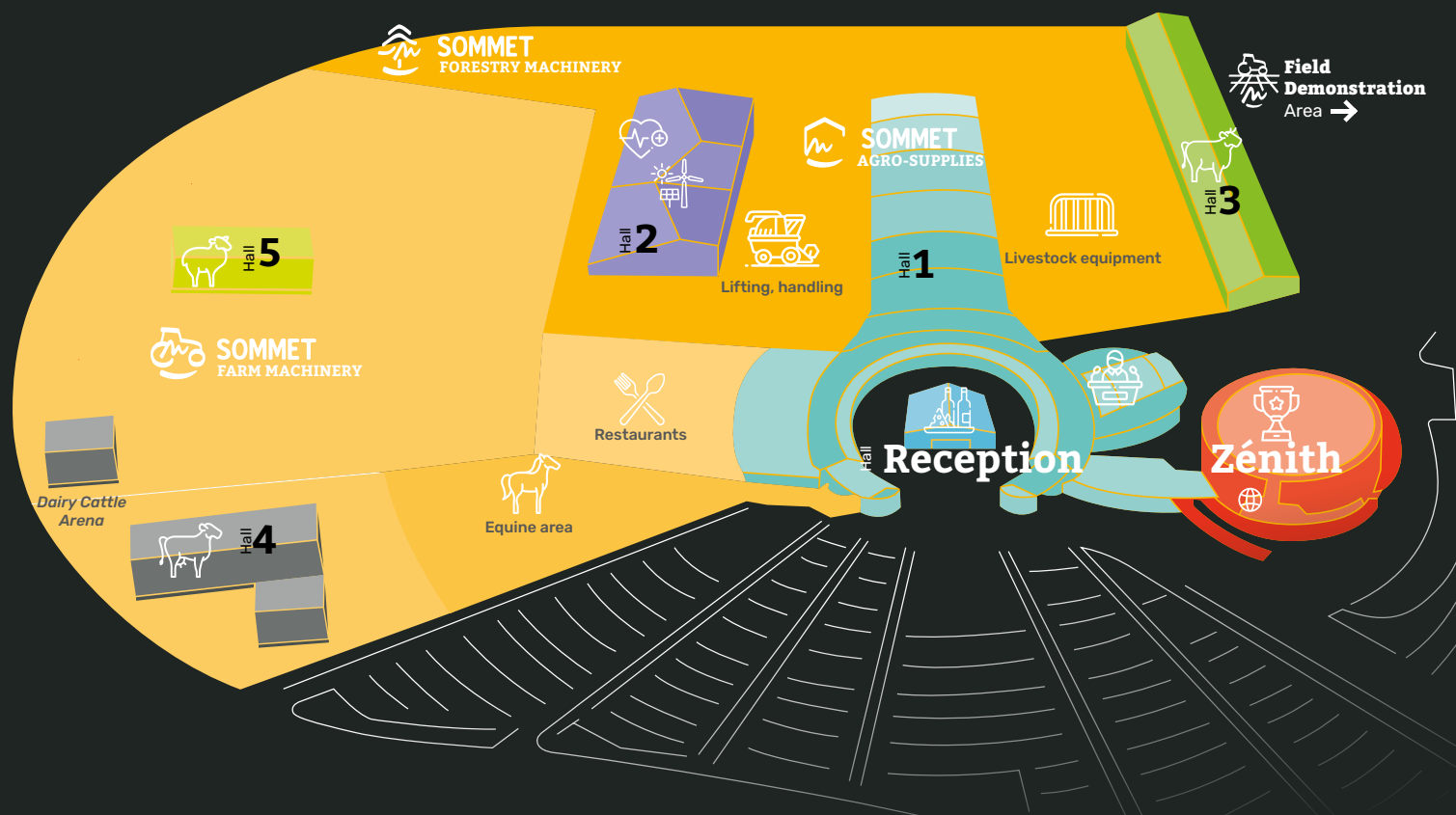
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SITE MAP



Hall Re • Institutions
• Food products
• Pastoralism Area

• Conferences centre

Zé • International Business club

• Beef cattle arena

Hall 1 • Animal feed
• Fodder seeds
• Livestock services
• Livestock equipment

Hall 2 • Animal health and hygiene
• **Livestock equipment**
• Building construction and fitting out
• Food processing
• Pig, poultry and rabbit farming

SOMMET AGRI-ENERGY
• Energy production

Hall 3 • Beef cattle
Hall 4 • Dairy cattle
• Dairy production equipment

Hall 5 • Sheep/goats

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