



Maine-Anjou  
Rouge des Prés

NEWSLETTER

# L'Éleveur

N° 2 - December 2013

The team of «SICA Domaine Rouge des Prés» and the «Syndicat de Défense de la Viande Maine Anjou» wishes you a happy New Year 2014

## AGENDA

### FEBRUARY

#### Salon de L'Agriculture

to Paris - Porte de Versailles  
22nd February > 2nd March 2014

#### Competition Rouge des Prés

Friday 28th February at 2pm

### APRIL

#### Sale of bulls at the station

Tuesday 29th April 2014 at 2pm

## LET'S GO... TO 2014 !

2013 ended with a lot of optimism for our breed Rouge des Prés ; our quality sign, the DPO Maine Anjou (Protected Designation of Origin) is more attractive and has more long term perspectives (thanks to the full commitment of our breeders), the sales of the individual station of control have refound dynamism and our national competition at Chemillé was a success.

All this dynamic has to help us to have a good year 2014 with more determination to hire our objectives :

- Make every effort for the progress of our research program on the quality of the meat
- Continue the good promotion of our breed, our control station, our «Domaine des Rues» with the breeders and with our partners
- Deal with the problem of transmission of our farms
- Manage of the bet to organize a showcase of the Rouge des Prés in the national competition Agrimax at Metz with the objective to open towards the important demand outside our cradle

All of thos objectives will be reached with a global mobilisation of every Rouge des Prés breeder around our collectives objectives.

I wish you, in the name of the board of directors and of the technical team **one happy New Year 2014.**

*The President, Hervé MENARD*



## SALE AT THE STATION

The 55th sale of reproducers of the evaluation station has take place on the last 5th of November.

18 Males have been saled at an average price of 2900€, it was one of the best sale. Nevertheless, the low number of buyers around the ring did not allow to sell all of animals. **9 bulls have been sailed more than 3000 €.**

The 56th series have come in the station of the Domaine des Rues this last month and the sale of this one will take place on **the Tuesday 29th of April 2014.**

### Functioning of the evaluation station :

Every year, 2 lots of male are evaluated at the station of the Domaine des Rues. Some crieters guarantee the sale of elite males : genetic value, mh gene, strict sanitary, measures of zootechnics performances : weight, growth, muscular development, skeletal development, functional capacity, pelvic opening, measures of the thickness of the leather. In addition, the sold bulls are trained.

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# ROUGE DES PRÉS

## The NATIONAL in pictures...

### Young bull

**GLANEUR, GAEC DE LA CHAUFFETIERE - 49**



This year, it is the Festi'Elevage in Chemillé which welcome the National competition of Rouge des Prés animals. The ambiance was very friendly, thanks to the good organisation.

### Autumn Calf

**HAPPY, SCEA FERME DES MARONNIERS - 76**



### Calf of the year

**ICE CREAM, EARL GERVAIS - 49**



### Adult Bull

**FORBAN, EARL GERVAIS - 49**



### The favorite male

**HONGROIS, GAEC COQUEREAU - 49**

### Heifer of the year and AI

**ISABELLE, EARL ELEVAGE DU BOCAGE - 49**



### AI prize young heifer

**FETICHE, EARL CHAUVE - 49**



### Young heifer

**GARONNE, GAEC JEANNETEAU - 49**



### Young cow and AI

**ETAMINE, M. MENARD HERVE - 49**



### PRcall young cow

**The favorite female**

**EPATENTE, M. PICHON J.CLAUDE - 53**



### Adult cow and AI

**DENISE, EARL ELEVAGE DU BOCAGE - 49**



### Recall adult cow

**CALLAS, M. PRETE J.PAUL - 44**



## GOLDEN CLOG 2013

This year, the golden clog challenge was won by Hervé Mottier in Ahuillé (53). Installed in 1998 on 48 ha, Hervé reconverts herd with milk and beef, to a 100% Rouge des Prés herd. The farm is, at this time, composed by 30 cows and a label poultry. In 2007, Audrey (Hervé's wife), joins her husband on the farm which gets bigger with 40 calving on 74ha. Today, the farm presents very good technic results. The maternal genetic value has progressed of 6.7 points, it shows the quality of the selection of this young breeders. Congratulation to them who are an excellent example of a good installation in Rouge des Prés.



## SPACE 2013

### The international livestock trade fair

Like every year, 16 animals of the breed Rouge des Prés were there for the livestock show of the west of the France : the SPACE 2013. For the bulls, 6 bulls were presented in 2 categories. Forban and Glaneur distinguished themselves and win the prize of their section. Forban was already at SPACE last year. So that is why it is a recall of champion. It is the bull of the GAEC de la Chauffetière, Glaneur, who win the championship prize of 2013. It is a very promising young bull.

For the females, Hémione from the breeding of Claude Marais (53) is the first of the young female section and finish by being the champion of this edition. It is an Ijou daughter, which was born in April 2012, and which has the best indexes of the animals which were presented. Fugace, an Uno's daughter complete this prize list by winning the prize of the adults female.

Thank you to the breeders exhibitors who presented us animals of high genetic and morphological quality. The SPACE is every year a meeting which not have to be missed, in the objective to promote the genetic work which is made in the Rouge des Prés breed.

## THE AOP MAINE ANJOU... A PILLAR FOR THE BREED

The general assembly of the Labor union PDO Maine Anjou took place on Monday, November 18th in the Domaine des Rues. After 2012, a complicated year for the managing of the quality sector Maine Anjou, but the dynamic has been refound this year 2013. Several elements join this new run-up.

Firstly, the group Flo, and in particular the restaurants Hippopotamus, with who we work for several years, makes a commitment strongly in the Maine Anjou sector. This reverse commitment is based on 3 mains axes :

- **Exclusivity of supply for a duration of 5 years**
- **Price setting of purchase in connection with production costs and a specific analysis of market**
- **Commitment on the regularity and the quality of an exceptional meat**

That's why, around thirty heads of Hippopotamus restaurants came at the Domaine des Rues to mark the occasion. The current research programs were also evoked at the end of this general assembly. During the next two years, it is the work on **the markers of the tenderness and the sprinkled** with parsley that will occupy a big place in our works of studies. The takings have already started and we should obtain first results at the end of 2014. We also try to strengthen **the link between the DPO and the Domaine des Rues**. It is all the work begun within the framework of a study of sector around the Domaine des Rues. A high-end positioning will naturally be looked for and will serve to strengthen the fame of **the meat PDO Maine Anjou in local**.

The PDO Maine Anjou must be the pillar of the breed in order to answer to the challenge of the transmission of the farms. The work is not finished, we have to remain dynamic.



## Visit in Germany



In November 2012, an association of Rouge des Prés breeders has been created in Germany. This association is today composed by 15 breeders and made its first general assembly in June 2013. For this occasion, the german breeders had invited their french neighbours to assist the assembly and visit some farms. Some breeders from east of France and selection organism technicians went to Germany. The creation of this association is the result of many years of work and relationship between east breeders and their german neighbours.

Today, the Rouge des Prés is recognized in Germany, thanks to the creation of the association, which objective is to redynamise the breed in Germany. Next year, the National Competition Rouge des Prés will take place during the Agrimax trade fair in Metz : it will give a new dimension of the breed, to the East.

**WILLKOMMEN** to the new breeders.

## John Sheridan,

**AN ENTHUSIAST BREEDER 1500 KM AWAY FROM THE CRADLE OF THE BREED...**



### Situation

#### Since how long are you a breeder ?

I am breeder for 20 years, I retake the family farm after have worked besides. There was suckler cows and around 30 ha. Since this time, I enlarged the farm : today, I have 36 cows, 2 poultry of 21 000 places and 38 ha. Here, it is very complicated to get bigger, one ha is around 30 000€ in some places. It slows many breeders. My objective is to keep the 2 poultries and to have less calving, but all in pure breed Rouge des Prés. I want to sale for the reproduction my males and my females. In Ireland, we want to make beef easily with the grass and with many crossing. But to have crossing, we need to have pure breed at the origin.

#### What is the crop rotation system of your exploitation ?

My 38 ha are all in grass. There is no crops in this county of Cavan. The landscape is made by valleys, hills and 360 lakes. Only cows and sheeps are well here. With the grass, I collect the wrapping at the beginning of June and some silage in August. It is almost impossible to make some hay because the weather. In fact, it is very rear to have 3 days consecutively with the sun and the gras sis full of water.

### The Rouge des Prés

#### Is there a big proportion of Rouge des Prés in your breeding ? Why ?

I have 12 pure Rouge des Prés cows, the rest is composed by crossing between Simmental, Parthenaise, Belgium blue, Limousine and Charolaise  
In some years, I which I will have 20 pure Rouge des Prés and only that. It is very rear

her, the Irish people eat only crossing beef and it is almost the best valorisation for the national consuming and the exportations. Around 80 % of the beef production is exported. Ireland keeps the heifers beef.

#### How do you led your animals and how are they sold?

Today, I sell the females which are not pure, like the males. They are sold just after the weaning to be fattened on the european continent, in Italia for the most of them. Everything which is from my breeding goes to the export, the adults and the youngs : fatten anything, or just 2 or 3 animals per year. The price per kg for a cow is around 3.6€ for a R=, 4.22€/kg for a heifer and 4.18€ for a young bull.

### The feeding

#### What is the feeding for the cows and the heifers ?

Every animals are feeding with the grass whitout any concentrate from February to November. The calves received any concentrate in their life in my farm. For the cows, they have wrapping sillageand some kg of wheat during the winter. There is no maize because the ground is not hot enough and so much wet.

#### How do you manage the grass ?

Cows stay 2 or 3 weeks in a meadow, but there is always so much grass, because the growth is very fast with the wet and the soft temperatures. I have to pay many attention to not let them so much because they have to eat the grass in the others meadows, but enough to have a good valorisation of the grass. I am autonomous and it is a good thing. I don't need more animals.

### The reproduction

#### Bulls or artificial insemination ?

I have two bulls Rouge des Prés, bought in France, but the rest is made with th artificial insemination ( around 33%). The calving are planed during the automn and the spring. I have no problem with the cal-

ving. It is rear that I help a cow. In addition, there is no diarrheas, or lung problems. The problem is more in the infertility of heifers and some of cows.

#### What are your criteria for the couplings and the purchase of bulls?

I am looking for the size, the width and the muscle. I want to have solid skelet from breeding type, but I want to sell male and female which will have capacity to calve and to be calved. I need to produce female which will be able to calve from a belgium blue for example. Even if the indexes are good, it is not necessary to sell bulls or cows, in Ireland we look the animal and not the papers. Most of Irish breeders want to produce meat, not to make selection. The crossing gives the advantages of the two origins and for us it is a good thing for the sanitary for example. The immunity is better on a crossing calf than on a pure calf.

The crossing is from the culture of the irish agriculture. There is never been a selection in pure breed here, only crossing, and in particularity with french breeds. I am one of the 3 breeders in Ireland who have Rouge des Prés. By breeding them in pure breed, I will renforce my particularity. I like this breed and I think that it has its place in Ireland beside its ancestor : the Shorthorn.

Report August 2013 from Mr. John SHERIDAN (Irlande)

