

## Natural Concept

Biology at heart of sustainable development

LES 5 KEYS of the «NATURAL CONCEPT»



**FAVOR**  
robustness and feed efficiency



**PREVENT**  
disease risks



**STIMULATE**  
the immune system



**USE**  
the chemical only in case of proven pathology



**TO GIVE BACK**  
to the earth the necessary nutrients

## Edito



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The other day, we were invited to dinner with a friend, whose wife is a nurse anesthetist. Goodness knows why, but the conversation turned to the higher quality of chicken's eggs from her family's little smallholding. I asked her to have a closer look to see what might affect the quality of the produce. In the kitchen, a few eggs with the date marked in pen were proudly sitting on a little egg tray, waiting to go in the saucepan. Although the shell colour was more or less the same, I carefully pointed out the traces of droppings.

- "But that just shows they're from a farm, she told me.
- OK, but would you buy them dirty like that from a supermarket?
- Well no, I wouldn't trust them. And anyway, you're never sure what you're eating with industrially-produced eggs!
- So you think salmonella is selective and will carefully avoid your chickens because you "love" them? I'm just saying that given the choice, I prefer to buy my eggs from a supermarket, where I know they have been efficiently produced, to meet exact specifications, in terms of the chickens' feed, the sanitary conditions on the farm and the welfare of the animals. In fact, it's a bit like your job as an anaesthetist: would you consider working in improvised conditions, outside a hospital?
- Of course not, it would be too dangerous.
- Well, it's almost the same with animal production: farming under efficient conditions is a guarantee of quality and safety, not the opposite, as some would too often have us believe."

On which note, we continued our excellent dinner, which concluded with an outstanding chocolate fondant, runny, just how I like it and topped with a delicious egg-custard. In the form of a joke, I couldn't stop myself bringing the subject back to the table:

- "And I suppose your chickens aren't vaccinated either.
- Certainly not, they're 100% natural!
- That's exactly what I'm talking about. Did you know that there are now innovative ways to combine organic and mass production, quality, animal welfare and environmental responsibility? Go and have a look on our website and click on "Natural Concept". I guarantee you'll be amazed."



## Strength, independence and milk yield in NAIMA

### SOWS

What's the point of having supernumerary piglets if the sow is unable to raise them? The first key to Natural Concept is strength in our selection procedure.

For Choice Genetics, the selection on the basis of prolific reproduction is meaningless unless it is accompanied by maternal qualities. Any additional piglet needs to be a piglet weaned, fed by its mother and, eventually, sold as pork. It all starts with farrowing. A NAIMA sow has the ability to give birth to numerous, uniform piglets. In order for piglets to get a good start, selection efforts focus on the very start of lactation: colostrum intake.

Weightgain measures focused on the first hours of life are carried out. NAIMA sows are independent and should raise their piglets by themselves. Supernumerary piglets should not increase the workload, or cause high loss levels. An important indicator is piglet weight at weaning, which demonstrates sow milk yield. Lastly, selection by teats (number and quality) is the final part of our programme.

NAIMA sows currently have 15.7 teats on average. These sows are hyper-prolific and hyper-maternal, as well as possessing remarkable longevity and hardiness.



## Key figures

9 billion  
people to feed in 2050

To respond to this enormous challenge, Groupe Grimaud proposes the « Natural Concept », an initiative vision that relies on 5 keys principles



## ■ «Sped up» healthy compost

FILAFLOR COMPOST is a combination of 8 Bacillus and aerobic bacteria, forming part of the natural composting process on the farm. The contribution made by these flora in bedding and fresh droppings means that through a rapid increase in temperature, a sanitized compound, suitable for spreading on crops, is obtained after 42 days. An additional 42-day maturation period digests any remaining coarse fibres until a fine-textured, aerated, low-density compost is obtained, suitable for garden use. Composting using Complex Microorganisms (CMO) has been officially recognised by the French authorities (local & national bodies including DREAL and DDPP) since 2013.

All products from the Filafloor range are labelled:

**“Product suitable for use in organic farming, in application of EC regulation n° 834/2007 and NOP regulations”.**



## ■ Energy audits for big businesses

Before 5th December 2015, all businesses with over 250 staff or a turnover in excess of 50M Euros, must have carried out an initial energy audit. This audit must be renewed every 4 years. The scope of the audit must be representative of the energy use of the company: PREMISES + PROCESSES + TRANSPORT. At least 65% of the total energy bill must be covered by the audit (80% for subsequent audits).

The audit must contain a detailed breakdown of consumption for all energy uses by the business and an action plan, prioritised according to return on investment over time.

The business may be exempted from the audit if it is ISO 50001 certified.

Within GROUPE GRIMAUD, 2 businesses are affected by this new obligation: GRIMAUD FRERES SELECTION and HUBBARD.

Throughout 2014, the introduction of technical resources and an energy consumption management tool underlined the company's desire to adopt a continual improvement approach to ensuring better energy consumption management. This approach may help us to get closer to the requirements of ISO 50001. A study is underway to decide on the merits of one or other solution.



## ■ Hubbard genetic, an optimum solution for specific markets

For already nearly 50 years Hubbard genetic has been directly involved in the development and marketing of breeds in line with the needs of emerging “premium markets”, resulting today as a real pioneer on alternative products choice, firm trend in USA and Europe.

In USA the perception of the use of antibiotics in poultry production by the opinion is changing the Broiler industry and pushing producers for “ABF” (AntiBiotic Free) chicken.

Hubbard plays a key role in this changing environment, and has proven to provide a stunning rustic and robust male with the Hubbard M99, already recognised in the US industry. The progeny of the Hubbard M99 is perfectly adapted to the “ABF” production, in terms of FCR, water consumption and also passing on optimum litter quality.

In Europe the alternative production or “Speciality Markets” emerged in the 1960's with the creation of specific labels such as the “Label Rouge” in France, replying to the consumers’ demand for “Taste and Tradition”.

In UK, the growing concern for animal welfare respect has been the strong trend, and pushed the industry to choose adapted breeders in terms of rusticity and robustness, and to change the farming management, leading to the creation of the well-known “Freedom Food” label.

Hubbard Colour products range firmly supported the poultry producers in these adaptations.

Nowadays, the extension of the trend to the European North East countries has resulted with the first main development in the speciality broiler market in the Netherlands, established in close collaboration between Hubbard, poultry industry partners and the Dutch animal welfare association ‘Dierenbescherming’, under the name of the “Chicken of Tomorrow” label.

The minimum requirements of this better welfare chicken are mainly based on using a slower growing broiler at lower stocking density in standard type houses with enriched environment.

Hubbard alternative genetic is able to adapt and match with the specific markets and labels requirements, offering the operators and the consumers the optimum product all around the world.

		Market Type					
		Label Rouge (FR)	81-d Free Range (FR/ UK)	56-d Free Range (FR/ UK)	56-d Winter Garden (NL)	56 -d Indoor	Freedom Food Indoor (UK)
JA57	Label Rouge	X	X				
	Color-Yield		X	X			
	Conventional		X	X	X	X	X
JA87	Color-Yield			X		X	X
	Conventional			X		X	X



JA 57