

# Natural Concept

Biology at heart  
of sustainable development

THE 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

### “ ENHANCED GENETICS ”



Frédéric GRIMAUD  
CEO of  
Groupe Grimaud

The general public often considers the word genetics in a negative sense. One imagines mad professors in chaotic laboratories manipulating the genes of living organisms, modifying their characteristics for commercial purposes. With the risk of creating uncontrollable living phenomena worthy of the best horror films...

Happily, the reality of the matter is quite different. Our interest in animal genetics is purely to select the best performers according to specific criteria, such as nutritional efficacy, conformation or robustness. So there is no genetic manipulation, but hundreds of precise measurements carried out using innovative means (scanning, RFID, genomics) on animals in near natural conditions, from which the resulting data is processed by powerful algorithms allowing us to select the best. It is in this purely technological realm of selection that Groupe Grimaud Genetech platform comes into play.

But we wanted to go beyond this by giving a new dimension to genetics; or rather 3:

- Innovation, to enable differentiation within the animal production sectors.
- The Natural Concept, where we can integrate the indispensable need for sustainability in our sectors by deploying best practices in terms of animal welfare, infection prevention and, at the end of the process, recycling of animal by-products.
- The customer relationship, to allow the best possible expression of the genetic potential of our animals, thanks to, for example, the sharing of data.

Innovation and product differentiation, Genetech's technological platform, implementation of the Natural Concept, and customer relations are the four pillars of our Enhanced Genetics.

## ■ Filavie presenting the Natural Concept at the first “Forum for Agro-Ecological Solutions” organised by the Carrefour Group

On 29th May, in Paris, the CARREFOUR Group organised its first “Forum for Agro-Ecological Solutions”, with the joint aim of: sharing good practices and presenting these solutions on a wider scale for a new consumer offer. FILAVIE was part of the panel of 5 companies invited to present their innovative solutions.

Before of an audience of 200 movers in the food industry: producers, processors, scientists and NGOs. Jérôme Bedier, Deputy Managing Director of the Carrefour Group opened the forum by calling for further progress: «Agro-ecology must be a concrete activity to improve the quality of our products and meet new consumer expectations.» He also clarified the ambitions of the French and European leader in food distribution: «To leave niche markets and aim instead for large volumes».

Several thematic workshops on the reduction or cessation of pesticide & antibiotic use, animal welfare and respect for biodiversity enabled open discussions between all participants.

FILAVIE, presented the NATURAL CONCEPT contributing positively to reaching these objectives in economically sustainable conditions for producers. The specific expertise of FILAVIE in biological prophylaxis (bacterial auto-vaccines to reduce the use of antibiotics, in probiotic gels for the welfare of chicks during transport and compost floras to reduce environmental emissions) is hard-wired in this structural evolution of food production chains.



## ■ Grimaud Frères Sélection: Improving the nutritional efficiency of ducks

Improving the nutritional efficiency of livestock is a major means of preserving resources and improving on environmental emissions. In fact, an efficacious animal developing along metabolic pathways and using ingested nutrients as efficiently as possible will need less food per kilogram of live weight produced (this is called the consumption or conversion ratio). Livestock production will thus require fewer cereal resources. Multiply this by the number of animals reared each year and you have substantial saving in terms of arable land and input. And an efficient animal will produce less waste.

In order to select the most nutritionally efficacious ducks, Grimaud Frères Sélection has invested in the development and installation of RFID feeders. These provide individual data on ducks' food consumption in farming conditions, as well as their feeding behaviour (number of meals, quantity ingested per meal, etc.). This data allows for the selection of the best animals, and thus the improvement of the nutritional efficacy of ducks from generation to generation. These innovative food measurement tools were installed on both the Muscovy and Pekin selection sites, so as to be used with the three duck chains: Muscovy, Mule and Pekin. Among ducks, the consumption ratio can vary between 2 and 2.6, so there is plenty of room for the improvement of nutritional efficacy (a maximum score of 1)!

This investment (RFIDs) reflects firmly in the improvement of our products, with a demonstrated improvement in conversion indices over the last few months for our breeders and producer clients. To produce as much, if not more, muscle or foie gras with less cereal.

Examples:

- Our **Muscovy R71M IC V1 and V2** (versions 1 and 2) have improved their nutritional indices by 100 grams over two generations.
- Our **Hytop 85A V1 and V2** allow us to facilitate the triggering of steatosis through its ability to ingest (easier fat liver production) while reducing corn consumption.



Building equipped with RFID feeders  
(Muscovy selection site)

## ■ Hypharm: Towards fewer antibiotics

The French rabbit industry has embarked on a voluntary "de-medication" initiative aimed at significantly reducing the use of medicating molecules and establishing appropriate monitoring indicators.

To accompany the industry towards lower levels of antibiotics, Hypharm is increasingly integrating health-related criteria, such as resistance to infectious problems. Hypharm and Eurolap, which merged on 1st July, are also financial contributors to the Relapa genomics research programme on pasteurella resistance, initiated in partnership between the French breeders' unions (SYSELAF), the industry representative body (CLIPP) and INRA.

The high health status and the reduction in antibiotics are among the priority objectives of the alliance between the two bodies.

Hypharm intends to contribute to this improvement research in order to develop products that are always healthier and more efficient.

