

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

The paradox of economic growth



Frédéric GRIMAUD
CEO of
Groupe Grimaud

Economic indicators finally seem ready to change to green in the Western world: there is renewed growth almost everywhere, a significant decrease in unemployment and an increase in purchasing power - a virtuous circle of the old economy where the driving forces are the development of production volumes and the dynamics of household consumption.

At the same time, the concept of sustainability is developing all over the world; a laudable concept that revolves around greater consideration of the impact of human actions on the balance between environmental preservation and resource management. This same sustainability is also the guideline for our Natural Concept principles, which are underpinned by the development of best practices in production - practices which are carefully thought-out and more respectful of the environment and animals. Simply put: how can we do more, and do better, with less?

Here we touch upon one of the paradoxes of a growth-based economic model, which is inherently dependent on increased consumption. Of course, the more we consume, the more we dip into the resources available to us, and the less we have left. There is therefore, a limit.

But what if we were to seek value not only by developing production volumes, but by optimising resources and performance as well?

A new economic model based on the collection of information, processing data using powerful algorithms in order to better understand what is happening and, moreover, looking ahead in order to optimise the efficiency of our production operations. Thus, the creation of value will come from greater understanding of the driving forces behind performance improvement, rather than an all-out increase in production volume. And far from being a limited resource, thanks to the digitalisation of information, knowledge, which only serves to enrich, could become a new source of value for our animal production chains. Digitalisation and management of natural resources are 2 subjects that we intend to revisit in 2018.

Successful debut for the Natural Concept day

The inaugural «Natural Concept» Day, a result of the partnership between the Groupe Grimaud and Agrocampus Ouest, was held on Tuesday 5th December at the Rennes campus (France).

This first edition brought together around 150 professionals in animal production, research and training, as well as students specialising in Animal Production and Science. The day was an opportunity to discuss the issues of sustainable development of animal protein production chains.

Following introductory remarks from Frédéric Grimaud and Grégoire Thomas (Director of Agrocampus Ouest), the day's programme comprised lectures and discussion groups on a variety of topics, led by Patrice Moyon, a journalist for Ouest France (French newspaper):

- "The place of livestock breeding in the World and challenges for the Western region" presented by Hervé Guyomard (L.I.T. Regional Innovation Laboratory)
- "Combining productivity (or productivism) and sustainability in livestock breeding" by Yann Lecointre (Evolution XY)
- "The place of animal-sourced proteins in the society of tomorrow":
 - Chicken of Tomorrow by Frédéric Fagnoul (Hubbard)
 - From Farm to Fork, by Carole Galissant (Sodexo)
- The Natural Concept, presented by Frédéric Grimaud (Groupe Grimaud)

Three PhD students (Frédéric Jehl, Florian Herry and Mathilde Lesciellour) received awards from the Groupe Grimaud for their comprehensive presentations of their doctoral research work in the field of sustainable development. The 3 candidates received tablets, and Frédéric Jehl, the winner of the competition, will shortly be welcomed to Groupe Grimaud for a day of professional immersion.

We would like to thank the speakers and participants who contributed to making this first event a success. The Natural Concept is a vision that we want to share in order to work together towards more sustainable practices that are more respectful of the environment and the living world. Naturally, we agreed to expand our circle of editors to the network of professionals in animal breeding and the world of research. In this edition, we would like to welcome the Evolution cooperative.



SAVE THE DATE!

We can already give you the date of the second edition: **December 11th, 2018.**
We will make sure we send you further information in the coming months.

Natural Concept by

GROUPE GRIMAUD
Giving life to Performance

www.natural-concept.fr



■ BeeStrong: working towards the selection of naturally stronger bees

The aim of the BeeStrong project is to fight against Varroa destructor, the parasitic mite that infests all of France's 1.2 million hives.

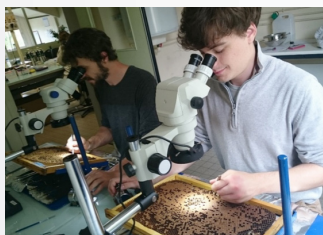
With a budget of €2.3m, LABOGENA, a subsidiary of the EVOLUTION cooperative and a specialist in animal genotyping, has been selected by the Programme d'Investissements d'Avenir [Investments of the Future Programme] to lead this project of an unprecedented scale: 1500 bee colonies are being measured for their ability to defend themselves naturally, and sequenced in order to identify molecular markers.

By 2020, LABOGENA will be able to offer a unique new service, providing a sequencing analysis for a number of worker bees in a given hive and giving beekeepers a resistance value for their colonies. But that's not all! The performance and behaviour (gentleness) criteria are also taken into account. The first results highlighted by the phenotyping teams from the ITSAP-Institut de l'abeille [ITSAP-Bee Institute] and INRA, partners of the BeeStrong project, helped to identify resistant, but also high-performing, bee colonies: those with minimal swarming, hardy and able to maintain a healthy brood.

In 2017, 22% of the 43 beekeepers' colonies measured showed SMR (Suppressed Mite Reproduction) rates of above 50%. With the knowledge that this little mite feeds on the bees' hemolymph, transmits viruses to them, weakens the hive and ultimately causes it to deteriorate, it's worth the effort!

Beekeepers can now make choices that work towards more resistant queens, using BeeStrong as a real source of support to assist selection. Eventually, the analysis service will become an alternative to expensive chemical treatments (whose total cost is estimated at more than €10m per year in France). Thanks to the international partners who are already collaborating on the project (USA and New Zealand), the service can be extended beyond our borders. With a third of global agricultural production being dependent on pollinating insects, the stakes are high!

Lucie Genestout, Head of LABOGENA/EVOLUTION R&D, BeeStrong project leader



Phenotyping beehive frames at the LABOGENA R&D laboratory in Jouy-en-Josas (Albéric Delamotte and Marius Bredon, technicians from ITSAP - Bee Institute)



Jean-Louis Lautard, a beekeeper since 1981 in Alpes-Maritimes, BeeStrong project participant



Bees infested with varroa



■ Grimaud Freres Selection CODE EFABAR certified

GRIMAUD FRERES SELECTION has been a member of EFFAB (European Forum of Farm Animal Breeders) for many years. The group is a European association of organisations and companies active in the field of animal breeding and reproduction, acting as a representative for its members before European institutions, non-governmental organisations and the public.

The CODE EFABAR offered by EFFAB is a code of good practice certifying that an organisation is carrying out responsible selection and breeding of farm animals. In order to qualify for the certification, an organisation must demonstrate that good practices are in force at the company in terms of sustainability, work undertaken to ensure product quality and genetic diversity, and improvements in the use of resources, environment, health and animal welfare. After having submitted its application, and engaged in frequent discussions with the EFFAB office in order to enhance their knowledge of our practices in terms of selection and breeding, GRIMAUD FRERES SELECTION obtained the CODE EFABAR certification in November last year for a period of 3 years. This certification constitutes recognition of best practices of selection at a European and even global level. This accreditation cements our commitment to the Natural Concept and our Animal Welfare policy, and therefore strengthens GRIMAUD FRERES SELECTION's image as a responsible breeder.



Magali Blanchet, R&D Manager

■ Key figures

17,6%

...is the growth in sales of NAIMA2.0 parent sows between 2016 and 2017 by CHOICE GENETICS France, in the national market.

The NAIMA2.0 parent sows are gaining ground. They are characterised by their milk production capacity, enabling their piglets to be fed naturally, as well as their remarkable robustness. This robustness, the n°1 key of Natural Concept, is an undeniable asset: the NAIMA2.0 is the best on the market in terms of longevity and has the lowest loss rate when milk-fed.

