

# Natural Concept

LES 5 KEYS  
of the «NATURAL  
CONCEPT»

Biology at heart  
of sustainable development



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

### Eat better meat, eat meat better!



Frédéric GRIMAUD  
CEO of  
Groupe Grimaud

This may seem an unexpected slogan from a group so closely involved in the animal production industries. But this is a vital challenge for our work in genetic selection, in the interest of consumers and the global population more generally.

Eat better, by choosing better produce which is more mature, has more taste, and is sourced from animals farmed in conditions respectful of their natural cycles and welfare.

Eat better, by choosing better produce, farmed in conditions respectful of the environment.

Eat better, for the good of your health, by choosing better produce, farmed using an organic approach to reduce health risks.

Eat better, by choosing better produce from a firm committed to global solidarity and sustainable local development.

Eat better, by choosing better produce developed by dedicated experts, striving for equitable economic development.

The Natural Concept method means all of these things. More than just produce, it embraces a particular vision of the world, and of its major social, environmental and economic balances.

Join us.

## ■ Viv's Poultry Summit Europe: towards a world without antibiotics?

"A world without antibiotics?" was the theme of the first "Poultry Summit Europe" organised by VIV and held last May in Utrecht (the Netherlands).

Hubbard was represented by Olivier Demeure, Scientific Director of Groupe Grimaud. Improved animal robustness and well-being are at the heart of Hubbard R&D, whose expertise is illustrated by the desire to maintain genetic diversity and select animals on the basis of specific criteria: resistance to biotic and abiotic stress, less aggressiveness and better feeding efficiency.

In addition to this, what sets Groupe Grimaud apart is its reliance on developing vaccines and using controlled bacterial flora to guarantee good animal health.

## ■ Key figures

79,3

It is the number of piglets weaned on  
the career of the sow...

...for the 10 % best breeders of the results of Technical Management Herd of Sows in 2015 working with the sow NAIMA. While the reference 10 % to the national level is at 69.1

This advance on the group testifies of the longevity and the capacity of weaning of the sow NAIMA, but also its robustness. Robustness which is the key n°1 of Natural Concept.





### ■ Natural solutions for microbism control. New global hatchery programme

We have previously talked to you about the use of:

- Filafilm sprayed on eggs during transfer.
- Filagel placed in chick transportation crates.

To further strengthen natural defences, Filavie proposes, by way of addition: spraying chicks with Filafilm. This is performed just after vaccination with a suitable device able to produce large droplets. The objective here is to be able to reduce bacterial contaminations at an early stage, thereby maximising the chances of maintaining chick quality.



Chicks which have just been sprayed with a solution containing Filafilm.

#### The proven effectiveness of Filagel

Filagel, an entirely natural product composed of algae extracts (alginates, spirulina), electrolytes and Filactis flora, is now recognised for its rehydrating and nutritional properties, as confirmed by the most recent test conducted on turkey chicks.

##### Test conditions:

3 batches of 800 turkey chicks (free-range strain), 10 crates of 80 turkey chicks per batch, composed of:

- 800 control turkey chicks
- 800 "Filagel" turkey chicks
- 800 "competitor" turkey chicks

Crate with 4 compartments, 20 turkey chicks per compartment.

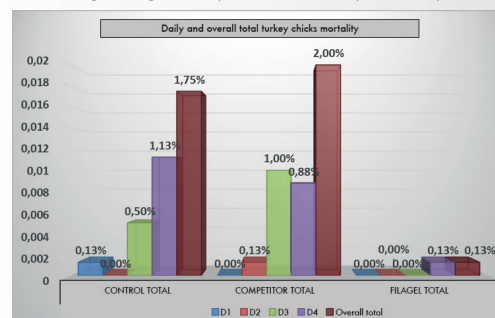
1 x 20 g cube of gel placed in each compartment, i.e. 1g per turkey chick.

Storage in the hatchery for 4 days, natural light, temperature approx. 20°C.

Daily mortality check.

Conclusion: Filagel enabled a very low mortality rate to be maintained compared to the control batch and the competitor product.

Results regarding the impact on mortality of turkey chicks



### ■ Energy audit for Grimaud Freres Selection company

Since 2015, businesses with over 250 employees or having turnover in excess of 50M € are subject to a compulsory energy analysis. The report on this audit had to be submitted to the prefecture by 30 June 2016. This has now been done for the two Groupe Grimaud companies bound by this obligation: Grimaud Freres Selection and Hubbard.

In order to carry out this analysis and draw up the report, we commissioned an agency specialising in energy management; the company Axenergie, based in Cugand (85).

During an initial period, a study scope was defined (sites, buildings, etc.). This sample had to cover at least 65% of our energy consumption. The report highlighted several areas requiring work or assessment for better management of our consumption. All proposals have been technically examined and their return on investment evaluated by our service provider.

Regarding Grimaud Freres Selection, two proposals were of particular interest to us, and should be implemented rapidly:

- Installation of an exchanger in hatchery C2 in order to recover calories from the water used to cool the incubators. This system will enable reduced use of the gas boiler during the winter period.
  - Investment: 8 000 €
  - Return on investment: 1 year
- Installation of a system to recover calories produced by the air compressors in hatchery C7 and in the hatching unit. This energy will be used to produce hot water for the washing machine and humidity in the incubators.
  - Investments: 6 000 €
  - Return on investments: 1 year

Other proposals are also of interest (change of motor in the incubators, change of boiler, etc.) but may, depending on specifics, represent too much of an investment or demand an excessively long return on investment.

Overall, the work provided by Axenergie contained many important lessons and will guide us in our future actions over the short and medium term, as we seek to improve our corporate energy performance.