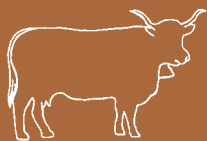


The **PRODUCTIVE**
and **PROFITABLE**
CHOICE !

Salers





The best maternal qualities

■ Fertile and productive : they produce a calf per cow per year with tightly grouped calving

- Good calving interval
- High fertility
- A low calf mortality

■ The easy calving

lowers supervision and veterinary costs even when highly muscled beef bulls are used

■ High longevity means low write-off costs

- Full usage of the best mothers
- A long breeding career

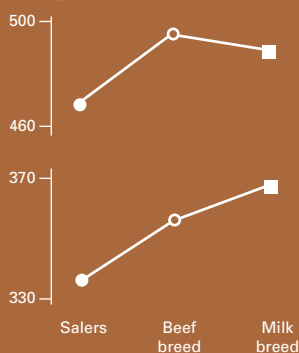
■ Rusticity : the best usage of your land

- well-built mothers with very good feet and a high forage intake capacity
- adapted to extensive systems (and thus expansion), capable of grazing widely over poor land with low quality herbage

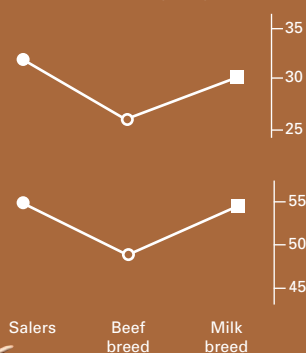
Comparative grazing behaviour of Salers heifers, a beef and a dairy breed

Best usage of pasture whatever the growth stage

Grazing times (mn)

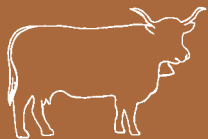


Bite frequency (bites/min)



Source : Domaine INRA de Marcenat



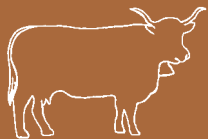


Salers lead to less costs and less labour

| | SALERS | Other beef breeds |
|--|----------------------|--------------------------------------|
| Age at first calving less than 32 months from 32 - 40 months more than 40 months | 13 % 78 % 10 % | 5 to 42 % 41 to 86 % 7 to 38 % |
| Calving interval less than 370 days less than 400 days | 56 % 80 % | 27 to 56 % 37 to 74 % |
| Calving ease easy, unaided first calving caesarian | 95 % 0 % | 9 to 92 % 1 to 85 % |
| Longevity calving at over 10 years calving at over 12 years | 16 % 7 % | 1 to 22 % 0 to 16 % |

Institut de l'Elevage - Fédération Bovins croissance, campagne 2004, Edition 2005





Heavy and vigorous weanlings at a lower cost !

■ Good maternal qualities and high production from **Salers** mothers

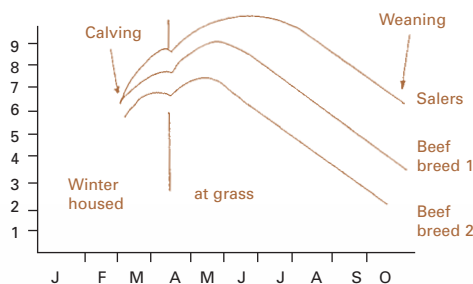
- A notable ability to draw on body reserves to maintain milk yield for the calf ("The concertina effect").
- A high intake capacity for rough forages which means good milk production and guarantees good calf growth rates

| Milk production in suckler systems (kg/day) | SALERS | Other beef breeds |
|---|------------------|-------------------|
| | 6.9 à 8.9 | 4.8 to 7.6 |

Petit et Liénard, 3^e Congrès de la reproduction et de la sélection des bovins viande, 1988
 * en système allaitant, selon l'essai et le numéro de lactation

Variation of milk production of suckler breeds during lactation

Good milk yields mean supplementary feeding of calves in full growth is not necessary, this lowers production costs.



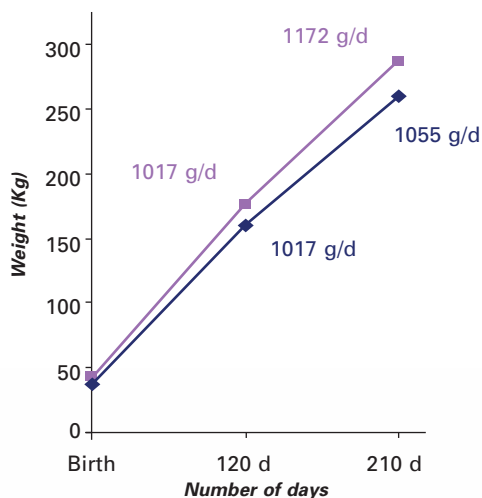
Source : Domaine INRA de Marcenat





■ **Good weight gains in Salers or Salers cross calves,**
from birth to weaning, without supplementary feeding

**Average daily gain
from 0 to 210 days (ADG)**



◆ Full blood Salers ■ Crossed with Charolais

Live weights of Salers weanlings

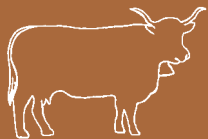
(données Coopérative d'élevage)

| | 8 MONTHS | 10 MONTHS |
|-------------------------------------|----------|-----------|
| Charolais males crossed with salers | 325 | 395 |
| Salers males | 306 | 362 |
| Crossed females | 297 | |

Average of 5 years (2000- 2004) on over 28, 000 animals per category sold

* commercialized = live – 4%





Feed performance !

■ The young Salers bull, tomorrow's beef !

- It is well-suited to modern demands in respect of carcass weight and conformation,
- It finishes quickly
- Thanks to its hardy character, it can be finished under difficult conditions (on slats or concrete) and in poor housing,
- The red colour and the marbling of its beef are recognised by the beef buyers and appreciated by the consumers.



Feed performance

| | Full Blood Salers | CHAROLAIS X SALERS |
|--|---------------------------|----------------------------|
| Numbers | 319 | 202 |
| Weight of entry (kg) | 330 | 317 |
| Fattening period (days) | 320 | 320 |
| Kill weight (kg) | 716 | 720 |
| DLWG (g/d) | 1200 | 1250 |
| Carcass weight (kg) | 417 | 424 |
| Meat yield (%) | 58 % | 59 % |
| % in the two most important classes | R+ 6 % R= 75 % | U= 21 % R= 50 % |

Source Coopérative d'élevage, année 2004



■ The Salers female, traditional high-quality beef

Salers cross heifers

- at pasture with the minimal of attention

Pure bred female

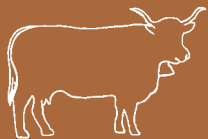
- A well suited production for the “high quality niche markets”

Feed performance

| | Heifers | | Cows | | |
|--------------------------------------|---------|----------|--------|--------|--------|
| Numbers | 245 | | 1370 | | |
| Average Carcass weight | 323 Kg | | 366 Kg | | |
| Conformation class (30 % unknown) | U | R | E | U | R |
| | 5 % | 47 % | 1 % | 14 % | 44 % |
| Average weight / class | 338 Kg | 318.5 Kg | 463 kg | 415 kg | 404 kg |

Source Coopérative d'élevage, année 2005





An efficient "calf machine"

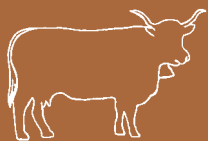


■ Salers and other beef breeds

| | SALERS | Other beef breeds |
|---|---------------|--------------------------|
| Renewal rate | 17 % | 14 to 23 % |
| Death rate | 4 % | 6 to 9 % |
| Productivity | 94 % | 87 to 94 % |
| Concentrate costs (€ / kg L.W.) | 0,26 | 0,26 to 0,36 |
| Beef production (L.W. /livestock unit) | 302 | 255 to 302 |

Source : Résultats techniques et économiques des exploitations du socle national, édition janvier 2004





The Salers Test Station, the key tool for selection

Situated in Sansac-Veinazès (Cantal). Each year more than 80 bull calves aged 8 months enter the station. They come from different Salers herds from all over France from breeders registered with the Herd Book.

The objectives of the station are to assess and index the bulls on their beef qualities (growth potential, skeletal and muscular development...) in the same conditions.

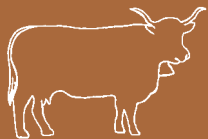
Entry is competitive with regard to parents' performance and the calf's morphology...). 10 to 15 % of the calves are eliminated at the end of the control period, when a Sale is organised.

The best 2 or 3 bulls are selected for AI usage.

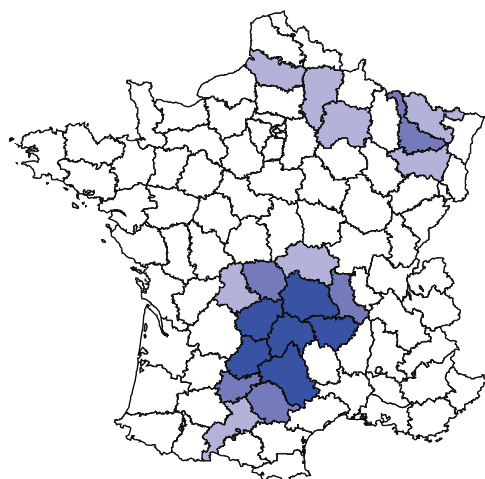
The Test Station is the best place to choose your stock bull because it offers :

- a guarantee of genetic qualities of the bull
- an assessment based on the bull's comparative performance
- a wide range of animals (dairy or beef strains for example)
- health guarantees

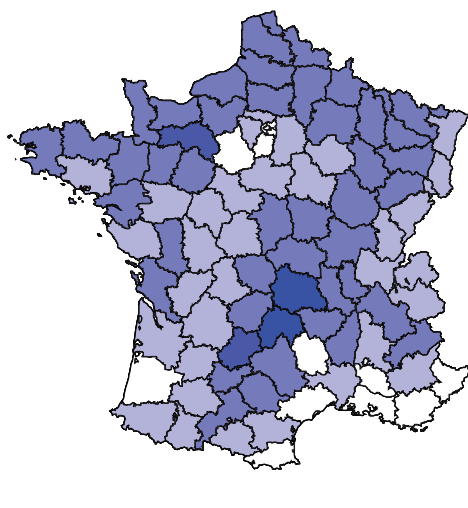
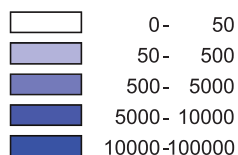




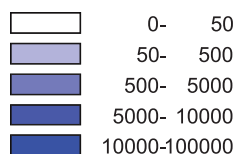
A local breed which has become a national breed



R.G.A. 1970*



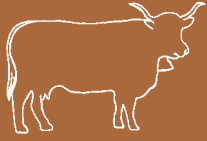
R.G.A. 2000*



■ Cantal, Puy-de-Dôme, Haute-Loire and Corrèze are the central departments which constitute the cradle of the Salers breed. It is still numerous there. However,

since 1970, the breed has expanded around that zone and all over the country. Nowadays, the East and West of France are significant zones of production.

* R.G.A = General agricultural census

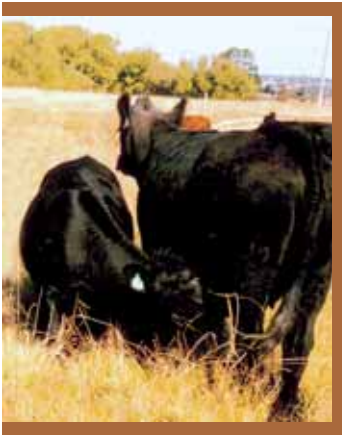


International expansion

The Salers breed is present all over the world in about 30 countries. It is appreciated as such but if crossed, it improves productivity and carcasses grades, without diluting qualities of the native breed.

Its adaptability allows it to thrive in difficult and varied climatic and geographic conditions : hot weather or cold and testing winters, on steep relief and in difficult terrains.

■ North America



Salers X Angus.

The Salers works well with Hereford, Angus and Shorthorn as well as on Brahman (South-east of United States).

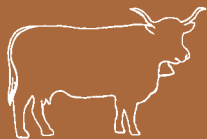
The Iberian peninsula

In the south-east of the Iberian peninsula, some breeders have constituted a group of pure bred Salers to supply breeding animals to breeders of the Retinta in Spain and Alentajana and Mertolenga in Portugal. Salers bulls are used in cross breeding.

Asia and East Europe

Breeding Salers, semen and embryos are exported to Asia (China), Australia and New Zealand. Countries from East Europe and Russia are emerging.





A logical and effective selection system giving constant genetic progress

■ **The Upra Salers** (Union for the promotion and selection of the Salers breed) assembles the bodies involved in the selection and promotion of the breed in three broad groups:

- Genetic progress with the UALC (Regional union for the AI) and the Salers Herd Book

- Diffusion of this genetic progress with AI centres and sellers of breeding stock (producers groups, dealers and exporters)
- Usage of genetic progress with the meat industry and breeding groups.



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