

PRESS RELEASE

ELITEST – PHÖNIX Partnership

Bovine Genetics



The French cooperative ELITEST, which brings together breeders from Alsace, Lorraine and Haut Marne, and the German cooperatives of the PHÖNIX Group have decided to join forces in a collaborative partnership in the Holstein breed.

Numerous exchanges took place during the year 2021, which enabled the leaders of these different groups to note numerous convergences of views, in particular on:

- a common attachment to the values of agricultural cooperation,
- a common understanding of business strategies at the service of farmers,
- a similar vision on the technical

aspects of genetic creation and on the complementarity of breeding objectives,

- a shared desire to invest in Research and Development.

The actors of this partnership were enthusiastic in considering that it will best respond to their strategic vision and their combined desires for autonomy and performance on the one hand, and member satisfaction in terms of the quality-price ratio of genetics on the other hand.

The conclusion of this partnership is also an opportunity to strongly affirm the historical business strategy of each of them, namely not only to distri-

bute doses but to create and develop genetics.

The continuity and geographical proximity between ELITEST and the PHÖNIX Group, as well as the German-speaking culture in a part of ELITEST's area of activity, are strong assets in favour of the success of a long-term partnership.

The prospect of giving a European dimension to this partnership was also a strong motivation. The Franco-German partnership will become a driving force on the bovine genetics sector in Europe. This opens up an unexplored field of new ambitions, promising an innovative and exciting era.

Introducing PHÖNIX



The German PHÖNIXGroup was founded in 2021 by six of the most important German breeding cooperatives with the main purpose of conducting the Holstein selection scheme.

The six cooperatives are

- RUW
North Rhine-Westphalia -
Rhineland Palatinate - Saarland
- RBW: Baden-Württemberg
- RSH: Schleswig Holstein

- Rinder Allianz:
Mecklenburg Western Pomerania - Saxony Anhalt
- QNetics: Hesse - Thuringia
- RBB: Berlin Brandenburg

These six cooperatives represent 60 % of the German Holstein business with a total of 2,670,000 Holstein doses in use including out-of-area and export business. The PHÖNIXGroup classifies **13 bulls in the German top 20 RZG**

in genomic index and 13 bulls in the German top 20 RZG for progeny index.

The correspondence in USI indexes associated with the results of the internal ELITEST scheme ensures an excellent catalogue quality for breeders in Alsace, Lorraine and Haut-Marne in the ELITEST activity zone at equivalent cost (without any increase in cost)



European Parliament, Strasbourg, 9 March 2022, from left to right:

Jürgen HARTMANN PHÖNIX Director RUW, Heinrich BUXTRUP PHÖNIX President RUW, Pascal MORETTI Vice President ELITEST, Alfred WEIDLE PHÖNIX Director RBW, Damien TIHA President ELITEST, Philippe SIBILLE Director ELITEST, Josef VOLKWEIN PHÖNIX President RBW



—élitest

La coopérative au service de l'éleveur

Zuchtqualität mit Zukunft!

RSH

Rinderzucht Schleswig-Holstein eG

Rinder Allianz



WERT UND VISION

R|BB

Zucht
Besamung
Vermarktung

Rinder Allianz



WERT UND VISION



Qnetics

RUW

Eine feste Größe

DEUTSCHLAND



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La coopérative au service de l'éleveur



FRANCE

PhöniXGroup
BREEDING WITH THE BEST