

Five organizations of the German PhönixGroup join the beef cattle crossbreeding program YPERIOS (INRA 95 among others) of the French cooperative AURIVA-Elevage.

As a great first in the history of international cooperation, 5 breeding organizations of the German PhönixGroup have decided to join the YPERIOS (INRA 95) program of the AURIVA-Elevage cooperative and breeding company.

After several months of exchanges and coordination, the cooperatives RUW, RSH, RBW, RinderAllianz, Qnetics and AURIVA-Elevage enter into a real partnership with this accession.

This accession concerns the dissemination of the crossbreeding genetics of the INRA 95 breeds within the breeding areas of the PhoenixGroup for the purpose of utility crossbreeding, but also agreements on the technical part of the program. It is the reflection of a common vision and will:

- To work well and effectively together in the interest of breeders.
- To produce high quality genetics supported by a proactive research and development policy.
- To offer breeders a crossbreed in the single use cross that is both high performing and safe and sustainable.
- To provide each breeder with exceptional sires that deliver optimal economic results for their herd.

New horizons are opened by the collaboration with the French partners, who bring more than 15 years of experience in breeding meat breeds for cross suitability with dairy breeds. With much ambition, the boards and managements of the two groups sealed a promising partnership for the development of YPERIOS (INRA 95) outside the French borders.

Press contact AURIVA :

Noémie CARME : noemie.carme@auriva-elevage.com - 06 70 01 16

Press contact PHÖNIX :

Wiebke Augustin waugustin@rinderallianz.de , Tel.: +49-3963-2559-59

Dr. Jürgen Hartmann jhartmann@ruweg.de ; Tel. : +49-251-9288258

PHÖNIX

The German PHÖNIX group was founded in 2020 by six insemination organizations of Germany. The main purpose is to run a common Holstein breeding program. The six cooperatives are:

- RSH: Schleswig-Holstein
- Rinder Allianz: Mecklenburg-Western Pomerania - Saxony-Anhalt
- RBB: Berlin Brandenburg
- RUW: North Rhine-Westphalia - Rhineland-Palatinate - Saarland
- Qnetics: Hesse - Thuringia
- RBW: Baden-Wuerttemberg

These six cooperatives represent approximately 60% of the German Holstein activity with a total of 2,670,000 semen portions sold.

20-30% of dairy cow matings are done with beef breeds to produce fattening progeny.

AURIVA breeding

As an association of the southern French cooperatives CIAM, COPELSE, EDS, SOGEN and XR REPRO and as a breeding company, AURIVA-Elevage carries out the breeding programs of 8 cattle breeds: Abondance, Aubrac, Bazadaise, Blonde d'Aquitaine, Gasconne des Pyrénées, Tarentaise, YPERIOS 95 and YPERIOS Exc. As a player in French cattle genetics at the service of breeders of today and tomorrow, AURIVA-Elevage has always been committed to the sustainability of breeding farms, breeds and territories.

YPERIOS

The YPERIOS brand, born two years ago from a joint effort between AURIVA-Elevage and its member and partner cooperatives and elaborated in close consultation with breeders and the main companies in the beef sector, has seen for many years a growth in its sales and a growing supply of bulls that confirm their excellence in crossbreeding with dairy cows through many thousands of progeny.

With the aim of helping breeders implement their crossbreeding strategies for dairy cows, YPERIOS has invented a multi-breed approach by combining INRA 95, which became YPERIOS 95, and Excellence Charolais, which became YPERIOS Excellence, under a single brand.

The aim is to spread, through insemination, breeding animals available in three profiles with good calving characteristics that guarantee the production of crossbred calves with high meat and economic value.



The PHÖNIX group visiting the Soual site of AURIVA-Elevage in June 2022.

From left to right : Ludovic IZARD, Head of Genetics and Crossbreeding (AURIVA) - Bruno LAMAIX, Head of Sales & Marketing (AURIVA), Jean-Luc BAZAILLACQ, President (AURIVA), Isabelle KEMPEN, President SOGEN (AURIVA), Dirk SCHMÜSER, Member of the Board Rinder Allianz (PHÖNIX), Jurgén HARTMAN, Director RUW (PHÖNIX), Michael STEINMANN, Director RUW (PHÖNIX), Denis BOICHON, Director (AURIVA), Olaf WEICK, Director RSH (PHÖNIX),