

Intervention de Antoine Marzio, Président de DIV'PORCS AURA,

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Abstract

The future of agro-forestry pig farming in Region Auvergne Rhône-Alpes.

The region of Auvergne Rhône-Alpes, of well-known deli-meat tradition, has no longer local pig breeds, which completely disappeared half a century ago.

The interest of local pig breeds is their adaptation to extensive forms of livestock farming, in agroforestry, and their ability to respond to new customer demands (organic, animal welfare, organoleptic qualities, etc.) In addition, such farms, combined with the set up of local food processing chains, would have the advantage of developing profitable activities, bringing added value and therefore jobs, in rural areas devastated by a loss of momentum in agriculture and demography.

The association for the promotion of porcine diversity in the Rhône-Alpes region (DIVAPORC) has set itself the objective of restoring a porcine identity to the Region by launching a project to create a piglet and breeders selection and production station of local pig breeds which will be made available to regional farmers.

It will then be necessary to reconstruct lost ancient races, such as the Dauphiné or Bresse breed.

Good afternoon everybody.

Over the last thirty years, the pig breeding industry and livestock in France has launched on a race for productivity and price competitiveness in the service of which very large public and private resources have been committed.

In doing so, it has largely forgotten the evolution of consumer's demand, aspiring to more quality, authenticity, healthy products, respect for the environment and animal welfare.

We also forget that it is difficult, if not impossible, to compete with the highly capitalized industrial production of our main competitors with small-scale family structures which are mainly found in France and particularly in our region.

To this day, the overall supply of French pork products is less and less fitting this demand and the rigidity of the breeding apparatus, intensive off-ground in closed buildings, does not suggest a rapid adaptation.

To this is added an excessive concentration of the French pig farming on the west of the country, mainly Brittany, to the detriment of regions of old traditions of charcuteries and dried meat, like Auvergne Rhône-Alpes.

Alternative solutions exist however. They are practiced locally and on a small scale by precursors often ignored if not marginalized by professional organizations and even most often also by public authorities.

In fact, they are only interested in local markets and are unable to supply urban demand, where the most important and rewarding markets are located. They are also unable to respond to the demands of processors or those of the unavoidable distribution.

In this context, our association, which brings together different players in the sector, has set itself the objective of restoring a porcine identity to the region by relying on the very high taste and environmental quality. It is the matter also to relocate profitable livestock and processing in agricultural and human abandoned rural areas.

The aim is to produce "premium" pigs and to value them on the spot.

A premium pig corresponds to:

- A rustic breed with slow growth, suitable for outdoor life, breeds that have disappeared in our region, marginal in France, but which it is possible to reconstruct from various strains.
- Extensive open-air conditions: 10 to 30 pigs per hectare depending on their weight, on wooded areas, wasteland, moors, etc... abundant in our region, especially in low mountains and hills.
- A locally produced food: barley, wheat, peas, fababeans, maslin, etc.
- A high slaughter age, between 9 and 18 months instead of 6 for a standard pig.

In order to do so, a new economic model must be reinvented to allow for the distribution of value added at all levels of the value chain, especially upstream, towards livestock production.

To this end, we have set ourselves three objectives for the next two years:

- Create a multiplication selection station of slowly growing local breeds in order to provide stock breeders with selected piglets ready for fattening. In fact, it appeared that reproduction was a weak point in the pathway, leading to loss of profitability and dispersion of genetic patterns. This station will also provide technical assistance to stock breeders if necessary.
- Prospect rural local authorities to make available forests and wastelands to new stock breeders to install.
- Experiment new economic models to build local partnerships around a breed, a terroir, a certified specification and a commercial brand, integrating the various actors of the sector, from the food manufacturers to the distributors. It is clear that our region with the diversity of its terroirs, from Alp Mountains to Auvergne, make it possible to segment and customize the offer.

This is our program that we will fund initially through an endowment fund that allows businesses and individuals to make partially tax-free donations.

The station will be installed at the cows Breeding Center of Poisy, Haute Savoie, near Annecy, with the help of IFIP (French National Pork Institut).

Opening requested in the first half of 2018.

Thank you for your attention.