

# A national open to celebrate the 100th anniversary of the association

The Board of Directors of Prim'Holstein France has decided to celebrate the centenary of the association on 23 and 24 November 2023. On this occasion, a National Open will be organised, welcoming 300 Prim'holsteins from all over France. The event will be held at the Puy du Fou in the Vendée.

## **The event**

Our association Prim'Holstein France will celebrate its 100th anniversary in 2023. 100 years of passion, 100 years of innovation, 100 years of commitment to breeders and to the very heart of their activity. We are dedicating this anniversary to our members, as well as to all those who have contributed to the success of our breed, and by extension to the French dairy industry. To this end, we are inviting dairy farmers from all over France to a unique event in which 300 cows will compete for the title of "Cow of the Century"!

Beyond this anniversary, the objective is to make this event a key meeting place combining exchanges, information, meetings and presentations of products and services for livestock farming.

## **The venue**

A historic event in a magical place! The association's board of directors chose the Puy du Fou, in the Vendée, as the venue for our centenary celebrations. This French leisure complex with a historical theme fits perfectly with our ambition to offer a memorable experience to all visitors and spectators.

The competition will be held in the Grand Carrousel hall. With a capacity of 2500 seats, it offers fabulous scenic possibilities: sound, light, sets, flooded stage, curtains... The 300 animals expected will parade through its heart.

Internationally renowned, the Puy du Fou offers quality accommodation for visitors and exhibitors. Thanks to its infrastructures, the Puy du Fou offers a wide range of hotels on site (Grand siècle, Logis de Lescure, Villa Gallo-Romaine, etc.), or nearby. Numerous gîtes, guest houses and partner hotels are also listed.

Animals and exhibitors will be welcomed during the 2 days under the 3400 m<sup>2</sup> tent.

## **The competition**

On the occasion of its 100th anniversary, Prim'Holstein France wanted to offer a competition in the Open format. Breeders from all over France will be able to exhibit their best specimens (limited number per breeding - registration fees under study).

The spectators will thus see the 300 best Prim'holsteins in France, over two days of competition.

Registration will take place in September/October 2023.

## About Prim'Holstein France

*PRIM'HOLSTEIN FRANCE, an Association under the French Law of 1901, is the French Association of Prim'Holstein Breeders, born on July 1st 2008, from the transformation of the Upra Prim'Holstein. It is based in Verrières-en-Anjou, near Angers in Maine-et-Loire. PRIM'HOLSTEIN FRANCE brings together around 4,300 breeders and the breed's departmental unions or associations. It is chaired by Bruno Bechet, a breeder in the Orne region, who sits on the Board of Directors. Its Director is Thierry Ménard and it employs 46 people, including 32 technicians spread throughout France.*

*Prim'Holstein France aims to represent breeders and breed unions within the Prim'Holstein Breeders' Association. To offer genetic services to the breeders who are members of the Association. Defend the general interests of breeders and contribute to the promotion of the breed.*

*The entire budget comes from membership fees paid by the various members of the Association, most of which relate to the activity carried out at individual level by Prim'Holstein France's ELABORATE SERVICE for around 4,300 farms (i.e. around 420,000 animals).*

*More information: [www.primholstein.com](http://www.primholstein.com)*

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**Contact:**

**Prim'Holstein France**

**Adrien Féau**

Phone : +33 (0)2 41 37 66 55

Email : [adrien.feau@primholstein.com](mailto:adrien.feau@primholstein.com)