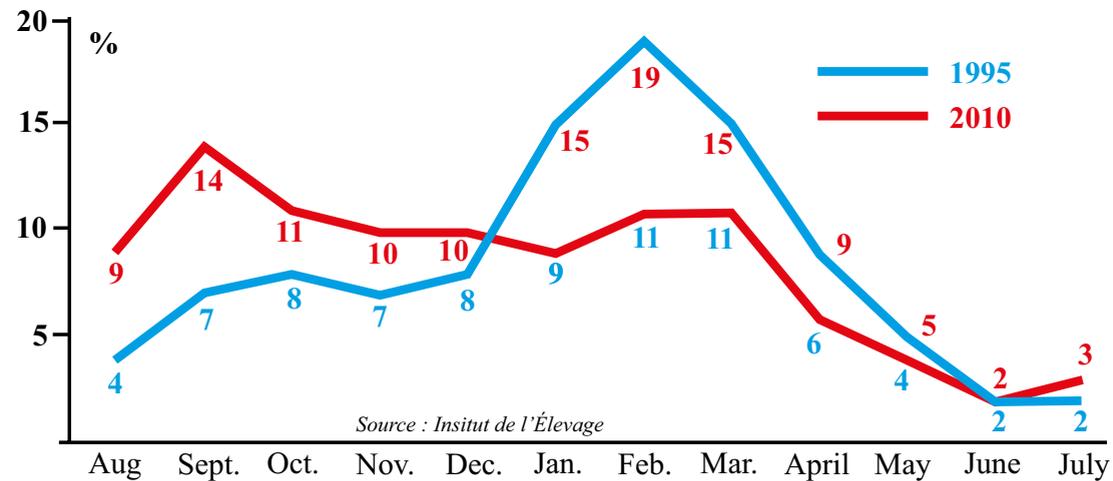




With the switch towards autumn calving, fewer calves are now seen grazing spring pasture with their mothers.

Evolution of Calving Distribution for All Calvings : 1995 & 2010



Recent
developments
within
breeds
are
covered

A Breed Transformed

In the 28 years since UPRA-Parthenaise launched its development plan in 1987, the Parthenaise breed has been transformed in almost every aspect of cattle breeding.

Perhaps the most obvious has been the dramatic increase in the number of breeding cows, but allied to this has been the conversion of the French national Parthenaise herd from a mainly spring-calving one to an autumn-calving one (below left). In addition, the age at which progeny is slaughtered has been radically changed (see below opposite page).

This transformation did not occur purely by accident. It resulted from a co-ordinated effort not only by the breed society, breeders, AI stations, etc., but also by less directly involved groups such as dealers, abattoirs, butchers, chambers of agriculture, etc.

The region as a whole, and in particular the Département of Deux-Sèvres, has fully restored proper pride in its local cattle breed.

The Modern Parthenaise

The Parthenaise cow has evolved into a high-powered producer of lean meat with a very high nett meat yield and for those who can devote a little extra attention to calving, the rewards can be considerable.

In France, by using cereals, and for very particular market reasons, the breed has been orientated towards a very young slaughter-age. Equally, the breed performs very well at the older slaughter ages of 16 or 20 months using high-quality grass or maize silage as a base. This is not a breed suited to an extremely low-input system - rather it is suited to quick, intensive production systems offering good rewards for dedicated management.