



## Farmer experience: Dual purpose breeds

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LA  
FERME DES  
RIVONS

IMPROVING SUSTAINABILITY AND WELFARE IN ORGANIC POULTRY AND PIG  
PRODUCTION

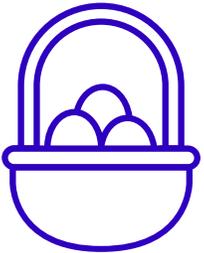
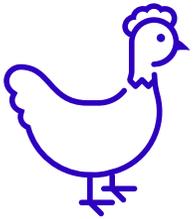
25° January 2021

## Farm description



Ferme des Rivons in Jura (39), France

Poultry farm in mountain condition

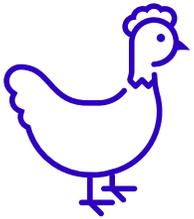


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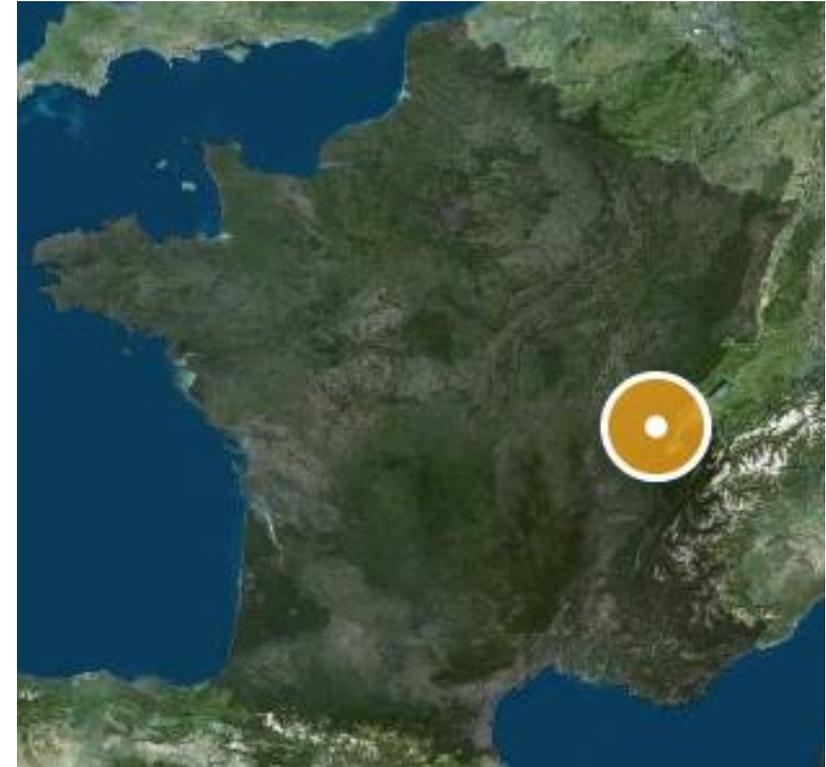
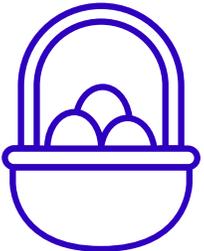
Ferme des Rivons in Jura (39), France

Poultry farm in mountain condition



1500 layers hens and 2500 broilers/year

On-farm slaughterhouse and processing facility  
(preserves and catering services).

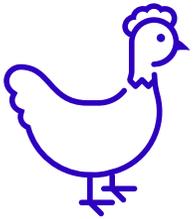


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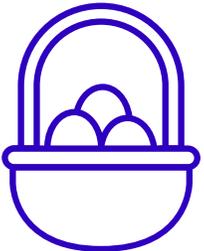
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Local distribution channel to consumers at home,  
resellers and AMAP (associations supporting small  
farming).





## Trial set-up

Date : spring 2021

Number : 310 females and 310 males

Breed : Not determined yet but egg production is essential

Others: no beak trimming, no vaccination

## Motivations

- Independence from hatchery industry (in discordance with our values)
- Promote rearing of male instead of suppression
- Make it feasible in our farm, to incite others to do so.
- Develop local production of young hens (and brothers) to limit division by sectors of poultry production



## Farm adaptation 1/

- Less production so decreasing of profitability. Certainly price will increase to compensate.
- This has to be explained to consumers that's why communication is necessary.
- Probably, no more poultry for meat production but only hens'brothers.

## Farm adaptation 2/

- No beak trimming can be a problem (more with containment due to avian influenza).
- New organization between batches to maintain meat and egg production (keep hens as long as possible).

## Farm assets to make adaptation

- On-farm slaughter-house and processing facilities. Preserves of rillettes already commercialized.
- Objective : slaughter at 81 days and feed gain ratio around 5 kg
- If bigger batches are raised it can fit with needs of current partners (like cafeteria).
- Many contacts with others farmers interested to buy young hens (even if it's more expensive).

## PPILOW benefits

- Give grounds to reflection
- Access to technical references (breed crossing)
- Large network, possibility to contact breeders

# PPILOW PARTNERS



*Thank you for your attention*

[www.ppilow.eu](http://www.ppilow.eu)