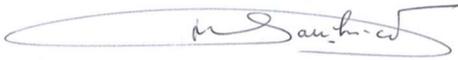
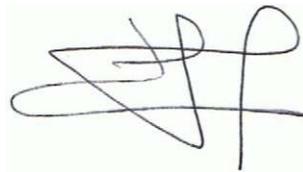




01/01/2022

CHARTER

*The Auvergne Free-Range Poultry program
for the benefit of all*

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I. The Auvergne Free-Range Poultry charter, bee natural

"CO-CONSTRUCTED WITH ALL THE PLAYERS IN THE POULTRY PRODUCTION IN AUVERGNE (BREEDERS, BROODERS, FEED MANUFACTURERS, SLAUGHTERHOUSES...), BEE NATURAL IS PART OF A PROCESS OF PROGRESS THAT PUSHES US TO GO EVEN FURTHER. IN SHORT, BEE NATURAL IS MUCH MORE THAN A SIMPLE PROGRAM. IT IS A TRUE CHARTER OF QUALITY AND GOOD PRACTICES AT THE SERVICE OF ALL!" MARC SAULNIER, PRESIDENT OF THE AUVERGNE FREE RANGE POULTRY

50 years ago, the SYVOFA, union of defense of the Auvergne Free-Range Poultry, was created to guarantee the quality of traditional poultry, the know-how of poultry breeders and the respect of the specific specifications of the Auvergne Free-Range Poultry.

Since then, the Auvergne Free-Range Poultry sector has always been committed to sustainable agriculture, with a concern for the environment and for the animal welfare. This strong commitment is reflected on a daily basis by a free-range farming method that is close to home in order to maintain traditional agriculture, respectful of the landscape and of the environment, favoring genetic biodiversity and quality.

In addition to this, there are numerous initiatives put in place by the poultry production sector in Auvergne over the last 6 years which meet society's expectations in every respect: transparency on origin, production conditions, naturalness and authenticity.

These orientations are not new, since SYVOFA has been encouraging de-medicalization in animal production for many years. Its results in the production of organic free-range poultry have led it to extend the constraints linked to the absence of GMOs and synthetic chemical products, including antibiotics, to its production of Auvergne free range chickens.

Thus, in 2015, the poultry production sector in Auvergne introduced a new innovative and pioneering set of specifications, in which de-medicalization in animal production, feed quality (GMO-free, French cereals and soya) and rearing conditions were the main measures. In concrete terms, this meant a ban on the use of medicinal substances (antibiotics and synthetic anti-coccidials) in the Auvergne Free-Range Poultry, as well as a guarantee that the feed will be based on cereals and soya grown exclusively in France.

A year later, the sector launched image-based traceability. This was a unique process that allowed consumers to trace the breeder of a chicken purchased in self-service via a QR code printed onto the chicken's weight/price label. At the same time, the sector launched agroforestry by requiring all its farmers to reforest their fields. The objective is to promote biodiversity on the farms by working to preserve bees and their ecosystems, but also by improving the living conditions of poultry by providing them with plant cover that offers them many advantages. Today, in order to pursue and amplify all its actions, SYVOFA is launching a program bringing together all the allegations of the Auvergne Free-Range Poultry.

II. Priority objectives

- ✓ Poultry in perfect health
- ✓ Unique and remarkable organoleptic qualities
- ✓ Good technical performance in the poultry farms
- ✓ Respect for the environment
- ✓ Location of the Auvergne Free-Range Poultry breeders committed to the Bee Natural charter

III. The 4 major pillars :

1. ANIMAL WELFARE

- ✓ A farming method that respects the animal welfare
- ✓ Respectful slaughter of poultry

2. FIGHT AGAINST ANTIBIOTIC RESISTANCE

- ✓ De-medicalization in animal production (no antibiotics nor synthetic chemicals)
- ✓ Preventive prophylaxis with plant extracts and essential oils

3. ENHANCED AND ACCESSIBLE TRACEABILITY

- ✓ Introduction of a QR code that links to the video of the breeder who raised the poultry in question
- ✓ Integration of food trust program with integration of blockchain traceability

4. BIODIVERSITY ON FARMS

- ✓ Reforestation of free-range area with trees, shrubs and melliferous plants
- ✓ Installation of beehives on free-range areas with training of farmers in beekeeping
- ✓ Development of a sustainable and non-GMO agriculture

IV. The Bee Natural charter in a few figures

- ✓ More than 200 committed breeders
- ✓ 4 million poultry put into production
- ✓ 81 days breeding time as a minimum
- ✓ 8800 sq. meters of free-range area as a minimum
- ✓ More than 15000 trees and shrubs planted
- ✓ 66 Kms Average distance from the farms to the slaughterhouse (average transport time : 1,5 hour)
- ✓ More than 50 beehives installed by spring 2022
- ✓ 99% of farms rated A in animal welfare labelling and 1% in B

V. Animal Welfare

The Auvergne Free-Range Poultry production sector works every day to promote animal welfare and good treatment. These were the very first commitments made by the poultry production in Auvergne, when the SYVOFA was created in 1967.

Since then, the sector has continued to set major animal welfare criteria throughout the life of the poultry. All these criteria of animal welfare and good treatment are controlled at several levels: in self-controls, by the breeders and the companies; internally, by SYVOFA; externally, by an independent and impartial Certification Body. These unannounced, on-site or documentary controls are carried out according to the control methods and frequencies of the Certification Body's control plans. Thus, in Auvergne, animal welfare and good treatment are characterized by :

- **Slow growing**

The approved strains (breeds) are slow-growing hardy or adapted to free-range conditions. These strains have been recognized and validated by the European Chicken Commitment as having a proven benefit for the animal welfare.

The authorized crossbreeds are defined in the Label Rouge production directory.

CATEGORIES	Pattes jaunes non cou nu		Pattes jaunes cou nu		Pattes jaunes hétéro
	S77 ⁽¹⁾	T44 ⁽²⁾	S77N ⁽¹⁾	T44N ⁽²⁾	
JAS7 ⁽¹⁾	S757	T457	S757N	T457N	T457H
SAS1 ⁽²⁾	S751	T451	S751N	T451N	T451H
Barred Rock S566 ⁽³⁾	S77xS566	T44xS566			

Sélectionneurs : (1) HUBBARD
(2) SASSO
(3) ISA

Slow growth characteristics are defined by an average live weight of:

- 2.3 kg at 84 days (average gain: 27g/day)
- 2.5 kg at 91 days (average gain: 27g/day)

- **A free-range breeding**

Auvergne Label Rouge free-range poultry live in the open air all day long. They benefit from an outdoor grassy area of at least 8800m², which represents a minimum space of 2m² per bird.

From the opening of the hatches at sunrise to their closing at dusk, the birds move freely between the inside of their building and the adjoining outdoor area.

The outdoor run should be mostly covered with vegetation, including natural features such as trees, hedges, shrubs, copses, etc., which allow the birds to leave and stay outside the building.

Each outdoor run must have a minimum of 20 trees or shrubs.

These trees, shrubs and hedges provide shade and shelter from the weather and predators, two essential components of poultry welfare outdoors.

- **Comfort and safety**

The Auvergne Free-Range Poultry have at their disposal comfortable and low-density buildings. Each building contains a maximum of 4400 birds, i.e., 11 birds per square meter, and must be fitted out according to certain criteria defined in the specifications:

- in addition to the access hatches to the outdoor, presence of translucent openings and in sufficient number and size to ensure good ventilation and aeration, to avoid condensation and to provide natural lighting inside the building.
- All precautions must be taken so that humidity cannot rise from the ground. > The location and layout of the buildings must facilitate the exit of the poultry: exposure, orientation in relation to the wind...,

- The presence of a sanitary lock is mandatory. It must be enclosed and have a "dirty" (outside) and a "clean" (inside) area, which are separated to avoid cross-contamination. Inside the buildings, the rearing of Auvergne Free-Range Poultry is practiced on the ground on litter. The quantities of straw and other materials used for the litter, as well as their renewal, must allow the litter to be dry and flexible to ensure maximum comfort for the birds.

Buildings are equipped with hatches that are open no later than 9:00 a.m. and until dusk. Perches (at least 2 per building) are installed to improve the living conditions of the birds inside the buildings. Grit (small gravel) is also distributed to the birds to facilitate their digestion at the beginning of the rearing.

Dimensions of the rearing building and hatches:

- Minimum height of hatches: 0.35 meters
- Minimum combined width of the hatches: 4 meters for 100m² of building surface
- Maximum usable area per building: 400m².
- Maximum width of the building: 9 meters

- **Gentle handling and respectful slaughter**

The minimum rearing time is defined by species:

- 81 days minimum for the Auvergne free-range Chicken
- 94 days minimum for Auvergne free-range Guinea Fowl
- 120 days minimum for Auvergne free-range Poularde
- 140 days minimum for Auvergne free-range Turkey

In order to limit the stress of the poultry, the collection is preferably done at night. During the transport, the driving must be flexible and the possible stops must be done under cover.

The time between the end of the collection and the beginning of the slaughter is 12 hours maximum. The distance between the farm and the slaughterhouse is less than 100km or the transport time between the farm and the slaughterhouse is less than 3 hours (average transport time : 1,5 hour).

The waiting of the animals before slaughter is done in a way to limit the effects of climatic hazards (e.g.: waiting sheltered from rain, sun and prevailing winds).

In order to give the birds time to recover from transport, a minimum waiting time of 30 minutes must be respected before slaughter.

The anesthesia with gas, the birds remain in the cages during the anesthesia. Then, once stunned they are caught and hung.

+ More information on the welfare of Label Rouge poultry in the summary document.

- **Animal Welfare Labelling**

Since the 10th of December 2018 and for the first time in France, a label on the level of welfare of farm animals is proposed on products sold in shops. This labelling is the result of collaboration between three NGOs (LFDA, OABA and CIWF) and the Casino group; it aims to inform consumers who wish to buy a product that respects animal welfare as much as possible. It aims to increase transparency on the conditions under which animals are reared, transported and slaughtered and thus provide clear and reliable information to consumers*. The poultry production sector in Auvergne was one of the first four Label Rouge broiler production areas to label the Animal Welfare level on its products. Since June 2021, 98% of Auvergne Free-Range Poultry marketed by the Arrivé Auvergne slaughterhouse is classified A (higher level).



*Source: Animal Law, Ethics and Science Foundation

VI. Fight against antibiotic resistance

Since 2014, The Auvergne Free-Range Poultry have been encouraging de-medicalization in animal production. The experience of regional operators in organic free-range poultry production have led them to extend in Label Rouge production the constraints they impose on themselves in organic production (absence of GMOs and synthetic chemicals).

The will of the sector is to provide distributors and consumers with free-range chickens raised in the open air in Auvergne, fresh, respectful of the environment and the animals' welfare. To achieve this, SYVOFA has written a set of specifications that it controls and enforces on its members involved in the approach (hatcheries, production organizations, feed manufacturers, breeders, veterinary consultants and laboratories).

These specifications are based on preventive care using plant extracts: garlic, thyme and rosemary. It prohibits the use of any medicinal substances (antibiotics and synthetic anticoccidials) in the Auvergne Free-Range Poultry.

The health, welfare and quality of the poultry are thus ensured by giving priority to breeding conditions, the quality of the feed, preventive prophylaxis and the use of natural alternative methods such as phytotherapy or homeopathy if necessary.

However, at no time should the health of the animals or the viability of the production be jeopardized. Also, if the use of medicinal substances is necessary, the animals concerned will be treated in accordance with the veterinarian's prescriptions but marketed independently of the dedicated brands so as not to mislead the consumer. The Bee Naturel logo will not be used either. These animals remain of superior quality and will find a parallel valorization.

These breeding conditions, which currently concern more than 200 breeders, echo the national plan to reduce the risks of antibiotic resistance implemented by the French Minister of Agriculture. The objective of this plan is to reduce the use of antibiotics in the animal production sector by developing alternatives that preserve the animal health.

What is antibiotic resistance?

Antibiotic resistance is the phenomenon of bacteria becoming resistant to antibiotics. Bacteria exposed to antibiotics evolve and develop defense mechanisms that allow them to escape their action. This phenomenon affects both the bacteria that cause infections (pathogenic bacteria) and the generally harmless bacteria that are naturally present in our bodies (commensal bacteria), in animals (pets or food production animals) and in the environment. Antibiotics become ineffective and can no longer treat us against infections with resistant bacteria.

This phenomenon is strongly linked to the misuse and overconsumption of antibiotics, both in human and animal health.

Antibiotic resistance is a serious and rapidly growing global public health problem that has been accelerating since the 2000s. Antibiotic resistance threatens our current way of life and undermines all the advances that medicine has made in the last 70 years. If antibiotic overuse habits are not stopped, antibiotic resistance could become one of the leading causes of death in the world*.

*Source : <https://solidarites-sante.gouv.fr/prevention-en-sante/les-antibiotiques-des-medicaments-essentiels-a-preserver/des-antibiotiques-a-l-antibioresistance/article/l-antibioresistance-pourquoi-est-ce-si-grave>

VII. Enhanced and accessible traceability

Everyone talks about traceability without really knowing what it means. Traceability is a technique that allows to find the history, the use and the composition of industrial or food products from the production chain to the distribution and consumption chain. The products, whether food or industrial, are thus followed throughout their life cycle by means of a registered identification.

Until now, an identification number for each batch of poultry has ensured the traceability of each bird, from birth to consumption. This number, affixed to the declaration of installation documents, allows the certification body to know all the stages followed by the labelled poultry.

This identification number, specific to each batch of poultry, provides valuable and essential information and production transparency based on the ethics of the poultry production sector.

In an effort to reassure consumers, the poultry industry in Auvergne wanted to strengthen the traceability of its Auvergne Free-Range Poultry and find a solution to directly link the Auvergne Free-Range Poultry's breeder to consumers.

Thus, since 2017, the industry has been equipped with a unique process that allows consumers to trace directly to the breeder of the purchased poultry in a store. How can this be done?

By means of a QR Code affixed to each Auvergne Free-range Chicken or Auvergne Free-range Poularde, which links to a short video entitled "Meet the Auvergne breeders". Each video lasts 46 seconds and presents the breeder who produced the flashed poultry on his breeding site. The farmer talks about his chicken house, his vision of his profession and his breeding.

How does it work?

- 1. The breeder's QR Code is printed on the weight/price label of his Auvergne Free-Range Chicken**
- 2. The consumer takes his smartphone or tablet and flashes the QR Code**
- 3. Once flashed, the QR Code links to a film that shows the chicken's breeder**

A unique process accessible to all that allows consumers, simply equipped with a smartphone, to have a more accurate view of poultry farming in Auvergne. To date, this traceability concerns more than 200 breeders out of the 370 breeders in the sector. With blockchain technology, consumers can now see all traceability from hatching of eggs, transport the chick to the breeder the same day, video of the farmer, what feed have been supplied to the chicken, transport of the fully chicken to the slaughterhouse, departure of end product from production plant to end delivery to the restaurant and boutique.

VIII. Biodiversity at the farm

For several years now, the will of the poultry production sector in Auvergne has been to provide customers, distributors and consumers with free-range poultry raised in Auvergne, respectful of animal welfare and the environment.

To achieve this, the poultry production sector in Auvergne has decided to direct its actions in favor of biodiversity and the reconquest of the vegetation by bees. An essential awareness in the interest of bees and pollinators of all kinds for the survival of the species. In addition, by applying agroforestry on the farms, the living conditions of the Auvergne Free-Range Poultry are improved.

This is why the Auvergne poultry industry requires in its specifications the planting of trees on the outdoor areas of the Auvergne Free-Range Poultry. To date, more than 5,600 trees and shrubs have been planted, as well as 12,400 linear meters of hedges, with the support and technical assistance of Mission Haies Auvergne (Auvergne hedged mission), an association financed by the Auvergne Rhône-Alpes Regional Council and the departments of Allier and Puy-de-Dôme.

This initiative currently involves 410 free-range poultry outdoor areas for 185 Auvergne farmers but should be extended to all farmers (over 200).

A. Outdoor areas with trees for the well-being of the poultry

The presence of a varied and permanent vegetation cover is essential for the animal welfare and for the environmental well-being. It allows in particular to :

- **ANSWER TO THE AUVERGNE FREE-RANGE POULTRY NEEDS FOR A MAXIMUM EXPLORATION OF THE OUTDOOR AREA**

Poultry is historically a forest animal. They like to move around and evolve in shaded and protected areas. Without shade, poultry do not get out of the building very much. They therefore tend to stay inside or near the building and do not optimize the hectare dedicated to them.

By planting shrubs or trees, the birds will be able to use all of this outdoor space.

This has the effect of greatly reducing the risk of birds poking each other and limiting over-trampling at the entrances to the farm buildings.

- **PROVIDE SHELTER FROM THE WEATHER AND PREDATORS**

During hot weather, poultry appreciate the shade provided by trees. Plantations also have an important role as windbreaks and allow draughty poultry to protect themselves from bad weather and birds of prey.

- **OPTIMIZE GRASS PRODUCTION ON THE FARM**

In livestock production, trampling of pastures often leads to a degradation of the grass cover in the busiest areas.

Not only does the presence of trees allow the entire perimeter to be occupied and thus reduce pressure in certain areas, but it also encourages the growth of grasses.

- **IMPROVE THE MANAGEMENT OF EFFLUENTS**

Trees dilute the impact of droppings that cause soil or water pollution. Their very large superficial root system perfectly captures nitrates from manure.

- **A WELL-DESIGNED OUTDOOR SPACE SHOULD CONTAIN :**

- ✓ **Bushy shrubs:** Canada shadbush, male dogwood, blood dogwood, European fusain, currant, holly, hazelnut, hawthorn, blackthorn, privet, viburnum...
- ✓ **Medium-sized trees :** White birch, warty birch, common hornbeam, field maple, common pear, wild apple, plum, willow, bird's-foot treetop, black elder...
- ✓ **Tall trees :** Oak, plane maple, sycamore maple, hybrid walnut, fruit walnut, common ash, cherry, basswood...

Labeled "Local Plant", from seeds harvested in Auvergne, the plants are all local species, adapted to the climatic conditions of the environment

B. A commitment to the bees

For the past thirty years, bee populations have been declining. Yet they play an important role in maintaining biodiversity. Like other insects, they ensure the sexual reproduction of many flowering plants through their pollination action.

To encourage their presence in agricultural areas, it is important to maintain a pool of species that is as diverse as possible in space and time, with flowering spread out over the year.

Arboring and redesigning the outdoor spaces dedicated to the Auvergne Free-Range Poultry therefore has many attractions in terms of biodiversity.

In fact, the tree alone gathers a whole plant procession - including herbaceous plants - and maintains exchanges between the subsoil, the soil surface and the aerial parts, which offers a diversity of potential habitats for bees and other pollinators.

This role is multiplied by the great variety of forms and situations of the tree associations, arranged in isolated elements, in lines, or in the form of hedges.

These different formations allow for the diversification of habitat, food and refuge sources over time. They also allow a better flowering and fruiting thanks to a greater exposure to light than in a forest environment.

Through its flowering, the tree offers a resource that takes over from the herbaceous plants (plant cover, meadows, vegetated strips, etc.) and diversifies the origin of pollen. In return, the insect pollinates the tree's flower, which improves fruit production and ensures genetic mixing in the reproduction of the species.

C. From poultry farming to beekeeping

After having worked in recent years on the reforestation of outdoor areas by planting a maximum of melliferous species for the good of bees, the SYVOFA now supports the installation of hives onto the outdoors. This new action responds to a current societal expectation to protect bees and support beekeeping.

In this context, the poultry production sector in Auvergne has opted for the management of the hives by the farmers themselves, the hives being installed on the outdoor space dedicated to poultry. Poultry farmers become beekeepers.

The first objective of SYVOFA is to support the breeders fully motivated by the management of their own hives for a leisure activity. The priority goal is not the yield of honey, nor the search for profitability.

However, aware of the health risks associated with beekeeping, SYVOFA has decided to rigorously supervise the projects with an initial training and a mandatory health follow-up.

Thus, the breeders engaged in this approach must submit to the following program:

- 4 days of training with a beekeeper
- 3 educational health visits on the farm by a veterinarian
- 1 health visit/year on the farm, by a veterinarian

To date, 13 projects for the installation of beehives have been validated. About 50 hives will be installed by spring 2022.

Good to know!

This cohabitation between poultry and bees has many advantages and allows to fight against the attacks of the Asian hornet. Indeed, bees are a choice food for the Asian hornet, which places itself at the entrance of the hives, in hovering flight, to capture its prey. Attacks reach their peak in late summer when hornets can decimate an entire swarm in a few hours. However, by remaining motionless in front of the hives, they become easy prey for the poultry, which greatly appreciates this additional protein intake.

D. Develop a sustainable and non-GMO agriculture

A Label Rouge poultry feed is mainly composed of cereals, mainly wheat, corn and barley. In addition, there are oilseeds (rapeseed and sunflower), vegetable oil, minerals and vitamins. In order to guarantee the poultry a supply of proteins and fats necessary for their growth, the feed ration is supplemented with soya.

In a permanent concern to offer a total traceability of the inputs, the sector guarantees a feed based on cereals and soya grown only on the French territory. All of the cereals (corn, wheat and barley) and soybeans that make up the feed for the Auvergne Free-Range Poultry come exclusively from France.

Until now, the soy used in the feed for Auvergne's Free-Range Poultry was subject to imports from emerging countries such as South America, India and China, due to the lack of French production.

This was a problem for the poultry production sector in Auvergne, which could not control either the availability of raw materials or supplies and was therefore subject to the orientations of exporting countries and tariff fluctuations.

The reduction of this dependence is therefore today a major issue for those who wish to reorient agriculture. Especially since with French soybeans, there is no risk of cross-contamination since French production is exclusively non-GMO, as the French state prohibits the cultivation of GM soybeans.

This search for greater protein independence is part of the Auvergne poultry production sector's objective to promote agriculture that is more self-sufficient in inputs and therefore less fossil energy consuming.

Moreover, by sourcing from French producers, the sector can now control production costs, volumes and quality, while responding to the "locally produced locally use" trend. This is a real civic act for the poultry production sector in Auvergne, which is committed to the development of sustainable, non-GMO agriculture in its territory by producing cereals and soybeans.

IX. A controlled commitment

To ensure their customers with absolute quality poultry after poultry, Auvergne Free-Range Poultry undergoes systematic and rigorous controls at all levels of production.

These controls are carried out by an independent certifying body recognized by the public authorities: CERTIPAQ. They consist of unannounced visits or audits of all the operators involved in the production of Auvergne Free-Range Poultry. These reinforced controls will allow each poultry to meet at least one controller in its life.

Certification milestones:

- **Parental crossbreedings** : the strains crossbreedings must give rise to slow-growing chicks. CERTIPAQ verifies the conformity of these crosses.
- **Hatcheries**: CERTIPAQ ensures the identification of the ""Label Rouge"" chicks.
- **Breeders**: CERTIPAQ checks the rearing conditions, which must ensure a minimum grassy outdoor area of 8,800 m² as a minimum for the chickens, a feed comprising a minimum of 75% cereals, and finally a low density of animals with good comfort in each chicken house... Each batch is checked. A farmer is checked on average 3.4 times a year.
- **Feed manufacturers**: CERTIPAQ verifies the respect of the poultry feeding plans and the composition of the feed formulas.
- **Slaughterhouses**: CERTIPAQ checks the age of slaughter of the animals (81 days minimum for chickens), the conditions of slaughter, as well as the quality of presentation of the products.
- **Cold chain**: CERTIPAQ checks the absolute respect of the cold chain.
- **Taste**: SYVOFA carries out organoleptic tests to ensure that the taste qualities of the poultry are of a very high standard.

The Bee Naturel commitment is expressed in the form of a logo, easily identifiable by all consumers. Only the operators of the sector who strictly respect the specifications induced by the Bee Naturel commitment (Label Rouge + IGP + BEN), can affix this logo on their marketed Auvergne Free-Range Poultry. Failure to comply with the rules will result in immediate withdrawal of the logo. For the consumer, this logo is the guarantee of a superior quality product, of Auvergne origin, respectful of the environment and animal welfare.

X. The official signs of quality

The Auvergne Free-Range Poultry has two official signs of quality: the Label Rouge since 1967 and the Auvergne PGI (Protected Geographical Indication), since 1996.

Each one provides specific guarantees and implies compliance with strict and controlled specifications that govern the rearing and slaughtering conditions of Auvergne Free-Range Poultry.

A. Label Rouge

The Label Rouge is the only official sign that attests to a superior level of quality. It implies compliance with specifications approved by the French public authorities.

The Label Rouge ensures the Auvergne Free-Range Poultry :

- The use of slow-growing strains.
- Breeding conditions that integrate tradition and the comfort of the animals:
Minimum 81-days rearing period for the chicken, a grassy and shaded free-range (2 m² per chicken), a cereal-based diet and low density in the building.
- Hygiene and prevention.
- The traceability of the poultry by the presence of an identification number on the label.
- Unique and remarkable organoleptic qualities: a firm, tasty flesh and more adherent to the bone, firmer bones, less water loss during cooking, less lipids and more proteins in the flesh.

B. AUVERGNE PGI

Each Auvergne Free-Range Poultry is identified by a PGI (Protected Geographical Indication), attesting to its Auvergne origin.

Proof of the excellence of the region, the PGI provides proximity and a guarantee of origin for consumers, but also specific flavors depending on the region.

The PGI is a European identification sign, created in 1992. Attributed to specific products bearing a geographical name and which are linked to their land of origin, the PGI allows their protection throughout the European Union.

The assets of the region are numerous:

- A privileged geographical location in the center of France,
- Nature and wide open spaces,
- The motivation of the breeders who make up the sector,
- A recognized know-how: Auvergne is a historical poultry production area,
- A wide range of products: diversity of production (chickens, turkeys, guinea fowl) and diversity of presentation (whole, cut, frozen),
- A strong image of the region, respectful of the environment,
- An organized production sector with the presence of all the players,
- A land of important cereal production, with the Limagne plain...

XI. Focus on... SYVOFA (union of defense of the Auvergne Free-Range Poultry)

Created in 1967, the SYVOFA (**Syndicat de défense des Volailles Fermières d'Auvergne**) groups all the links in the poultry production sector around the brand name "Volailles Fermières d'Auvergne" (Auvergne Free-Range Poultry).

It guarantees the quality of traditional poultry produced by its members.

Its origin is closely linked to the creation of the Label Rouge in France.

In the 1960's, in a context of industrialization of agriculture, a group of poultry farmers (from Auvergne, South-West and Loué), concerned about developing a breeding that respects tradition and brings a guarantee of quality to the consumer, had the idea of defining strict production rules that would be recognized by the State. Published in a specific specification, these rules concerned all stages of production and processing. On January 13, 1965, the Label Rouge decree was officially published.

The Ministry of Agriculture, holder of the Label Rouge official sign of quality, wished to delegate the management of the Label Rouge, in the region, to an Organisme de Défense et de Gestion (ODG), which will be responsible for the control and the respect of the specifications.

In this context, the poultry farmers of Auvergne created, in 1967, the SYVOFA, the ODG which gathers a part of the professionals of the sector (brooders, slaughterhouses, breeders and selection organization). At the same time, they obtained the Label Rouge.

In June 2007, SYVOFA was recognized by the INAO (Institut National des Appellations d'Origine et de Qualité) as the only ODG managing the PGI Poultry of Auvergne and 9 Label Rouge poultry specifications.

SYVOFA is responsible for :

- The drafting of specifications and their application
- Controls carried out by an independent certifying body
- Information and statistics of the sector, transmitted to the Ministry of Agriculture
- Communication of the sector
- Protection of the Auvergne Free-Range Poultry production.

The SYVOFA regroups today :

- 370 Label Rouge breeders spread over the 4 departments of the Auvergne region and their bordering cantons, with a predominance of the Puy-de-Dôme (128 breeders) and the Allier (163 breeders).
- 7 incubators, which hatch the eggs and deliver the chicks to the breeders: Auvergne Poussins, SOCAVIC, ORVIA, Couvoir de Bourgogne, BD France, Galor and Boyé.
- 3 feed manufacturers: Sanders Centre Auvergne, Axereal Élevage and Atrial.
- 3 production organizations: Force Centre, Sanders Centre Auvergne and ATRIAL.
- 4 regional slaughterhouses that market Auvergne Free-Range Poultry: Arrivé Auvergne (Saint Germain des Fossés), Allier Volailles (Escurolles), André Volailles (Combronde) and Sedivol (Isserteaux).