

BREED: AUBRAC

NAME: EARL DE LA PEREIRE – Jean Michel CELLIER-COURTIL

DATE: 08/10/2026

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¹ EARL = Exploitation Agricole à Responsabilité Limitée = Limited liability farm business



HERD DESCRIPTION AND MANAGEMENT SYSTEM

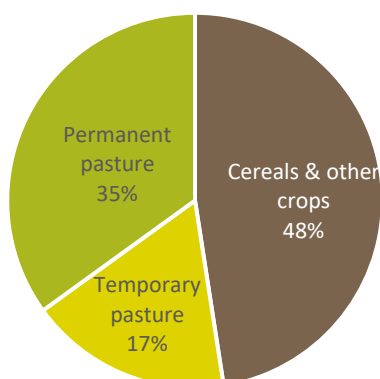
Farm background

- 1978: Jean-Michel sets up as a farmer joining his father in the GAEC¹ - dairy cattle unit.
- 1984: Milk production stopped in favour of suckler beef production
- 1989: Converts to organic farming
- 1997: Start of direct sale to consumers
- 2002: Introduction of 1st Aubrac cattle on to the farm
- 3 full-time staff

¹ GAEC = Groupement Agricole d'Exploitation en Commun = Farm business with minimum 2 partners

Farm description

- Objective: a diversified organic farm
- Height above sea level: 650 metres
- Herd: 60 Aubrac cows + 3 bulls
- Farmland: 286ha



Farm production

- Crops
- Suckler cows:
 - Breeder/rearer - finisher
 - Cattle production:
 - Primarily bullocks & heifers (80% - sold at farm gate direct to consumer)
 - Several breeding stock
- Poultry and forage

Herd management

- Housing: loose covered yard
- Ration (fully self-sufficient except for rock salt):
 - Winter: conserved forage comprising permanent & temporary pasture & sainfoin), mixed grains (9 different varieties including wheat, barley, triticale, oats, rye, spelt, vetch, field bean, peas)
 - Summer: grazing with hay during heatwaves and droughts.

Technical data

Herd selection

- • Selection objectives and criteria sought:
 - 1 calf/cow/year
 - Easy calving
 - Breed qualities
 - Meat quality
 - Docile nature
- A herd of purebred animals bred entirely through natural service
- Replacement rate: 20%
- Average age of cows: 6.3 (cf. 6.4 for the breed nationally)
- Number of cows aged over 10: 7

Calving

- Main calving period: September to early November
- Number of calves born: 55
- Assistance at calving: 96% not requiring any human assistance
- Age at 1st calving: 36 months (cf. 35 months for the breed nationally)
- Calving interval: 373 days (cf. 389 for the breed nationally)

Calf performance

- 120-day weight: males: 170.3kg & females: 154.7kg (cf. 162.5 kg & 159.5 kg for the breed nationally)
- 210-day weight: males: 264.1kg & females: 239.2kg (cf. 251.7 kg & 254.7 kg for the breed nationally)

Performance of cows & heifers

Index	Year 2023	Year 2024	Year 2025
Growth	100		100.6
Muscle development	96.3	97.6	97.8
Bone development	99.9	96.2	98.3
Fineness of bone structure	101.8	102.9	101.5
Suckling aptitude	99		97.2