

SOMMET DE L'ÉLEVAGE AND AGRITOURS BRASIL AT 17th FEICORTE.

One of the most specialized cattle events in Brazil received Agritours Brasil in its stand representing the Sommet De L'Eleavage to be held in Clermont-Ferrand in France in October 2011.

The event brought together at the Imigrantes Exhibition Center in São Paulo - SP, during the period of June 13-17th, 250 exhibitors, four thousand animals of 20 different breeds, of which 13 participated in the trials, and in eight auctions.

"It was the best of all the events and showed where the tendency of the meat market goes," said the director of Agrocentro Decio Ribeiro, on Friday. He said the fair was a success and received 25,000 visitors, surpassing last year's figures. "It also held auctions with prices set according to market realities," he added.

This view is shared by Frank B. Partington, Executive Director of Agritours Brasil, "it was worth our participation in this event. We made many contacts, business partnerships have emerged and new products in our portfolio. We believe that our represented, the Sommet De l'Eleavage will receive a significant number of Brazilian cattle breeders and technicians".

The multiplicity of European breeds (22) displayed, products and services related to livestock and the charm of the French Massif Central are the calls that should motivate the Brazilian farmers and technicians to visit Sommet.de l'Élevage.

Agritours Brasil is the exclusive representative of the Sommet De L'Eleavage for organizing caravans and visits to the event also to the same communication events in Brazil.

By Arno Dallmeyer, Dr. Agr.

IMAGES (Credit Arno Dallmeyer)

(if you need a higher resolution, please ask)

Figure 1 shows the stand at Feicorte

Figure 2 shows Agritours Brasil's Staff at the stand.



