





LEADER IN THE ECO-RESPONSIBLE BOVINE SECTOR

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EVERYONE COMMITTED

TERRENA MEAT SECTOR

The No. 2 French agri-food cooperative

Breakdown of turnover

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FRENCH BEEF

FRENCH BREEDS

LA NOUVELLE AGRICULTURE®

ORGANIC AGRICULTURE





EXPORT OF FRENCH BEEF

Charoluxe : Germany Bovillage: Greece and Italy French Beef for export

CARCASSES, MUSCLE & OFFA

Carcasses Ready-to-cut muscle Offal

BY-PRODUCTS

BURGER STEAKS

Round

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Oblong

Waffled

COOKED PRODUCTS

Ground beef

Meatballs

COOKED PRODUCTS







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ELIVIA IN FIGURES

Number 2 in France for beef, Elivia is an industrial and commercial complex, with the vocation of promoting quality measures in the sector. A company devoted to its territory, its activity depends on technical specifications of excellence, that place taste, product quality, animal well-being and safety at work at the heart of its company project.



EVERYONE COMMITTED TO A RESPONSIBLE, SUSTAINABLE AND FAIR COMPANY

Sustainable development is a major concern for Elivia. This is why Elivia wanted to enter a new phase by placing Corporate Societal Responsibility at the heart of its strategy, so that economic performance goes together with human progress and respect for the environment.



*Earnings before interest, tax, depreciation and amortisation



TERRENA : BREAKDOWN OF TURNOVER TERRENA MEAT SECTOR BY SEGMENT OF ACTIVITY THE NO. 2 FRENCH AGRI-FOOD COOPERATIVE Poultry industry €1,451 M 14 055 46 500 €4,877m **Bovine industry** €1,280 M Whose €925 M ELIVIA Group turnover Staff member farmers **Plant industry** €990 M ŶŶŶĴ **Dairy industry** €497 M Familly farms on a human scale **Pig industry** €150 M Dont Holvia Porc €60 M Winegrowing industry €100 M 6 715 Cereals 2 407 Ruminants 部 **567 86** 607 Seeds Market gardening €90 M X -33 **133** Pigs 80 Ő **Rabbits industry** €59 M 63 Fruit trees S 36 Rabbits 80 <u>(</u>) agri-food **Arboricultural industry** €36 M installations in France and Europe 0 €2 000 M Ganm vert Specialised plant segment Upstream segment Poultry segment

7.5



AN EFFECTIVE INDUSTRIAL COMPLEX

Our Lion d'Angers industrial site is one of the most effective in France in the processing of bovine carcasses. Our industrial tools have been modernised to optimise work on the carcasses and the muscles.

VERTICAL BONING TECHNOLOGY





Boning beef guarters vertically ensures precise cutting of the meat by the operators.

This technology also allows better ergonomics for the operators and contributes to improving safety at work, which is at the heart of our company project.

TRIMMING READY-TO-CUT MUSCLE 2



THERMOFORMING READY-TO-CUT MUSCLE 3







Our cutting tables allow operators to precision trim the muscles while reducing the carrying of loads as much as possible.

The ready-to-cut muscle is packed in thermoformed bags to guarantee that the meat keeps better.

This technology also allows the meat to have a better visual appearance and limits exudate.

Each ready-to-cut muscle is thermoformed with its own label, showing all the traceability information.



PACKAGING ADAPTED TO YOUR NEEDS 4

To send you the ready-to-cut muscles, we put 3 different types of packaging at your disposal.

4.1 BOXES





The ready-to-cut muscles are packed in boxes.

These boxes have two handles to facilitate carrying.

The boxes are delivered on wooden pallets.

4.2 RED PLASTIC BINS

We also offer packaging of ready to cut muscles in red plastic bins. These bins allow for easy handling. They are placed on plastic pallets.



4.3 BLACK PLASTIC BINS

We can also, on request, deliver your order in black plastic bins.









FRENCH BEEF

Our presence in the main French production areas allows us to offer a complete range of VBF products.



A GUARANTEE OF TRACEABILITY :

The VBF technical specifications apply to meat and offal from large bovines (as from 8 months), and guarantee that the animals are born, raised, slaughtered, cut and processed in France, with respect for the health standards in force and traceability procedures.





Today there are several hundreds of thousands of people working in animal feed, breeding, slaughtering, cutting, processing and selling meat.



At Elivia, we value the breeds rooted in the French territory.



LIMOUSINE BREED

bone structure.

Its taste qualities :

CHAROLAISE BREED

The best-known meat breed, the Charolais plays a full part in the Charolais culture, art and landscape in Burgundy, but also in the region around Nevers and in the Bourbonnais.

Its taste qualities :

An excellent beef breed, appreciated for the quality of its marbled meat and its low fat content.



NORMANDE BREED

The Normande breed is emblematic of Norman pastureland. However, it has extended its influence to neighbouring regions for a long time.

Its taste qualities :

ROUGE DES PRÉS BREED

Native to Anjou, it has a strong presence in the Bas-Maine and Haut-Anjou. Its presence extends to the Pays de la Loire region which represents 90% of production.

Its taste qualities :

An exceptional beef breed, its meat is famed for its marbled taste and its great tenderness. It is perfectly suited to demanding palates.



BLONDE D'AQUITAINE BREED

A large beef breed, native to south-west France, it results from the merging of the Blonde des Pyrénées, Blonde de Quercy and Garonnaise breeds.

Its taste qualities : Famed for the tenderness of its meat, it also has a very red colour and is quite lean, which is much appreciated by consumers.





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FRENCH BREEDS

The Limousin breed is native to the western part of the Massif Central. A former draught breed, it has kept an exceptionally fine and solid

Much appreciated for its particularly fine-grained meat, reputed for its tenderness, it is finely marbled and quite lean.



Meat with a very good colour, almost purple when mature, finely marbled with good succulence and lots of smoothness.



LA NOUVELLE AGRICULTURE®



800 COMMITTED **BREEDERS**

«We are breeders organised into a cooperative. We are developing La Nouvelle Agriculture ® (the New Agriculture) to raise our animals in a different way and offer quality food, accessible to all. La Nouvelle Agriculture ® supports a positive future for both consumers and for French agriculture.»

SPECIFIC TECHNICAL SPECIFICATIONS CONTROLLED **BY AN INDEPENDENT THIRD-PARTY ORGANISATION.**

FAMILY FARMS

situated in the west of France, signed up to a charter of good breeding practice with 3 main criteria: nutrition, environment and animal well-being.

A VARIED DIET FOR CATTLE

with high nutritional quality⁽¹⁾



Intake of flax seeds, naturally rich on OMEGA 3, according to the technical specifications of Bleu-Blanc-Coeur, an initiative recognised by the French Ministries of Health and Agriculture.



Fed with forage produced on the farm.

Dietary supplements, composed of nutrients extracted from plants known for their calming and preventive properties (turmeric, ginger, black pepper, lemon balm, artichoke, dandelion).

PLAN OF PROGRESS IN ANIMAL WELL-BEING AND THE ENVIRONMENT

Breeders are selected on their commitment to improve practices respectful of animal well-being and their environment:

- Building : straw or dry bedding (duckboard forbidden); reduction in density according to IDELE (Institute of the French breeding) standards; massage brush.
- Strong reduction in exposure to antibiotics (except curative).
- AgriCO, initiative aiming to reduce emissions of greenhouse gases.
- Regular livestock audits according to the Tibena standard.



On reception in our abattoirs, the animals are rigorously checked and only the carcasses meeting the criteria of colour, conformation, fatty acids, state of finishing and age defined by " La Nouvelle Agriculture ® " technical specifications are approved.

(1) In the finishing phase, for the last 70 days.

ORGANIC AGRICULTURE

WHAT IS IT ?



Organic agriculture is a way of producing and processing that is respectful of the environment, animal well-being and biodiversity.

The organic way of breeding is based on respect for animal well-being. The animals must have access to the open air and to open spaces. They are fed mainly with food made on the farm and for preference are treated using alternative medicine.

Organic agriculture is at the heart of sustainable development. It is a commitment to the well-being of future generations.

- A living and fertile soil
- Agriculture without synthetic chemical products or GMOs
- Respect for animal well-being
- Diversity at all levels
- A guarantee of naturalness and authenticity
- Sustainable and innovative sectors

ELIVIA, NO. 1 SUPPLIER OF ORGANIC BEEF IN FRANCE

For more than 10 years, Elivia has been committed alongside the UNION DES ÉLEVEURS BIO (UNEBIO) and its 2 500 members to highlighting and promoting the breeding of Organic cattle, a virtuous model of agriculture. The No. 1 supplier of Organic beef in France, Elivia's ambition is to give everyone access to quality Organic meat while allowing breeders to benefit from a fair price.

Thanks to this partnership, Elivia has mastered the 3 key points in the Organic sector :

Regular and diversified supply

Each breeder commits regularly to the number of animals to be provided.

Scheduling

Linking the supply of animals and the demand from customers at a national level. Management of balances and optimisation of the material.

A complete offer

Elivia offers one of the largest ranges of products, whether in ready-to-cut muscles or in Processed Products, vacuum packed or under modified atmosphere.





health of the animal.

OBJECTIVE

Improve the nutritional

profile of the meat,

the well-being and





PROMOTE FRENCH BEEF FOR EXPORT



ELIVIA IS TODAY INVOLVED IN THREE INITIATIVES

Promoting French beef for export.

CHAROLUXE : GERMANY BOVILLAGE : ITALY AND GREECE FRENCH BEEF : MAJOR EXPORTS







CHAROLUXE

Initiatives by the wider profession to promote beef in Germany.



GUARANTEED AND TESTED MEAT :

Beef sold under the **CHAROLUXE** brand guarantees German consumers that the meat they buy comes from animals born, raised and slaughtered in France, and that it has qualities in accordance with the officially controlled health regulations.

These technical specifications apply to fresh beef from the Charolais breed and crosses with this breed.



THE GUARANTEED CHARACTERISTICS ARE :

- Selected breed of meat;
- 100% vegetable, mineral and vitamin diet for young bull;
- Respect for good breeding practice;
- Voung bull born, raised and slaughtered in France;
- Guaranteed maturing period for grills and roasts (for optimal tenderness);
- Guaranteed traceability of livestock at points of sale (in accordance with the regulations in force);





BOVILLAGE

Initiatives by the wider profession to promote beef in Italy and Greece.



Specific technical specifications adapted to market requirements :





With at least one parent of a beef breed

Raised in farms that respect the "Technical Specifications for Good **Breeding Practice**"



Slaughtered in an approved abattoir by one of the corporate members of the Club Viande Bovine Europe

Carcass with the following characteristics :



Minimum weight of 350 kg (except for young bull of less than 15 months)



Fat class 2 or 3



THE QUALITY CHOICE

Choosing Bovillage is to choose quality, safety, diversity and the experience and competence of an entire sector.

It is also to opt for a quality service thanks to the regularity of supply, the proximity of a sector attentive to your needs and major support for your sales.



FRENCH BEEF, A TASTE OF TERROIRS

Initiatives by the wider profession to promote beef for export markets.







NEW BRAND IDENTITY FOR EXPORT :

The new brand image of the French beef sector, for export markets.

Through French beef, it aims to Make French beef, an ambassador for the French's fabulous food culture, founded on the culture of taste, the skills of our professionnals and the care we take of our terroirs and animals

CARE

French farmers look after each animal individually. The relationship between the farmer, the animal and the environment is unique. This same level of care runs through every stage of processing, to ensure each customer's product is tailored to their specific needs.



EXCELLENCE

We owe the quality of our meat to the unique skills of experts, from the field right through to the plate: farmers, beefpackers, butchers and chefs. And that's what makes French Beef so varied, flavourful and succulent!



We have France's diversity to thank for the quality of our beef : the

country's varied terroirs, its many

different beef breeds, its exuberant

professionals and its wide range of

DIVERSITY

culinary traditions.

Throughout the industry, men and women

PERSONALITY

dedicate their careers to making sure all the varied character and unparalleled flavour of French Beef shines through in every mouthful.



ART OF LIVING WELL

What could be more satisfying than bringing family and friends together to enjoy the unique flavour of tender, juicy French Beef ?



#1 LANDSCAPES

19 MILLION CATTLE: MORE THAN ANY OTHER EUROPEAN COUNTRY

French Beef has a fantastic reputation. And for good reason: French cattle are raised in a wide range of traditional landscapes, from lowland pastures to Alpine meadows. But they all enjoy the lush grass that flourishes in our temperate oceanic climate.

#3 DIVERSITY

MORE BEEF BREEDS THAN ANY OTHER COUNTRY : French Beef production spans 22 highly prized breeds, such as Charolais, Limousin and Blonde d'Aquitaine. With such a wide and comprehensive range, we have the product for every consumer. Buyers can pick exactly what they need from a huge variety of products, cuts, maturities and flavours.

#5 SELECTION

HAND-PICKED FOR EACH PURPOSE : In France, 1,300 cattle traders, 117 farmers' cooperatives and 50 cattle markets select livestock with great skill and care. They visit farms and choose animals to their buyers' exact needs and specifications, ensuring that the product is consistent and tailored to its intended use.



FULL TRACEABILITY, FROM FARM TO PLATE : When we export French Beef, our demanding standards go with it. Regardless of the market (domestic or export), the traceability of French Beef is exemplary. Each animal can be tracked individually from birth through to butchering, thanks in particular to its individual passport.



FRANCE'S UNIQUE BUTCHERING STYLE: France's butchering methods are recognised by the trade the world over. Carcasses are meticulously sliced into 32 cuts, following the anatomical lines to ensure every muscle reaches its full potential and bring out the depth and character of the meat.



TO CHOOSE





Most of France's farms are family concerns. Even today, the 200,000 locations in our network remain small enough to care, with an average of 56 cows each. The farmers are close to their herds, tending the animals throughout their lives, from birth through to slaughter. As responsible farmers, they uphold values of self-sufficiency, teamwork, communication, modernity and dedication.



FRENCH CATTLE ARE FED NATURALLY : The diet of French cattle is 80% grass and hay, and 92% of their feed is produced on the farm. French farmers comply with some of the world's strictest health standards, and follow a good practice charter. Under these requirements, French cattle have been farmed without the use of hormones since 1988, without meat and bone meal since 1990 and without antibiotics to promote growth since 2006. There is nothing artificial about their excellent performance.



ANIMAL WELFARE : Transporters are trained in animal behaviour, handling and transportation, and earn a certificate of professional competence for the transport of live animals. There are strict technical norms for the various modes of transport, including requirements on separating animals, densities for different species, watering, ventilation, cleanliness and the use of special vehicles for long distances.



A NETWORK OF 210 STRICTLY REGULATED ABATTOIRS : To limit transportation, French abattoirs are close to farming areas. Government inspectors examine the animals at the abattoir: they enter clean and are checked at each stage of the process. All aspects of the operation, including machinery, equipment and staff training, are strictly controlled.



HIGH-QUALITY BEEF FOR DEMANDING DINERS : French Beef offers a wide range of flavours, making it perfect for dishes from across the globe. It is a favourite with top chefs because it meets the demanding standards of connoisseurs the world over, thanks in particular to its tender, juicy texture and its lasting flavour.



CARCASSES, MUSCLES AND OFFAL

A rigorous selection of young bull with technical specifications to ensure regularity throughout the year.

> Maturing of ready-to-cut muscle under vacuum to bring out all the flavours

Conformation of young bull carcasses.

CARCASSES

MUSCLES

OFFAL

CARCASSES

The carcasses come from young bull.

They are cut and prepared according to technical specifications ensuring regularity throughout the year. This circuit is particularly adapted to structures having the workforce to allow for cutting of the difference muscles of the carcass.





WHOLE YOUNG BULL

HALF YOUNG BULL

ARP 8 YOUNG BULL

AVD 5 YOUNG BULL

CARCASSES

WHOLE YOUNG BULL



CARCASSES

HALF YOUNG BULL





CARCASSES

ARP 8 YOUNG BULL



CARCASSES





READY-TO-CUT MUSCLES

Semi-trimmed or trimmed ready-to-cut muscles, ideal for facilitating your management.

In this case the carcasses are cut / boned and supply different categories of cut (fillet, sirloin...). Our advantage is being able to supply you in a regular way throughout the year.







1	Cheek	_p.35
2	Neck	_p.34
3	Lower ribs	_p.33
4	_ Rib	_p.31
5	Entrecôte	_p.31
6	Sirloin	_p.31
7	Fillet	_p.31
8	Rump steak	_p.31

Point end of brisket	
Macreuse beefsteak Paleron	_p.34 _p.33
Macreuse for pot-au-feu	
Jumeau for frying	
Jumeau for stewing	_p.33



READY-TO-CUT MUSCLES

Whole ready-to-cut muscles, ideal for optimising cutting and trimming work – Compliance – Ideal trimming – Single or multi-product box

RIB ROAST

Marbled meat with guaranteed tenderness, indispensable for meat lovers.



RUMP STEAK (TO GRILL/TO ROAST) Many possible uses.



VIANDE BOVINE FRANÇAISE



RIB STEAK (TO GRILL)

Fresh

Noble muscle, it is a value safe wich will suit the largest number.







The best muscle for optimum presence on the plate.



FILLET (TO GRILL/TO ROAST) Incomparable tenderness.



Dairy



READY-TO-CUT MUSCLES

READY-TO-CUT MUSCLES

TOPSIDE

Located on the inside face of the leg. Tender and tasty cut.



THIN SKIRT

A cut with long fibres, perfect for connoisseurs.



THICK SKIRT Ideal for gourmet steaks, its unique taste will delight connoisseurs. **RUMP CAP** The ideal cut for making tender mince.









Dairy



A valued and flavourful meat for grilling.

PALERON



JUMEAU For slow cooking, perfect for a stew or pot-au-feu.



VIANDE BOVINE FRANÇAISE

or stewed.



Fresh





breeds

Just as good grilled as a steak or simmered in a winter stew.



LOWER RIB

A marbled, juicy and flavourful cut, situated between the neck and the ribs, it can be grilled









READY-TO-CUT MUSCLES

OFFAL

SHANK

A slightly gelatinous cut, ideal for stewed dishes.



MACREUSE

Ideal cut for flavourful beef steaks.



NECK

An ideal cut for stewing, to make a Bourguignon.









breeds

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Ready-to-cook essentials for preparing beef-based recipes.

BEEF KIDNEY

Ideal for preparing a staple of the French brasserie.





BEEF HEART Can be used on skewers or in cooked dishes.

BEEF CHEEK A fine and flavourful cut which melts in the mouth when stewed.



VIANDE BOVINE FRANÇAISE





BEEF LIVER (WHOLE/CUBED **OR SLICED**)

Can be fried, cooked in a dish or prepared on skewers.



BEEF TONGUE

Offal that melts in the mouth when cooked.



breeds

/ Dairy



BY-PRODUCTS

Ideal for cooking soups, broths...

> Animal proteins at economic cost.



By-products adapted to the Asian and African markets, allowing for preparation of broths and soups with animal proteins.





LONG ACHILLE FEET **TENDONS**

PADDYWACKS

BACKSTRAPS **PIZZLES**

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BY-PRODUCTS

BY-PRODUCTS









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BURGER STEAKS

ROUND BURGER STEAKS

BUTCHER'S STYLE



PRODUCT BENEFITS

Diameter of 11 cm to make maxi-burgers and for a good presence on the plate.

Chopped in the butcher's style (large grounds) for a soft texture cooked to the centre.



ALSO EXISTS BASED On Sirloin (60 %) And High-Quality Cuts

🔆 Frozen



Staples on the restaurant menu to make plated steaks, burgers.

Weights from 30g to 225g to meet caterers' expectations.

Different shaping technologies.

ROUND

OBLONG

WAFFLED



Limousine Charolaise Normande





OBLONG BURGER STEAKS

RIBBED



BUTCHER'S STYLE



PRODUCT BENEFITS

Ease of use.

Indispensable for commercial and institutional catering. Holds well on cooking.

Coarse ground for an airy texture Soft even when cooked to the centre, thanks to the preservation of the meat fibres.

Good appearance when raw and cooked.

Charolaise

Normande



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WE ALSO MAKE

WAFFLED BURGER STEAKS



PRODUCT BENEFITS

Round after cooking.

Good coverage of the burger bun.

Quick to use.

Reduced cooking time thanks to the perforations in the steaks. Control of portion cost.

Product uses: plated steak / burger / sandwich...





X



Our suggested preparation

Burger steak Burger bun Salad leaves (iceberg) Cheddar slice 30g coleslaw 15g gherkins 10g mustard (French's American)

Wash the salad leaves. Finely slice the gherkins. Flash fry the burger steaks. Season them. Cut the buns in two, spreading the inside with mustard. On the base of the bun, place a salad leaf, coleslaw, the steak, a slice of Cheddar and the gherkins. Close.

₩ Frozen

*EE***E**



GROUND BEEF FOR COOKING

Meat ingredient solutions aiding measuring.

Multiple ways to use.

Ideal for portion cost control.

GROUND BEEF MEATBALLS

GROUND BEEF



PRODUCT BENEFITS

Ideal for cooking meat-based recipes.

Ideal meat ingredient for institutional catering, to cook recipes with portion cost control.

Quick to cook through and keeps its softness thanks to the mincing of the meat.

Product uses : lasagne / Shepherd's pie / stuffed tomatoes / pasta bolognaise







AUTUMN SHEPHERD'S PIE



Our suggested preparation

500g ground beef 1 onion 500 potato 500g sweet potato 30g butter 50ml milk 100ml olive oil 50g peeled hazelnuts A few sprigs of savory

Cut the potatoes and sweet potatoes into pieces then cook them separately in two pans of salted boiling water for about 20 min. 5 min before the end of cooking, slice the onion and fry in a pan with a little fat. Add the ground beef and continue cooking on a medium heat. Remove the sweet potatoes from the water, mash them and season with olive oil. Remove the potatoes from the water, and mash them adding the milk and butter. Arrange on the plate. Crush the hazelnuts and divide over the ground beef. Sprinkle with savory leaves and accompany the dish with a green salad.







MEATBALLS



PRODUCT BENEFITS

Ease of measuring, meatballs of 30g. Product suitable for institutional catering. Soft when cooked to the centre, thanks to vegetable proteins. **Product uses : couscous / Neapolitan pasta**



🔆 Frozen



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CHEF'S SUGGESTION

MEATBALLS WITH A HONEY, SOY AND SESAME LACQUER



Our suggested preparation

- 4 to 5 meatballs
- 1 cm ginger
- 1 clove garlic
- 0.5 teaspoon red curry paste
- 1 teaspoon fish sauce
- 1 teaspoon flour
- 2 tablespoons honey
- 1 teaspoon soy sauce
- 2 tablespoons rice vinegar
- 35g sesame seeds

Meatballs : Peel and chop the garlic and ginger. Mix all the ingredients: garlic, ginger, flour, fish sauce and curry paste. Roll the meatballs in the preparation. Cook in a pre-heated oven at 180°C for around twenty minutes to guarantee that the meatballs are cooked through.

Glaze : Reduce the honey, soy sauce and rice vinegar in a pan. When the mixture has the consistency of a syrup, dip the meatballs in it. Cover them well, then dip them in the sesame.

ELIVIA ALSO HAS A COMPLETE RANGE OF COOKED PRODUCTS.

GREAT CLASSICS

Beef Bourguignon. Lamb shank. Veal blanquette...



OFFAL

Beef tongue. Normandy tripe. Beef kidneys...





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TO SHARE

Beef ribs. Texan Ribs...

CATERING OFFERS

Pork knuckle. Pork hock...





ZI La Coudère 49220 le Lion d'Angers 02 41 21 21 21 www.elivia.fr

Your sales contact