



How to engage the consumer?

EPP Congress 2024

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**How is Axiom
committed to
meet consumer
expectations ?**

Florence Ytournel





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How to engage the consumers?

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01

Axiom Group

Who is Axiom Group?

01_ AXIOM in numbers

+ ONE OF TWO 

COMING FROM AXIOM GENETICS

 **1ST**

FRENCH EXPORTER IN THE LAST 10 YEARS

ACTIVE IN MORE THAN

70

COUNTRIES

FOUR FOREIGN SUBSIDIARIES:



10 PURE LINES

5 DAM LINES & 5 SIRE LINES

30 000

GGP AXIOM WORLDWIDE

60 BREEDING AND MULTIPLICATION FARMS WORLDWIDE

OVER **40**  YEARS OF PROGRESS AND INNOVATIONS IN SWINE GENETICS!

 **130**

MORE THAN COWORKERS

YOUNG & DYNAMIC!

WITH AN AVERAGE OF 40 YEARS OLD!

1,95M

ROYALTIES DOSES

2M

GILTS PRODUCED WORLDWIDE



02

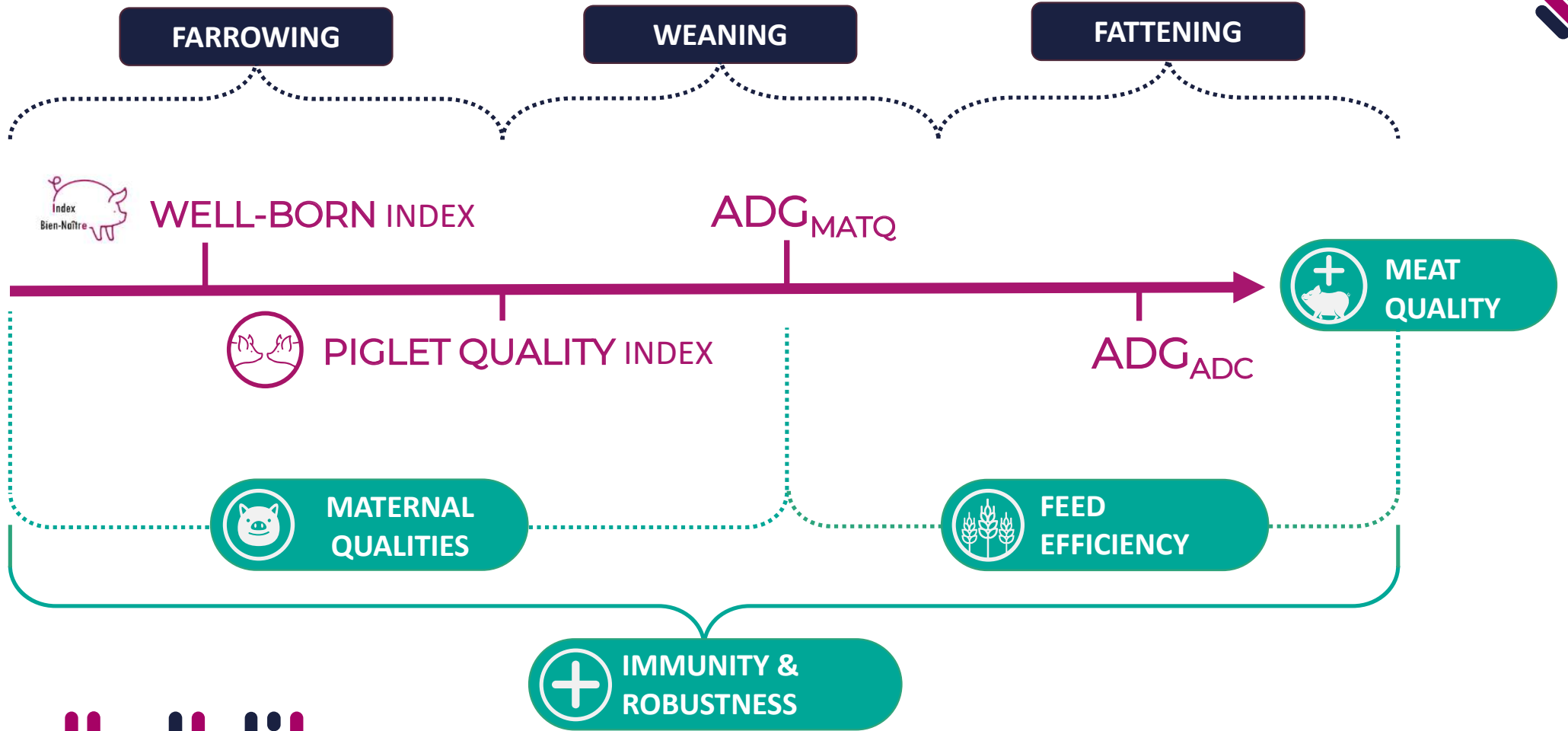
Axiom Group

How is Axiom committed to meeting consumer expectations through its selection strategy?



2_Introduction

Our innovations at every stage



2_How to engage the consumers?

→ How is Axiom committed to meeting consumer expectations through its selection strategy?

Putting **productivity and animal welfare** at the heart of our selection process

Reducing the **environmental impact** of our activities

Selecting **robust, resilient** animals





2_Putting productivity and animal welfare at the heart of our selection process

Axiom goals for farmers/consumers:

Maximise the number of kilos of meat produced per sow per year at a lower cost

→ An affordable meat

without impacting on **animal welfare** and ability to survive

→ Meeting societal expectations

How?

Selection on:

Heavy, numerous, homogeneous and full-value piglets

Maternal abilities



Improvement at birth

PROLIFICACY, HOMOGENEITY AND WEIGHT AT BIRTH

Example on Large-White line

High potential of prolificacy

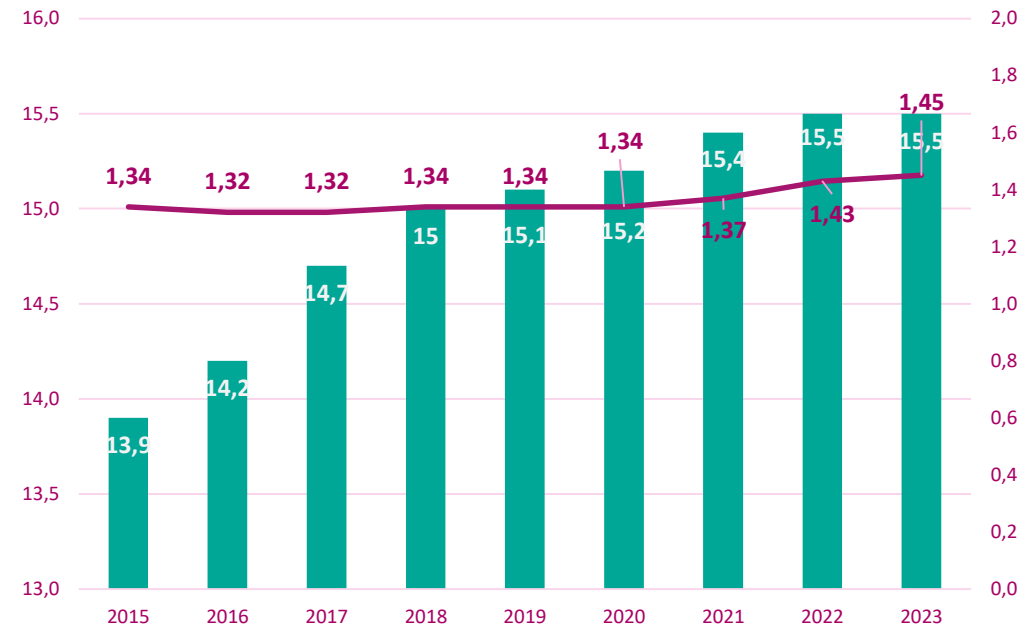
15.5 born alive piglets in average

Number WITH quality

➤ Improving birth weight homogeneity

➤ Birth weight stability

Evolution of prolificacy and birth weight on Large-White (2015-2023)



Keeping a good quantity without damaging the quality



2_Putting productivity and animal welfare at the heart of our selection process

«Well-born Index»



Objectives:

Autonomous and maternal sows at farrowing

An AXIOM exclusive criterion

Recording the behaviour of LW, LR and Axa sows around farrowing using a standardised grid

Over 100 000 farrowing controlled

Whole pig chain is benefiting from genetic progress thanks to this new index



2_Putting productivity and animal welfare at the heart of our selection process

Artificial Intelligence: new internal project



Artificial Intelligence: System installed in a farm owned by AXIOM



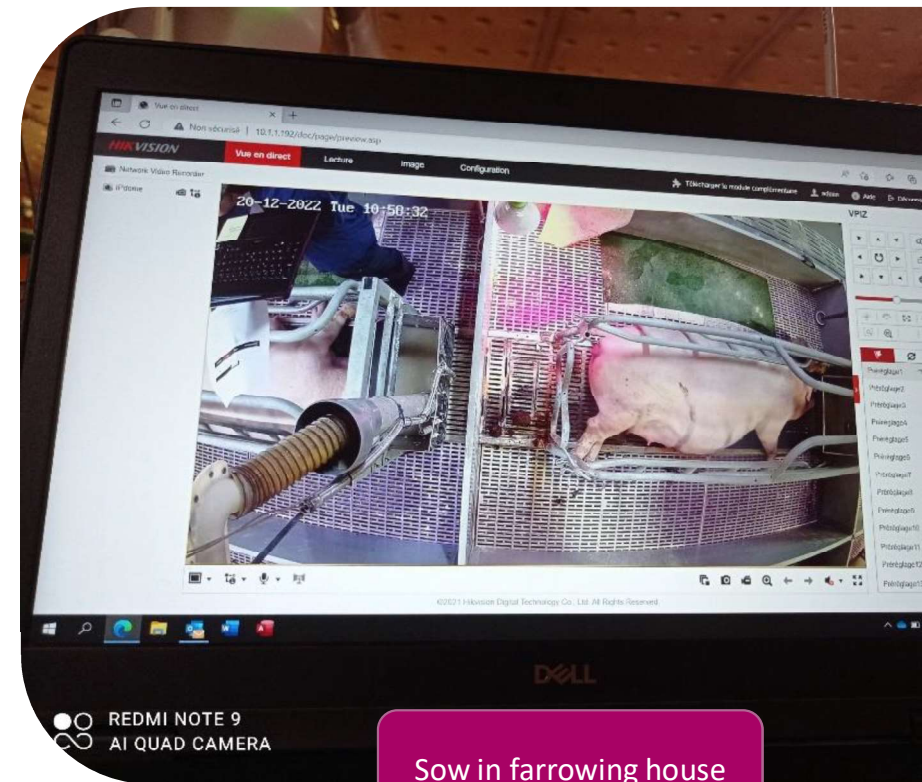
Goals:

Automatic recording

- ✓ Sow's positions
- ✓ Beginning time and duration of farrowing
- ✓ Piglets' locations inside the pen within the first hours of life



Major investment in phenotyping of sow behaviour to reduce losses



Sow in farrowing house

2_ Reducing the environmental impact of our activities

Axiom goals for farmers-consumers:

Reducing environmental impact through:

- Less agricultural land for the same pork production
- Less livestock effluents



How?

Selection on:

Feed efficiency

Digestive efficiency



2_ Reducing the environmental impact of our activities

A wealth of data worldwide, cutting-edge tools



More than 650 feeders worldwide
including 250 in France

More than 27 000 boars tested / year

Over 40 millions

individual data collected
on yield, carcass weight, classification data and boar taint

Objectives:

- ✓ Making the most of all this information to improve the efficiency of our selection strategy
- ✓ Increase the number of testing environments to reach a better understanding of genotype x environment interactions

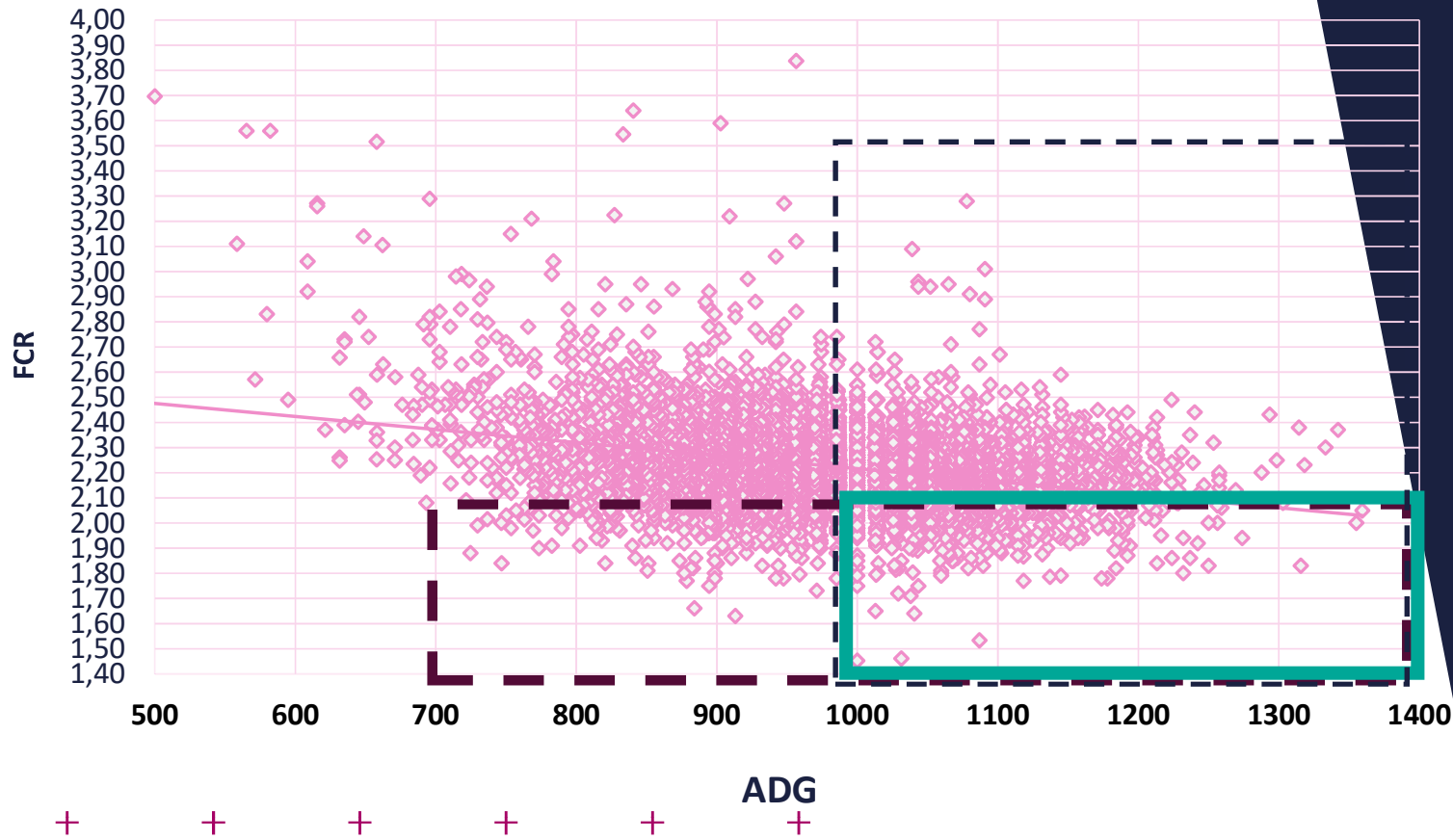


2_ Reducing the environmental impact of our activities

Direct selection on FCR in fattening



A very good feed conversion ratio
EFFICIENT GROWTH
can mean a very low ADG



Risk of selecting animals with
low consumption and low
growth rates:
ADG
adc:

An index that allows to
identify the animals with
the best growth and the





2_Selecting robust, resilient animals



Axiom goals for farmers-
consumers:

Reduce antibiotic treatment, offer
quality meat

Reduce farm mortality

How?

Selection on:

The robustness
of the animals



2_Selecting robust, resilient animals in-house thesis



Climate change
and societal
expectations



Need for animals :
Performing in different and
rapidly changing
environments



Robustness

How to phenotype it?

Objectives :

- Building indicators based on "static" and "dynamic" approaches
- Evaluate their genetic determinism
- Coming up:
new concrete applications in our selection strategy!



2_How is Axiom committed to meeting consumer expectations through its selection strategy? - Conclusion



Promoting profitability and comfort for farmers while meeting society's expectations



Productivity
Animal welfare



Environmental
impact



Robustness of
the animals

AXIOM REASON FOR BEING:

provide breeders worldwide with suitable breeding stock to meet all the expectations of the industry to the end consumer!



Thank you for your attention