



# How to engage the consumer?

## EPP Congress 2024

**A collaboration between  
farmer and retailer**

**Laurent Dartois**





# Ker Angel, a collaboration between farmer and retailer

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**Laurent Dartois**



# Ker Angel, a collaboration between a pig farmer and a retailer



**Laurent Dartois**

# History



**2001**

Take over of the family farm  
200 sows –  
Selection barn  
(first air filtered farm)



**2010**

1st expansion to 500 sows –  
selection and multiplication-  
100 ha of crops



**2015**

2<sup>nd</sup> expansion to 750 sows –  
Selection-  
Multiplication –  
200 ha of crops



**2017**

3<sup>rd</sup> expansion to 1250 sows –  
Selection-  
Multiplication –  
550 ha of crops

**2019**

Start of Ker Angel project



**2024**

1500 sows  
12 000 F1/year  
(8 000 for export)  
650 ha of crops  
Team of 26 people



# Why Ker Angel ?

☞ A win-win deal between 2 links of the value chain



☞ **Create a new economical sustainable model**

- Welfare : pig and employees
- Feed autonomous
- Energy almost autonomous
- ...

☞ **Involvement of all stakeholders :**

- Welfariste (CIWF)
- Authorities
- Neighbours

☞ **Due to high investment → Need to find a partner**



☞ **Intermarché pig value chain : From Slaughterhouse to consumer**

☞ Miss production site

☞ Ker Angel is for us an « experimental » model of the farm of the future

**Ker Angel will help facing a lot of challenges of the pig production :**

- Image of the model of production
- Attractivity of the job





# Introducing the farm



## A FARM WITH 300 ADENIA SOWS (AXIOM)

### Thor boars

- One building for breeding: farrowing post-weaning
- Three buildings for fattening on straw

**7,500 hogs raised per years**

**Health status free from all main diseases**



## HIGHLIGHTS OF KER ANGEL'S FEATURES

- 4 batches of 70 sows (5 weeks management)
- Free farrowing pens
- On-site weaning (28 days)
- Fattening on straw
- Uncastrated males
- Long tails
- Hogs raised without antibiotics



# Ker Angel : the virtual visit





# Ker Angel : the performances

Farrowing performances	2023
Weaned piglets/ productive sow / year	34,81
Total born piglets / litter	18,12
Born alive / litter	16,91
Weaned piglets/ litter	14,18
Piglet weight at weaning 28d (kg)	7,5



Global performances	01/04/2023
	31/03/2024
Nb pigs sold/ sow / year	29,6
Live weight products (kg)/ present sow/ year	3678
Global feed conversion rate	2,57
ADG 8-115 kg	826
Feed conversion rate 8-115 kg	2,29





# Ker Angel : a win win deal !



The long term partnership with Intermarché allow me to continue to invest with serenity in this new model.



The transparency allowed by Ker Angel will reassure the consumers about the pig production leading to the engagement of the consumer.



# Ker Angel : a win win deal !

Thanks to my partners



**« At Ker Angel, the pig see the sun, he feel the wind and he see the rain.  
If he grows fast, that means that he is in an area that fit to its welfare »**

**Laurent Dartois**

