



L'Éleveur

N° 0 - August 2011

We are pleased to present you the first issue of this Newsletter which is dedicated to spreading information, collected by the French breeders Association for the "Rouge des Prés".

In this first issue we present some information about the latest important dates in the evolution of the breed.

The breed has changed its name.

Since 2001 the former "Maine-Anjou" is called "Rouge des Prés". This change of name is part of the renewal of the breed which bears fruit nowadays.



Indeed, as the breed was changing its name, it was also steering a step to certificate the quality of the meat. This policy relies upon the specific qualities of the breed and on its traditional operating methods which consume grass as a main staple.

The breed has changed its location.

Thank to its success in the meat industry, the breed was able to be established in "Le Domaine des Rues" in 2008, a show farm built buy the De Rougé family who created the breed at the beginning of the 19th century.

The site has been entirely renovated. Breeders gather here for their technical activities such as high genetic potential bulls sales and as well as more festive activities.

The site has been newly renovated to meet the needs of visitors. You will find large cozy rooms and comfortable bedrooms. Our foreign breeders friends will be warmly received at the "Domaine des Rues". Check out a video of the Domaine [here](#)

The breed has changed its selection methods

The breed, which was mixed in the first place, started a specialization towards the suckling mode in the early 80's.

Nowadays the selection is made using results from farm performance controls. For a few years we have been reading the genome towards the double muscle gene ("culard gene" in France).

From 2012 we will be able to read the genome with more details and we will use ultra-modern methods to lead to a more and more efficient selection, to improve breeding facilities of our animals and the quality of our meat.

Maine-Anjou
Rouge des Prés



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