



YPERIOS[®]
CROISEMENT NOUVELLE GÉNÉRATION

PRESS RELEASE

YPERIOS, NEW GENERATION CROSSBREEDING!

AURIVA-Elevage innovates by launching the very first crossbreeding brand made in France: YPERIOS.

YPERIOS was born from a common ambition shared by AURIVA-Elevage and its AI cooperatives, in close consultation with the main companies in the meat sector: to offer dairy farmers an efficient, safe and sustainable crossbreeding.

YPERIOS aims to guide breeders in the implementation of their crossbreeding strategy on dairy cows.

YPERIOS has invented **a multi-breed approach, tailor-made and promising technical and economic performance!**

YPERIOS relies on surveys of dairy farmers, AI technicians and calf buyers as well as on statistical studies based on hundreds of thousands of data recorded on crossbred calves which have enabled the creation of **new economic indicators: EUROVAL**. On the basis of this knowledge, YPERIOS offers **a complete range of exceptional, reliable sires adapted to each breeding strategy.**

It is made up of YPERIOS INRA 95 and YPERIOS EXCELLENCE (Charolais Excellence) bulls available in conventional and male sexed semen. YPERIOS bulls are offered **according to three profiles: Secure, Optimise, Maximise.**

Their economic performances are now measured by **new indicators** that complement the information already available on birth conditions, breeding performance and slaughter abilities. These **new indicators**, born of the **innovative EUROVAL approach**, allow each breeder to evaluate the economic impact of his crossbreeding choices. They will be able to precisely adjust their safety, performance and economic gain cursors according to their objectives and priorities.

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