



innoval

MASTERRIND  
RINDERZUCHT UND VERMARKTUNG

UFLC

CHAROLAIS  
UNIVERS  
la référence création

BGS  
BRUNNEN JERSEY

AURIVA  
AUSWAHL ANZUCHT

Capgenes

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## INNOVAL, EVOLUTION International and MASTERRIND create SYNETICS.

**The boards and management of MASTERRIND and EVOLUTION International shareholders (INNOVAL, AURIVA, BGS, CAPGENES, CHAROLAIS UNIVERS and UALC) are pleased to announce the merger of their international activities.**

**The name of the new company will be SYNETICS.**

**Furthermore, MASTERRIND and INNOVAL have the intention to merge their genetic development in a new European cooperative.**

We share the same views and vision for the dairy and beef industry. Jörg Stubbemann, Chairman of MASTERRIND comments: "Realizing that our customers are continuously demanding high-quality genetics, our expertise is to support worldwide farmers with innovative genetic solutions to achieve their business goals, farm sustainability and to enjoy their work and life."

The group will sell around 8 million units of semen worldwide and will be one of the leading cooperatives in Europe.

By combining the activities of both organisations, we keep our genetic programs very competitive and increase our opportunities in the international markets.

This ambitious project means that:

- EVOLUTION International and MASTERRIND have created a common company for international sales called SYNETICS SAS. EVOLUTION International's current shareholders are still involved in the new organisation.
- Partners and customers will have access to a wider portfolio of dairy and beef breeds, goat genetics and associated services. Holstein customers will benefit from a better sire line-up with more variety.
- The dedicated SYNETICS team will work to elaborate a combined offer and give our customers the advantage of this great opportunity.

In addition, MASTERRIND and INNOVAL intend to integrate their genetic development in a new cooperative SYNETICS e.G. which will handle Research & Development, Breeding Programs, Semen and Embryo Production. For sourcing of genetics from North America, the partners have extended the existing INNOVAL partnership with Peak.

This exciting new project is supported by very skilled and motivated teams in the countries we are active. Patrice Guiguan, Chairman of INNOVAL, states: “We are very proud about this major step to develop and promote, together with our partners and distributors, European breeding on the international scene.”

The new total organisation will be operational in January 2023. Boards and employees are enthusiastic about this great development for both our organisations and look forward to this great opportunity.

For further information, please contact:

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INNOVAL is a leading cooperative French group owned by 30 000 dairy, beef and goat farmers. The company's objective is to implement sustainable, adapted and coordinated services in the fields of data collection, consulting, animal health, reproduction and genetics. In close collaborations with the breeders, the subsidiary EVOLUTION has selection programs for the breeds: Holstein, Normande, Pie Rouge, Parthenaise and Limousine. [www.INNOVAL.com](http://www.INNOVAL.com)



MASTERRIND is the leading dairy and beef genetics cooperative in Germany owned by 8500 farmers. Driven by innovation, traditional values and sustainability MASTERRIND supplies genetics that create productive and healthy cows. A fair and professional partnership with members and customers are the cornerstone of MASTERRIND's values. MASTERRIND. [www.MASTERRIND.com](http://www.MASTERRIND.com)



AURIVA-Elevage is the union of cooperatives in the South of France and a breeding company. It manages the breeding programs for 8 cattle breeds: Abondance, Aubrac, Bazadaise, Blonde d'Aquitaine, Gasconne, Tarentaise, YPERIOS 95 and YPERIOS Exc. Guided by the interests of today's and tomorrow's breeders, AURIVA is a creator of excellent genetics and a provider of high quality services through its semen production and embryo biotechnology divisions. AURIVA is committed to the sustainability of farms, breeds and territories. It disseminates exceptional sires both in purebred and for beef on dairy through its crossbreeding program YPERIOS, and improve farmers 's milk and beef revenues as well as their daily life. [www.auriva-elevage.fr](http://www.auriva-elevage.fr)



Brune Génétique Services (BGS) is the union of cooperatives that develops the French breeding program for the Brown Swiss breed. Based on a principle of openness to the best of the world's Brown Swiss genetics, BGS genetics is the search for a perfect combination of production, milk quality, morphology, longevity and functional traits. The French Brown Swiss breeders are strongly involved in the very efficient BGS program. This program is making his mark on international rankings and he contributes to bringing competitive genetics to purebred and crossbred dairy breeders. [www.brune-genetique.com](http://www.brune-genetique.com)





CAPGENES is a union of cooperatives in the goat industry that conducts selection schemes for the 15 recognized goat breeds in France. The genetic improvement program is a collective approach in which more than 1,500 breeders participate, with the objective of improving the sustainability of their herd through selection. CAPGENES is today the world leader for the ALPINE and SAANEN dairy breeds, thanks to a great diversification of selection criteria and the use of new technologies such as genomics or single step. [www.capgenes.com](http://www.capgenes.com)



CHAROLAIS UNIVERS is a union of French cooperatives whose missions are the creation, the detection, the evaluation and the diffusion of improving Charolais bulls for pure breeds as well as crossbreeding. CHAROLAIS UNIVERS is leader in the rankings of the bulls evaluated on Maternal Qualities and carriers of the polled gene. Our objectives, the response to the expectations of the markets in the respect of the breeders and their animals. [www.charolais-univers.com](http://www.charolais-univers.com)



UALC is a Union of Breeding and Animal insemination Cooperatives from the French area of Auvergne Limousin and Charente. The cooperative leads the selection program of the Salers breed. Evaluated and performing bulls resulting from a rigorous selection program oriented towards the maternal qualities of the breed and the profitability of the farms. UALC is committed to leading the way to a better future with innovative ideas and new technologies. [www.ualc.fr](http://www.ualc.fr)

