

ENAJ-EU-FarmBook LBPT to Brittany, Rennes
in cooperation with French Livestock Institute Idèle*

Digital Innovation and Data Technology for Livestock Farms

06 – 08 July 2026



Photo: Idele

Pretour
Pig farming in Brittany
hosted by Cooperl**

05 – 06 July 2026



Photo: Yanne Boloh

Dear journalists,

In the beginning of July agricultural journalists from all EU countries are invited by ENAJ and EU-FarmBook to the 2026 LBPT in Brittany. In 2026 the focus lies on **Digital Innovation and Data Technology for Livestock Farms**. This third edition of the ENAJ & EU FarmBook press event will explore how digital innovation and data technologies are shaping the future of European livestock farming.

The event is hosted and organised in collaboration with IDELE, the French Livestock Institute.

Before the programme of ENAJ&EU-FarmBook starts on Monday, 6th of July, Cooperl, the biggest pig cooperative in France, invites 25 journalists to a pretour. Participants of the ENAJ-EU-FarmBook press event will be given priority to attend the pretour.

Key information

- Dates: Pretour: 5 – 6 July 2026, ENAJ-EU-FarmBook LBPT: 6 – 8 July 2026
- Participation fee: Pretour: 40 Euro, ENAJ-EU-FarmBook LBPT: 140 Euro.
- Included: hotel (pretour: 1 night, press event: 2 nights), meals, bus transportation during the program
- Not included: travel costs to Rennes, drinks outside the meals
- Numbers of places: 25 journalists
- **Registration: Accepted on a first-come, first-served basis. Please wait for confirmation of your registration before booking your trip.**
- **The trip invoice must be paid to ENAJ no later than 14 June.** An unpaid invoice will result in the cancellation of your registration. After the due date, payments are non-refundable and the trip cannot be canceled. The trip may be transferred to another person.
- **Registration ends on 1st of June 2026**, link: <https://eveeno.com/142175853>

Welcoming you to Brittany — Bienvenue!

*The organizing team of ENAJ, EU-FarmBook and Idèle
Sponsor of the pretour: Cooperl*

*The **French Livestock Institute** Idèle is France's national research and development institute, focusing on the cattle-, sheep- and goat-breeding and production sectors
[Institut de l'Élevage - Idele.fr](https://www.idele.fr)

****Cooperl** is the largest pig cooperative (around 4,7 millions pigs a year) and pork value chain company in France <https://www.cooperl.com/>

Programme

Pretour: Pig farming in Brittany

Sunday 5 July

Arrival in Rennes in the afternoon

18:00 Meeting point train station of Rennes. Transfer to Lamballe (1 hour drive)

19:00 Checkin Hotel Les Caps, 14 rue de la ville Es Lan 22400 Lamballe
tel :+33/2 96 31 16 37

19:00 friendly tasting Brittany delicatessen and cheese encounter (tbc)

Monday 6 July

7:30 Bus departs at hotel

8:00 Bulle Environnement: Visitor Center of Cooperl cooperative

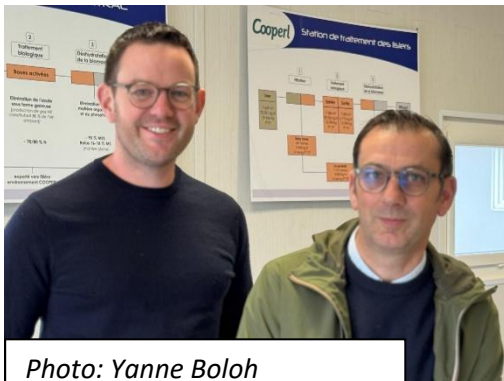


Photo: Yanne Boloh

Showcases of the circular economy model that has been in place within the pig farming sector for 30 years. The topics covered illustrate how the cooperative has developed synergies between livestock farming and its processing operations to transform waste into resources. This industrial ecosystem features a specific water recycling management system and houses facilities for renewable energy production (biogas, biofuel) and the collection of organic matter to create organic fertilisers. A long-term vision is presented to

address the challenge of sustainable pig production in Brittany. Farmers are paid for their waste.

9:30 Coffee break and presentation of Ville Poissin farm

The FarmLab, located on the Ville Poissin site, is a farm housing 250 breeding and fattening sows, operated by Cooperl, whose aim is to test any new solutions that contribute to a



Photo: Cooperl

sustainable smart farm model. Its mission is to explore and validate the farming practices of the future in the fields of nutrition, farming equipment and animal welfare to be able to disseminate to all Cooperl farmers. The FarmLab observatory, operational since late 2024, is a modular experimental building. It hosts trials aimed at drawing inspiration from nature by managing the pigs as a herd of wild boars. It identifies conditions conducive to pig behaviour in order to reduce tail-

biting in large-group management. Farm manager will share is day to day life and researchers will explain aims and results.

12:00 Lunch on the farm: typical barbecue of Brittany “galette-saucisse”

13:00 Departure of Bus for Rennes (end of Pretour)

ENAJ-EU-FarmBook LBPT

Monday 6 July

14:00 Arrival Institut Agro Rennes in Rennes

14:30 Welcome and Keynotes

ENAJ Chair Yanne Boloh, EU FarmBook project coordinator Pieter Spanoghe and Patrick Sarzeaud, IDELE, will welcome participants to one of France’s main powerhouse agri-food regions – Brittany – renowned for dairy and beef, pigs and poultry, vibrant vegetable production and a thriving seafood sector.

15:00 Panel on “Digital Innovation and Data Technology for Livestock Farms”

Participants of the panel

- Yannick Le Cozler (Institut Agro Rennes) – digital innovation in dairy research
- Adrien Lebreton (Idele) – deployment of technologies on livestock farms—drawing on Idele surveys and R&D in 3D imaging, computer vision, GPS and drones, with insights into social and economic impacts
- Claudie Guyomarch (Crecom) – Directrice Crecom
- Pauline Créach (Itavi) – advances in poultry production

Moderator: Peter Rakers

17:00 Innovation marketplace with coffee&tea

Informal showcase and networking session where researchers and innovators present concrete tools, pilots and results, and discuss them directly with journalists.

18:00 Visit of School and the famous Cheval d’Auzoux

18:30 End of programme, bus transport to Ploermel

19:30 Arrival Ploermel

Checkin Brit Hotel Ploermel - Hotel de l’Hippodrome, Rue Charles Aznavour, 56800 Ploërmel, Tel.: +33 2 97 70 28 57; Email: ploermel@brithotel.fr, Site : www.brithotel.fr

20:00 Diner (Brit Hotel Ploermel)

Tuesday 7 July

8:00 Departure of bus

8:30 Mauron [CIRVEAU-CIRBEEF](#) | [agrifoodTEF](#) experimental farms



Digital innovation on demonstrations in CIRBEEF farm

Innovations in beef and forages will be presented by scientists, including a Phéno3D gantry and drone demonstration on forage trials.



IDELE's DIGIFERME® of CIRVEAU farm

(Centre for Innovation and Research on calf) is dedicated to veal calf research. The journalists will explore equipment and practices in veal production covering housing, feeding, animal health and welfare, and environmental performance.

Photos: Idèle

12:00 Light lunch at the experimental farm

13:00 Departure of bus

13:30 Visit of IFIP Centre International de Recherche - Innovation de la Filière Porcine

The focus of the visit will be the operation, funding, and positioning of IFIP within the agricultural R&D ecosystem, with a broader overview of the role of technical institutes. Depending on professional focus, journalists will have the opportunity to visit the experimental station (shower is mandatory) or participate in a research presentation of the meat/processing laboratory and the X-ray scanner or a virtual tour of the station.

16:00 Departure of bus

16:30 SCEA La Ville-les-Archers Iffendic



Photo: Yanne Boloh

SCEA La Ville-les-Archers, located in Iffendic (France), is a family-run farm raising broiler poultry in **two 1,000 m² houses**, complemented by a **400 m² « jardin d'hiver » (winter garden)**.

Since late 2024, the farm has been part of a pilot group testing **coMI SENSE**, a smart monitoring solution developed by **Groupe Michel Nutrition Animale**.

The system collects and analyzes **sound and video in real-time** to monitor the flock's condition.

It enables farmers to detect anomalies earlier and refine daily flock management.

The overall aim is to enhance both **animal welfare and production performance** through data-driven decision-making.

18:30 Departure of bus for Dinner

19:00 Diner Crêperie La Fée Gourmande, Paimpont

21:00 Departure of Bus to return to Ploermel

Wednesday 8 July

8:00 Departure of Bus

8:30 Dairy Farm in Carentoir



Photo: QuantiFarm

Journalists will see on-farm robotics, with milk-feeding robots, pig husbandry and research on cutting-edge robotic technologies.

Description and topics covered:

- 150 Prim'Holstein dairy cows
- Pig farm (post-weaning and fattening)
- Visit to the dairy farm:
 - Single building for all animals
 - 26-place rotary parlor
 - Feeding robot
- Discussions on farm equipment strategies to optimize working time
- Presentation of Return on Investment calculations for the feeding robot

11:00 Departure of the farm

12: 00 Arrival Rennes, light lunch optional, end of the press event

Please contact us if you have questions:

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