

WORLD YOUNG SHEPERDS CHALLENGE

MAY 25th TO JUNE 1st, 2024



INN'OVIN



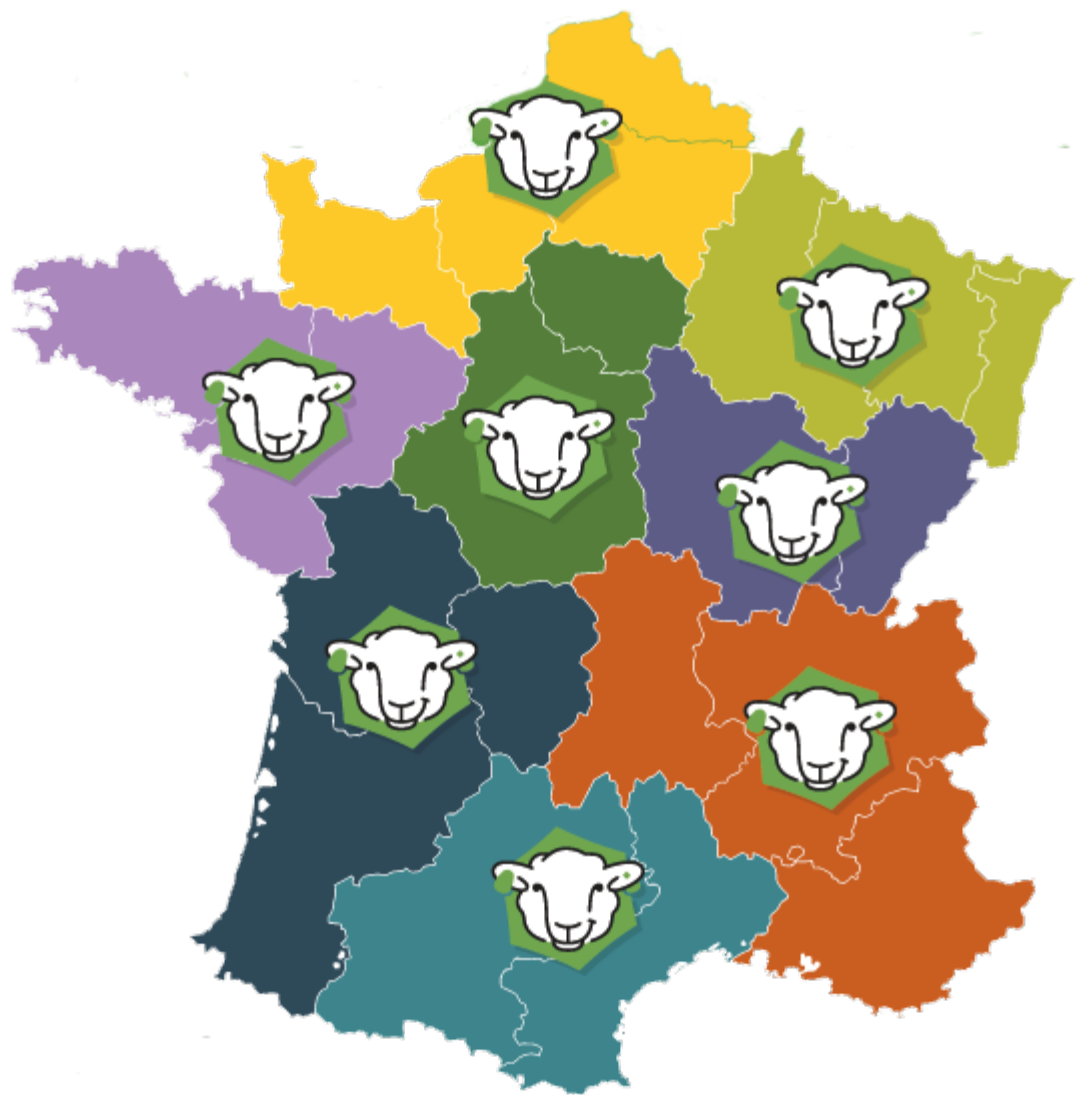


OVINPIADES in France, 19 YEARS OF PASSION

Many breeders will be retiring in the next few years, so it is important to replace them. Especially since the sector needs new farmers to maintain and increase the national production of sheep's milk and lamb meat.

IN THIS CONTEXT, THE OVINPIADES COMPETITION SHOWS THE SECTOR'S DESIRE TO ESTABLISH A NEW GENERATION OF SHEEP FARMERS.

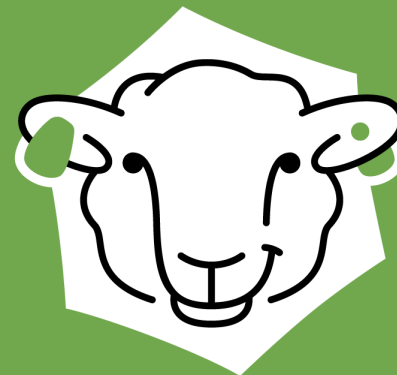
More broadly, the sector is working to make this profession even more attractive by allowing the farmer to generate a better income and to carry out his activity in better conditions.



A COMPETITION TAKING PLACE ALL OVER FRANCE

**BETWEEN 700 AND 900 PARTICIPANTS
THROUGHOUT THE COUNTRY**

**64 finalists (40 for the individual competition
and 24 for the group competition) will then meet
in Paris for the grand final.**



8 TESTS
OF THE INDIVIDUAL OVINPIADES

INDIVIDUALS

TEST



1. QUIZ

- A written quiz on sheep farming with different themes: feed, genetics, buildings, animal welfare, etc.

2. BREED IDENTIFICATION

- 10 animals pass through the sheep ring. Participants have 10 minutes to recognise the breed presented.

3. HOOF TRIMMING

- Using a roll cage to make handling the animals easier, the youngsters trim the hooves of a ewe. Speed, precision of movement, handling of the animal and compliance with safety instructions are assessed.

4. ASSESSING A EWE'S STATE OF HEALTH

- Candidates must hold a ewe chosen by the jury from a batch of females and assess its state of health within a limited time: taking its temperature, observing its 3rd eyelid, teeth, feet and udder.

EPREUVES INDIVIDUELLES



5. HANDLING AND ASSESSING THE BODY CONDITION OF A EWE

- After assessing the body condition score of 3 ewes, the candidate grabs one and sits it in a defined area before releasing it into the holding pen. Accuracy, scoring and handling techniques are assessed, taking care not to favour strength over skill.

6. EVALUATE LAMB FAT COVER

- Candidates must be able to assess the fattening and finishing condition of 3 lambs in a limited time.

7. SORTING EWES WITH AN ELECTRONIC READER

- Candidates will have the task of isolating ewes from a batch of 15 ewes, passing them through a holding corridor to read the information contained in their electronic tag.

8. CHOOSING A QUALIFIED RAM

- Candidates will have to be able to identify, from a batch of rams, which one will be the most qualified to respond to the breeding problem they have chosen at random.

**A FINAL THAT RECEIVED
IMPORTANT MEDIA COVERAGE**

The final of the French Ovinpiades is organized every year on the 1st Saturday of the International Agricultural Show in Paris, on the Grand Ring, in front of all visitors to the show.



MAJOR PRESS RELEASE FOR THE OVINPIADES FINAL IN 2022

762 retombées

+19% des retombées
par rapport à 2020

70% des retombées
dans la presse grand public

90% des retombées
dans la presse régionale

446 articles
presse écrite

274 articles on line

40 reportages
TV-Radio

+ 2,9 millions
d'€ (équivalent achat d'espace publicitaire)

+ 15 millions
d'exemplaires (OJD)

+ 505 millions
de lecteurs (Audience)

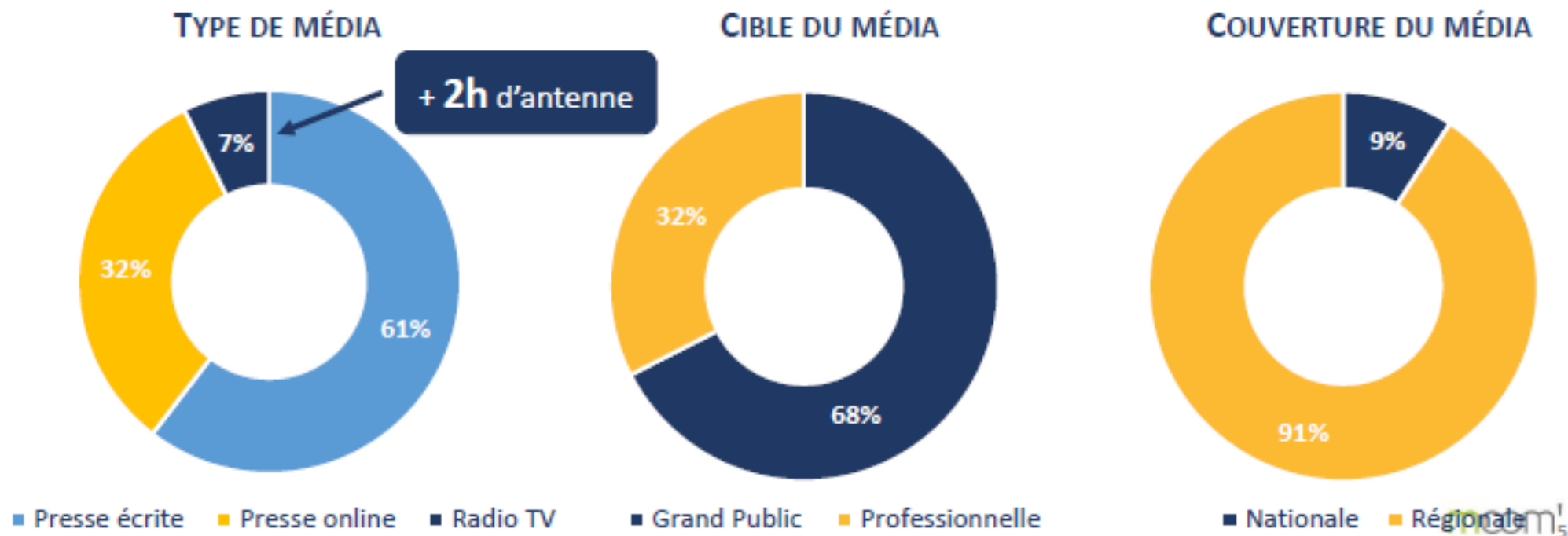
+ 1h30 d'antenne

PRESS RELEASE CONTINUE TO INCREASE IN 2023

877 retombées

L'essentiel des retombées provient de la presse écrite et online. A noter une belle progression des retombées audiovisuelles en 2023 (63 vs 40 en 2022).

Les retombées sont essentiellement dans la presse lue par le grand public (68%) et dans des médias régionaux (91%).



**FOR 2024,
A MAJOR EVENT...**

A NEW EDITION

OF THE YOUNG SHEPHERDS CHALLENGE



Deviens
le meilleur
berger du monde !
Become
the best shepherd
in the world !

2^{de} FINALE
INTERNATIONALE
2014 - France

Lycée agricole de Brioude (43) : 30 septembre
Sommet de l'Elevage (63) : 1^{er} octobre

<http://ovinpiades.hautetfort.com/>



LAST EDITION OF THE “OVINPIADES MONDIALE”, WORLD YOUNG SHEPHERDS CHALLENGE IN 2014

- 1 week of visits and exchanges.
- Competition events at the Salon du **SOMMET de l'Elevage**.
- **22 countries invited:** Argentina, Australia, Austria, Bulgaria, Canada, Chile, Germany, France, Hungary, Italy, Netherlands, Wales, New Zealand, Romania, South Africa, Spain, England, England, Uruguay, USA.



Chiffres clés

**PRESS
COVERAGE
TO MATCH**

Presse étrangère
46 retombées

+

Presse française
331 retombées

=

377 retombées
citant la Coupe du Monde

Presse écrite
208 retombées

Presse Online
106 retombées

TV / Radio
17 retombées

+ 20 millions
de lecteurs

+ 5 m² d'articles

Essentiellement
la **presse régionale**
et **professionnelle**

À noter :
une reprise de la
Coupe du Monde
dans les **sites**
très spécialisés
de Reussir lait,
porcs, vigne et
aviculture

- **1h10** d'antenne

À noter : **TF1** et 3
sujets en moyenne
dans les France 3
Auvergne, Quercy et
Provence Alpes

49:21 GUI 1-0 PAOK



- To relaunch the Ovinpiades internationales and recreate a dynamic around this event.
- Succeed in making this event a lasting one by introducing a rotation of countries that will host the event.
- To make this event a key event for the sheep industry and not just for sheep farming.





ENCOUNTERS AND A BEAUTIFUL
YOUTH EXPERIENCE

VISIBILITY AND GOOD
COMMUNICATION
FOR THE SHEEP INDUSTRY

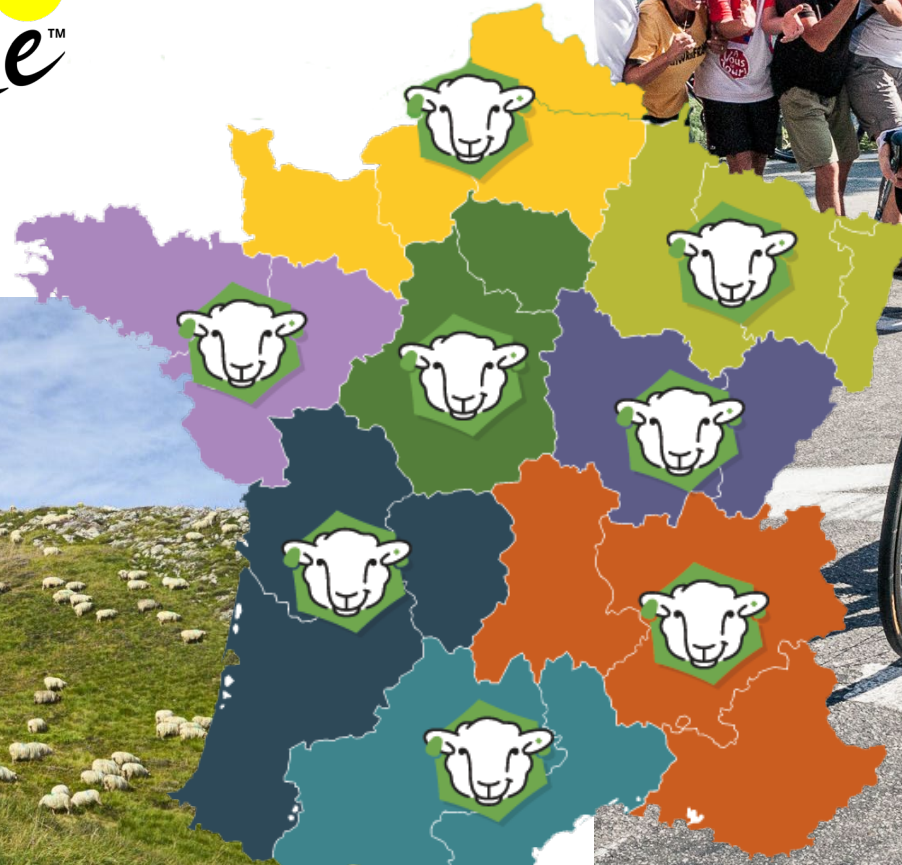
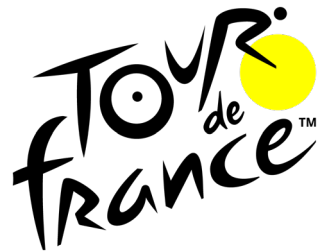


SHARING PRACTICES OF
INNOVATIONS AND CREATING LINKS

THE CONCEPT OF THIS NEWS INTERNATIONAL OVINPIADES:

THE FRENCH SHEEP TOUR

To show the diversity of
French sheep farming
and to involve
professionals from
several territories.



A WEEK TO SEE THE DIVERSITY OF THE FRENCH SHEEP INDUSTRY



MAY 25st TO JUNE 1st, 2024

- 25/05 : Arrival of participants in Paris
- 26/05 : Visit to the CIIRPO (87)
- 27/05 : compétition
- 28/05 : Visits around the sheep sector in Aveyron (12)
- 29/05 : compétition at Fedatest (43)
- 30/05 : compétition at Charolles (71)
- 31/05 : Prize-giving ceremony at the Bergerie Nationale de Rambouillet (78)
- 01/06 : visit of the Bergerie Nationale de Rambouillet and end of the Ovinpiade



TEST

- **Quiz:** technical questions about food, genetics, etc.
- **Handling and diagnosis:** catching a sheep, checking its health status and **Body condition Score**
- **Lambs :** Weighing and fattening status
- **Shearing**
- **Sorting** sheep
- **Hoof trimming :** to be defined if cage, armchair, etc.
- **Movable fencing:** set up a net as quickly as possible



CANDIDATES

- **Applicants in 2024:** 18 – 23 years old inclusive. In training or installed/professional activity for less than a year. Best Young Shepherd and Best Young Shepherdess from each country. Free selection for each country.
- For France, the champions of the Ovinpiades on February 24, 2024 will be brought to the World Ovinpiades.
- Each foreign delegation will be able to bring **an accompanying person**, in addition to its **two candidates**.



More than **15** countries
represented;

Press coverage;

5 French departments crossed;

The entire **sheep industry**
gathered to celebrate
these meetings.



SHEEP SECTOR

- **The common thread of the event was the diversity of the sheep sector.**
- **Every day, a continent and its sheep sector will be highlighted.** Objectives: to create exchanges and give time to the invited countries.
- **At the end of the day, the continent in the spotlight will host a conference/presentation on a particular topic.** Ex : the sustainability of sheep farming in Oceania, the renewal of sheep farmers in South America...
- In the evening, the country's cuisine is also highlighted. **"Lamb cooked in all sauces"**, with typical recipes from different countries. Demonstrate the different ways to cook lamb meat and sheep's milk/cheese.



SUPPORT AND RESPONSIBILITY

- **Each invited country is responsible for transporting the 2 candidates and the accompanying person.** Their arrival prior to the event or the extension of their stay is the responsibility of the delegation.
- **INTERBEV Ovins will then take charge of the entire programme,** from the hotel night on 25 May 2023 to lunch on 1 June 2023.
- **Accompanying staff will be made available to help with the translation of tests or visits for the candidates.**



REPLY BEFORE JANUARY, 31th 2024

FOR MORE INFORMATION

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