



PLAINEMAISON
AQUITAINE



The OR ROUGE brand:

A virtuous association between sustainable, agro-ecological farming and the production of top-quality meat

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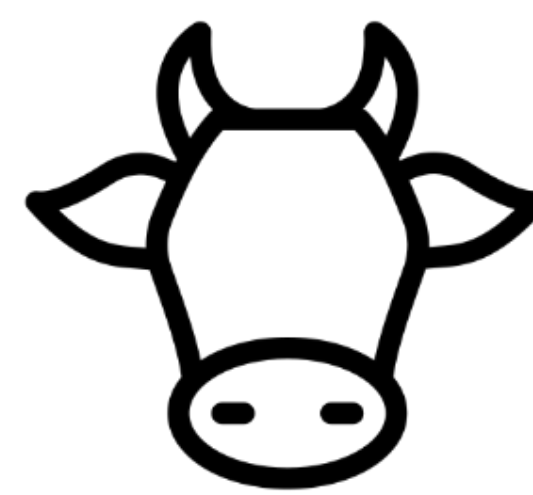
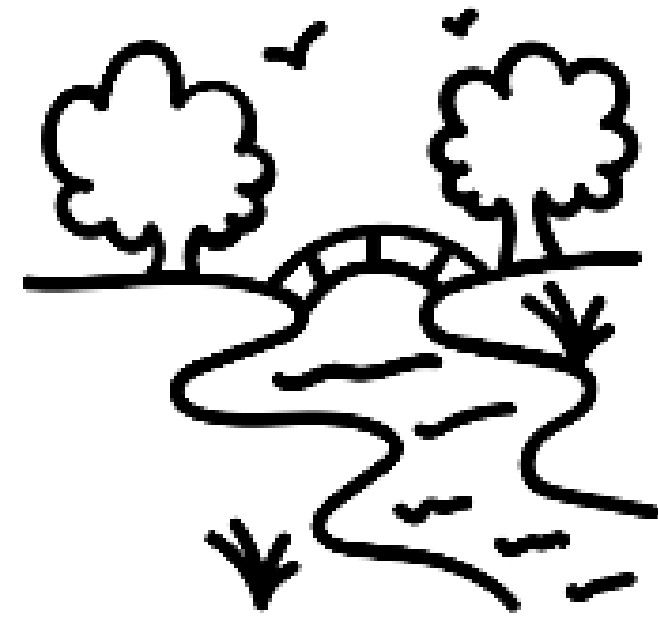
Need to change farming practices in a context of climate change

Crucial importance of sensory quality of meat to satisfy consumers expectations

Development of a brand that meets current & future consumer expectations: environmental and sensory quality of meat.

Farms and areas characteristics:

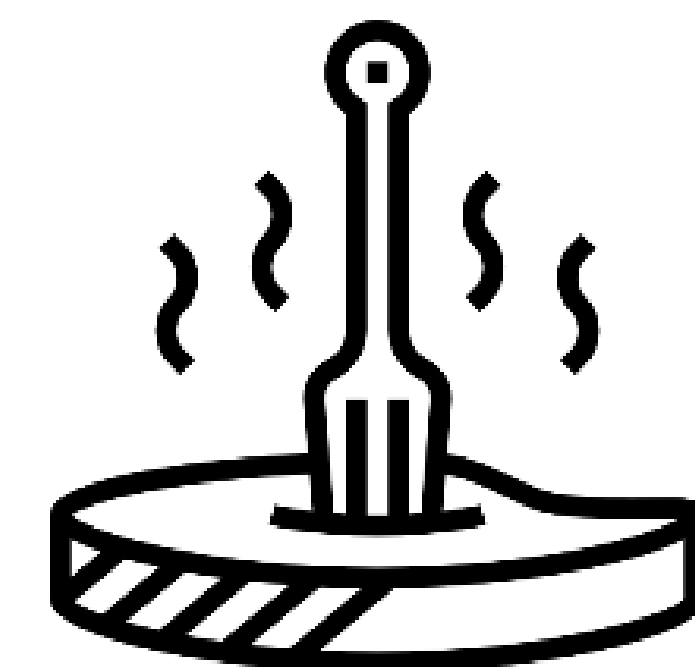
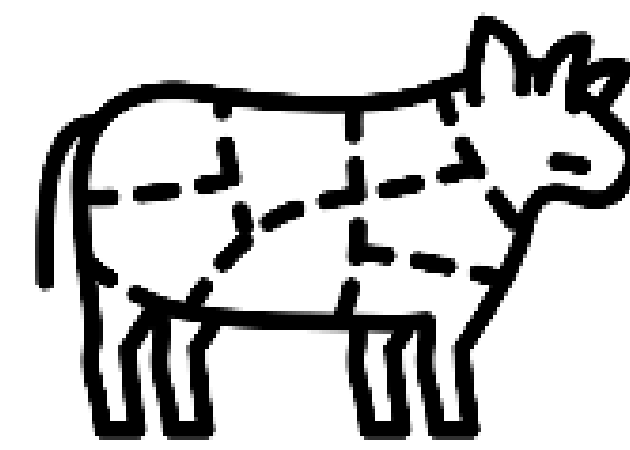
- High natural value areas
- Diversity of crop rotation,
- Extensive breeding practices
- Agro-ecological infrastructures
 - ⇒ Lower impact on the environment
 - ⇒ Limited influence on climate change



Selected and processed carcasses in the cutting plants:

- Meat sorted and selected in the cutting plants
- Eating quality predicted by the MSA method
- Use of pelvic suspension to enhance tenderness
- A well controlled ageing

- ⇒ Meat with high sensory qualities
- ⇒ A guarantee to be satisfied



This approach generates more added value for the entire industry, and helps to ensure the long-term future of cattle farming.



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