

French leader for the rabbit and kid goat production

## From the family firm to the food group

New communication concept  
«Share more than a recipe»,  
focusing on the national  
brand LOEUL & PIRIOT



Lapin & Bien : rabbits bred on the floor in wide enclosures  
a new breeding mode in favour of animal welfare.

Indexation of the purchase price of rabbits on the cost of feed.

New version of animal welfare brand :  
Les Eleveurs Responsables.



Distribution of the farms near to the production site to improve our Animal Welfare commitment.



Development of the specifications Label Rouge.



2025

1983

100% vegetable, minerals and vitaminic feed.

1992

Creation of ACLV slaughterhouse, by the association of Loeul & Priot and the local feed makers and breeders groups.

1993

Commercial partnership with Drôme Lapins, that becomes a subsidiary and reinforces our position in the South-East of France.

2006

Rabbit feed GMO free (<0.9%).

Loeul et Priot group is the first operator on its market to obtain the ISO 2001 version 2000 and the IFS certification. Some products are excluded from the scope of the IFS Food audit. Exclusion details can be provided upon request.



2012

Third-party control by an independent organization and membership of Bleu-Blanc-Coeur.

2013

Alliance between Loeul & Priot and Multilap then assimilation of Bretagne Lapins : Creation of the ALPM group.

2014



2017

Les Eleveurs Responsables.

2019

Indexation of the purchase price of rabbits on the cost of feed.

2025

Lapin & Bien : rabbits bred on the floor in wide enclosures  
a new breeding mode in favour of animal welfare.

100% of french origin

Rabbits and kid goats born, bred and slaughtered in France



Companies located in the breeding areas :

- ACLV
- LOEUL & PIRIOT (Headquarter of the group)
- Multilap

## Some figures...

 **2**  
production sites

 **380**  
employees in France

 **200**  
breeders partners specialized and passionate

 **110 €**  
millions of annual turnover from which 22 % at the export

 **600**  
ref. products adapted to the different needs of the food markets

 **66 %**  
of controlled slaughters in the west of France



## The rabbit, a tender and healthy alternative !

Numerous specifications available:

- feeding 100% vegetal, vitamines and minerals
- feeding Omega 3 with Bleu Blanc Cœur
- feeding without GMO (<0,9%)
- development of specific rearing conditions improving the respect of animal well being
- raised in parks
- certified breed
- raised in enclosures

Original and suitable products :

- whole, cut and convenience products in fresh and frozen
- a range adapted to the national or international market needs all year long
- specific developed for HORECA and retail



## The kid goat A delicious whim !

Bred with milk, that brings tenderness, taste and thinness of the meat.

A meat of exception with certain organoleptic qualities.

A traditional adapted range.

Collaborate with  
**ALPM** means ...

- 1 **Collaborate with the french leader of rabbit and kid goat** (production capacity 320 000 rabbits/week and 300 000 baby goats/year).
- 2 Work with a **dynamic and reactive team**, to **answer to your needs** for more than 40 years.
- 3 Commit itself concretely with the development of **the responsible sectors 100% of french origin, with high regional identities**.
- 4 Participate to the development of the breeding conditions implicated in **the respect of the Animal well being**
- 5 To have **the guarantee of a total traceability of the products** sold by sites certified IFS.
- 6 Benefit of a **transparency** all along the **production process, from the partner farms to your plate**.
- 7 Support innovations which integrate **the society expectation**.

**ALPM**

Don't hesitate to contact us :

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**ACLV**

**LOEUL & PIRIOT**  
DEPUIS 1906

**multilap**