

# Traceability of bovine genetic material with Mecalux's Easy WMS

French company AURIVA-Elevage oversees more than 13 million bovine semen doses stored at -321°F.

Country: **France** | Sector: **agriculture, ranching & fishery**



## CHALLENGES

- Ensure traceability of more than 13 million bovine semen doses.
- Coordinate logistics operations with high precision in a cryogenic environment.

## SOLUTION

- Easy WMS warehouse management system.

## BENEFITS

- Full traceability of each dose by sex, breed and date.
- Streamlined operations involving 21 liquid nitrogen tanks at -321°F.



AURIVA-Elevage is a French cooperative specializing in bovine reproduction, with a focus on breeds such as Blonde d'Aquitaine, Aubrac, Tarentaise, and Abondance. The company supplies advanced top-quality solutions for artificial insemination, genotyping, and embryo transfer, supporting both livestock farms and its own technical center. By providing highly specialized bovine semen (conventional or sexed), AURIVA-Elevage drives genetic progress and herd optimization. The cooperative blends innovation, technical rigor, and close collaboration with breeders to promote efficient, sustainable livestock production.

- » **Founded: 2016**
- » **No. of employees: 85**
- » **Member breeders: 19,000+**
- » **Production: 2.5 million doses/year**
- » **Distribution: 50 countries**



The French bovine reproduction cooperative AURIVA-Elevage has taken a decisive step in transforming its logistics operations. The company implemented Mecalux's Easy WMS warehouse management system in its cryogenic facilities in Brindas and Soual (France) to ensure traceability of more than 13 million bovine semen doses stored under extreme conditions.

“Digitalizing our logistics processes represents a turning point for our business,” says Anthony Baudry, Logistics Manager at AURIVA-Elevage. “We work with high-value genetic material, so we needed a tool that would give us complete inventory visibility and help us respond quickly and accurately to orders from cooperatives and cattle farmers.”

Inside its 2,153 ft<sup>2</sup> laboratory, AURIVA-Elevage stores biological samples in 21 stainless steel tanks at -321°F. The cooperative faced the challenge of maintaining full traceability for a large volume of highly sensitive products. “Handling these doses requires rigorous tracking. This is crucial for preventing any thermal deviation that could compromise the quality of the genetic material,” says Émilie Thomas, Inventory Manager.

### Technology to preserve genetic integrity

Mecalux's Easy WMS has been integrated with AURIVA-Elevage's Sage 100 ERP system. This boosts logistics efficiency while tracking reproductive doses until they are distributed to cattle farmers in France and other European countries.

Every two weeks, AURIVA-Elevage receives new production batches following a health-certification quarantine. The samples are analyzed and then submerged in liquid nitrogen in one of 21 stainless steel tanks. “Easy WMS organizes each dose precisely, using

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**Céline Huriaux**  
Inventory Manager, AURIVA-Elevage

criteria such as sex, breed, and collection date,” says Léa Rochas, Fulfillment Associate.

In addition to managing storage operations, Easy WMS optimizes the entire daily workflow. It guides employees at each stage — from receiving samples to final distribution — enabling smoother, error-free processes. “Thanks to Easy WMS, we've greatly reduced the time spent locating and handling doses. This allows us to focus on what truly matters: genetic quality and customer satisfaction,” says Céline Huriaux, Inventory Manager.

### Innovation serving genetic excellence

By implementing Easy WMS, AURIVA-Elevage has strengthened its commitment to innovation, quality, and transparency in bovine reproduction. This digital transformation has improved the cooperative's operational efficiency. Moreover, it has positioned AURIVA-Elevage as a benchmark in bovine semen management, ready to meet the needs of Europe's livestock sector and rise to future technological challenges.

