

CAN COLLECTIVE BRANDS PUSH DAIRY FARMS TO ADOPT INNOVATIVE PRACTICES ?

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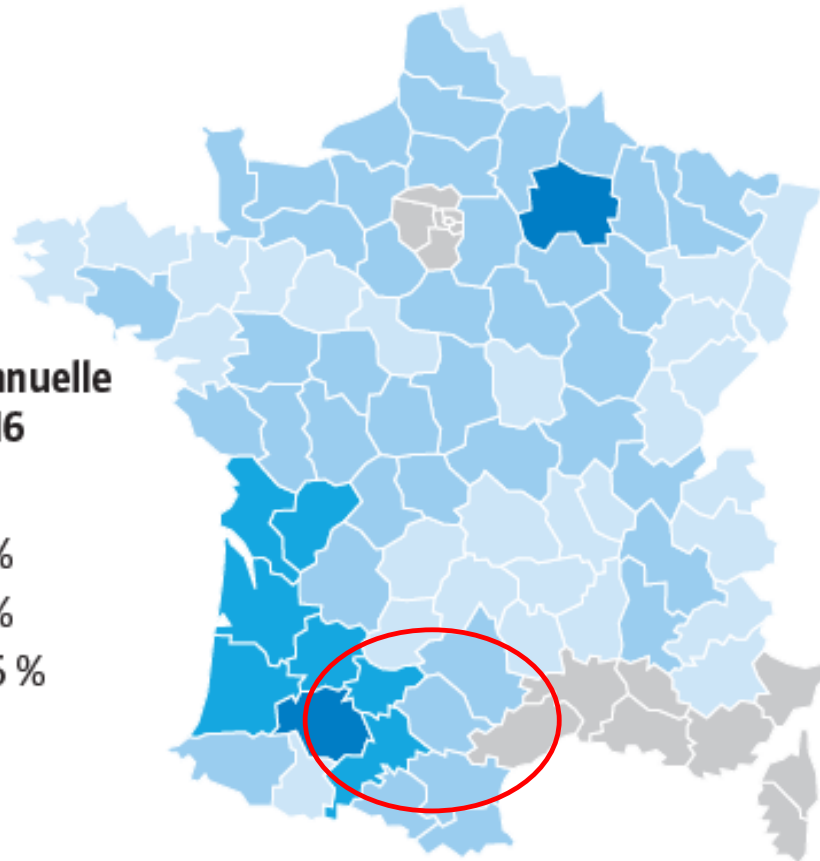
Session: Innovative farm systems to meet societal demand

EAAP 2020 virtual meeting

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STRUCTURAL CHANGES IN THE DAIRY SECTOR



Source : SPIE-BDNI – traitement Institut de l'élevage

France



1984: 427 000 dairy farms producing 64 800L/year
2019: 55 000 dairy farms producing 438 000L/year
(AGRESTE, 2019)
(FRANCEAGRIMER, 2020)

End of dairy quotas laitiers voted in 2003
And put in practice 2015

Occitanie region

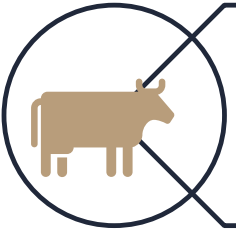


Since 2006
-18% dairy production
-33% dairy farms
(CHAMBRES D'AGRICULTURES D'OCCITANIE and CERFRANCE, 2018)

SOCIETAL DEMANDS



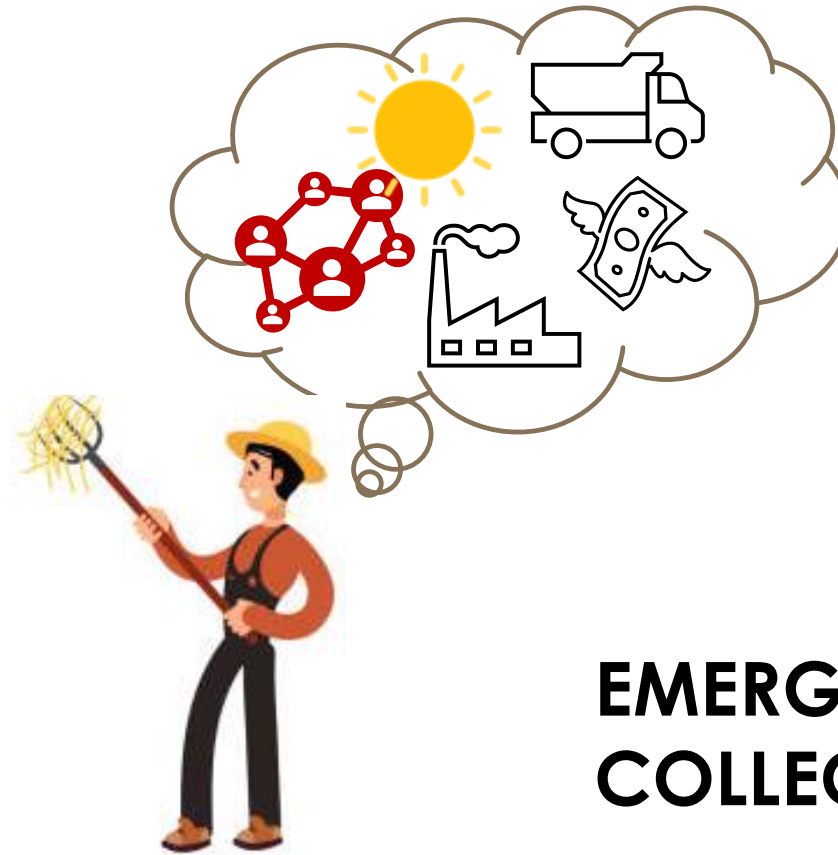
Environmental



Animal welfare



Local and transparent



Innovation
(OCDE, 2010)

- Product
- Good
- Service
- Process
- Market
- Organisational

EMERGING COLLECTIVE BRANDS

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QUALITATIVE APPROACH



Identification of collective brands in Occitanie region



2 steps individual interviews
(April-July 2020)






Brands' manager
3 Farmers by brand
Farm visit














Data analysis

Interviews Transcription
Brands organizational structures
Farms innovative practices
Direct and indirect role of brands in this process

BRANDS' CHARACTERISTICS

Name	Creation	Farms	Production (Million L)	Own processing unit	Compulsory standards
	2010	420	9	NO	YES/NO for the new one
	2010	43	13	YES	YES (organic or PDO)
	2010	30	10	YES	YES
	2018	17	0.85	NO	YES
	2016	5	1	YES	YES

DIRECT ROLE – INNOVATIVE PRACTICES TROUGHT STANDARDS

Labels/ standards	<u>Production standards and practices</u>
	<p>Milk produced and processed in montaineous regions</p> <p>EXTRA GARANTEES WILL BE PUT IN PLACE in 2021 Minimum 80% grassland on farm area, 70% of feed composed by grasses (silage, hay, pasture), minimum of 0,2ha grazing area/cow from March to October (built up with INRAE, Extension services, etc)</p>
	<p>No chemicals, Rustic breed, maximum 170 kg of N/ha/year, minimum 60% of the feed from the farm, and 60% from fodder, maximization of grazing, natural milk for calves (minimum 3 months), GMO free, Antibiotic-free</p>
 	<p>Animals born and raised in the geographical area, minimum 1ha/LU, fodder from the geographical area, minimum 70% DM of grass, minimum 120 days/year of grazing per lactating cows, minimum 5kg of DM hay/day outside the grazing period</p>
 	<p>Compulsory grazing and ration diversification (local raw material, crops and grass), GMO-free, palm oil-free, Maximum of 5% of soja (0% in 2022), chemical additifs-free, rational use of antibiotics (only sick animals), Garantee of higher OMEGA-3 content (5000 analysis/year)</p>
 	<p>EXTRA GARANTEES: Limited geographical zone, Maximum 65 cows per annual workforce, Respect for animal welfare, Good sanitary condition, Rational use of antibiotics, minimum 70% of the fodder from farm and 20% of grass (pasture, hay, wrapping, silage),palm oil-free</p>
  	<p>Milk produced and processed in montaineous regions</p>



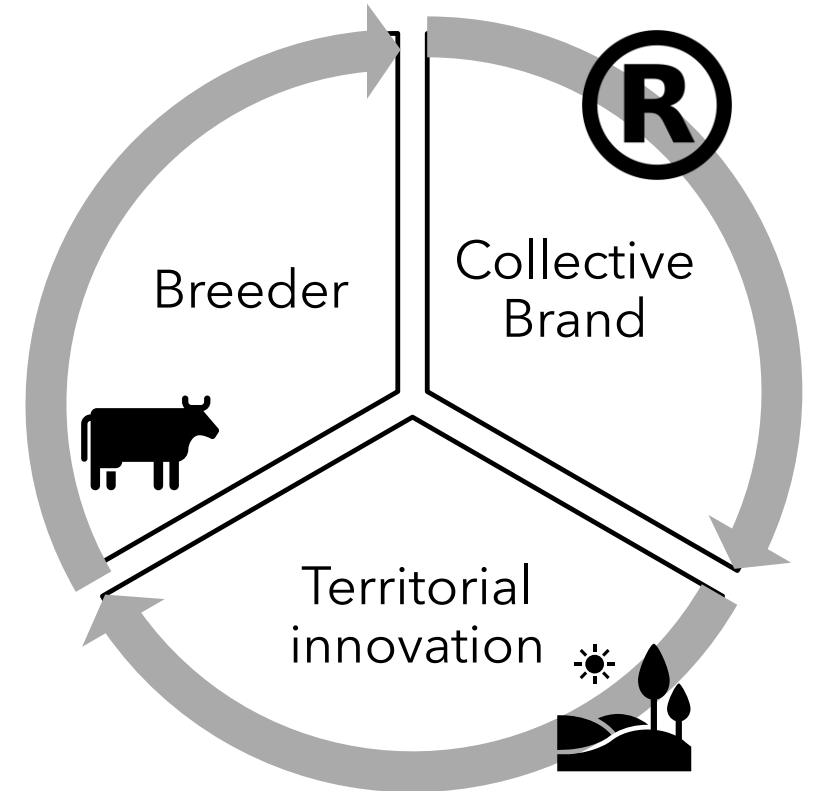
INDIRECT ROLE - INNOVATIVE PRACTICES TROUGHT NETWORK

- Promoting exchanges and practices' tests among members
- Building up common adaptation strategies
- Reducing uncertainties
- Creating alternative/local markets and proximity with consumers
- Creating farmers personal satisfaction
 - Rediscovering their activities
 - Passing to consumers products' hided values
- Socializing farmers, agricultural actors and their families



CONCLUSION

- Farmers collective brands push dairy farms to adopt innovative practices
 - Practices mainly covering environmental issues
 - Follow a less intensive production pattern
 - Adopt a strong innovative trajectories
- Direct role : compulsory adoption of external or internal production standards
- Indirect role : creation network/proximity
- Go further : studying and supporting these initiatives
- Collective brands can play an important role on rural territories revitalizing trough the innovations contributing to speed up the agricultural and societal ecological transitions



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THANK YOU FOR YOUR ATTENTION

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