Ecological transition in dairy territories: the role of collective brands sustainability standards

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Session 47: What levers can be activated by stakeholders to promote the livestock transition

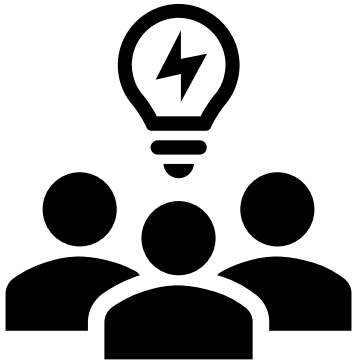
Livestock Farming Systems Commission

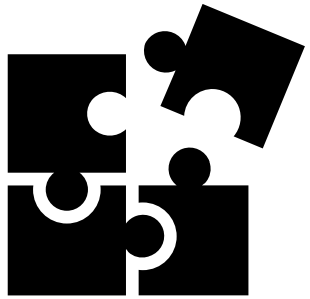
CONTEXT

Environmental and Animal welfare

Structural changes

Transparency and local value chains





FARMER'S COLLECTIVE BRANDS

WHICH ARE THE MAIN SUSTAINABILITY STANDARDS ADOPTED ?
WHO SET AND CONTROL THEY IMPLEMENTATION ?
HOW THEY ENSURE STANDARDS COMPLIANCE ?

2

QUALITATIVE APPROACH

MULTIPLE CASE STUDY - Identification of 5 farmer's collective brands in Occitanie region (Yin, 2018)

2 steps individual interviews (Semi directive inquiries)

(April-July 2020)

5 Brands' manager

15 Farmers by brand

Farm visit

Data analysis

Interviews Transcription

Sustainability standards

Adoption, Implementation and Compliance processes (Henson and Humphrey 2009)

RESULTS 1

Case study	Legal status	Year of creation	Number of farms	Milk processed (millions of litres)	Main market	Products
A	Association	2010	420	9	Regional national	diversified
B	Economic Interest Group	2010	43	13	Regional national	cheeses
C	Cooperative	2010	30	10	Regional national	diversified (mainly fluid milk)
D	Simplified Joint Stock company	2018	17	0.85	Regional	fluid milk
E	Cooperative	2016	5	1	Regional	yogurt

RESULTS 2

Brand	Sustainability standards	Environmental components of the standards
A	Mountain produce	Origin of the raw materials and livestock feed All processing must take place within the mountain zone concerned
	Own specifications	Share of grassland in the total farm area Breeding conditions. Livestock's diet (compulsory grazing)
B	Specifications Organic agriculture	Input management (organic imputs) Limited medicines Livestock diet (compulsory grazing and no use of GMOs allowed) Breeding conditions
	Specifications PDO Cantal	Origin of the animals, livestock feed (organic) Livestock diet (compulsory grazing and no use of GMOs) Breeds admitted
C	Specifications Bleu-Blanc-Cœur	Origin of the livestock feed Livestock diet (compulsory grazing; no use of GMOs and limited soy intake)
D	Own specifications	Breeding conditions Livestock's health Origin of the livestock feed Livestock diet (no use of GMOs or palm oil allowed)
E	Mountain Product	Origin of the raw materials and livestock feed Processing to take place within the mountain zone
	Labelled «GMO-free »	Livestock diet: Feed exclusively manufactured with raw materials containing a maximum of 0.1% of GMOs

RESULTS 3

Brand	Sustainability standards	Standard setting
A	produit de MONTAGNE	Euromontana Association before being institutionally (Regulation EU 1151/2012)
	Own specifications	Farmers + INRAE + Chamber of Agriculture
B	AB AGRICULTURE BIOLOGIQUE	Ministry of Food, agriculture, and forestry
	APPELLATION D'ORIGINE PROTÉGÉE	Inter-branch Committee of Cantal cheeses (validated by National Institute of Origin and Quality)
C	BLEU BLANC COEUR OUI on a tous le droit de bien manger !	Association Bleu-Blanc-Cœur
D	Own specifications	Farmers+ Chamber of Agriculture
E	produit de MONTAGNE	Regulation EU1151/2012
	Nourri sans OGM*	French State (decree n 2012-128)

-All committed with environmental standards (own or third, private or public)

-Mainly farming practices: GMO-free diet (labelled or not), compulsory grazing period (number of days) and maximized use of local resources

-Social criteria (limited farm's size): 65 cows in production per human work unit

-Processing standards: milk be produced and processed within a 30 km radius of the mountain area concerned

-Mandatory, but collectively decided

RESULTS 4

Brand	Sustainability standards	Conformity assessment
A	produit de MONTAGNE	General Directorate for Competition Policy, Consumer Affairs and Fraud Control
	Own specifications	Third-party certification body
B	AB AGRICULTURE	Third-party certification body (minimum once/year)
	APPELLATION D'ORIGINE PROTÉGÉE	Internal control Third party certification body Inter-professional cheese committee
	BLEU BLANC COEUR	
C		Private certification body
D	Own specifications	Internal audits
E	produit de MONTAGNE	DGCCRF**
	Nourri sans OGM*	The coop that owns the E brand

-Internal and/or external controls

- **Farm's self control/brand worker**
- **Public body**
- **Thirdy-part**

-Means of control

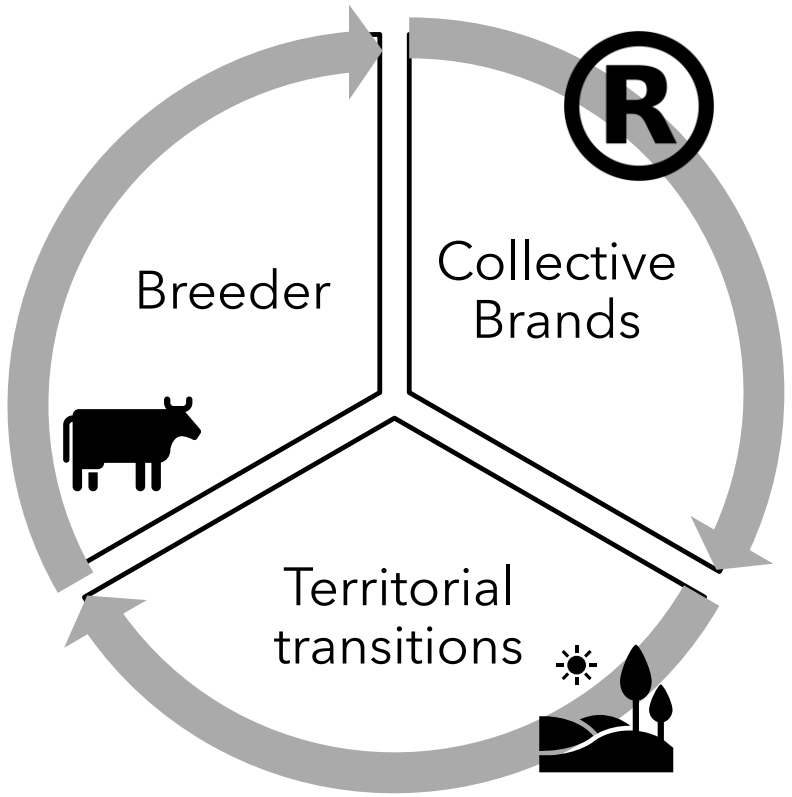
- **-Documentary (mainly)- purchases, vet certificates, CAP declaration, sanitary booklet of each animal ,etc. (farmers need to keep the records of the activity)**
- **Milk sampling to verify omega 3 fatty acids contents**

- Non-compliance sanction:

- **warning letter**
- **stop milk collection (temporarily)**
- **lost the license to deliver (BBC)**
- **exclusion of the brand**

CONCLUSION

- Few studied on the literature (focused on north-south trade)
- Highlight tendency on emerging differentiation strategies based on the crossed image of quality, sustainability and territories (local)
- Farmers territorial collective brands push the adoption of sustainability standards (mainly environmental – but also social)
  - Covering mainly farming practices and feeding
  - Delivering much more services than food
  - Predefined third-party (OA, Bleu-Blanc-Couer, PDO, Mountain Products) but also own collective and locally built-up standards
- Compliance : focus almost exclusively on the means of production and not on the results (control: internal/self-declared/third part)
- Collective brands, as a bottom-up initiatives, can play an important role on the livestock and territorial transitions
- Provide stronger guarantees and continue to evolve to fit consumer demand (animal welfare, antibiotic-free, no-edible feed, biodiversity, etc.)



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THANK YOU FOR YOUR ATTENTION

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ECOLOGICAL TRANSITION IN DAIRY TERRITORIES: THE ROLE OF COLLECTIVE BRANDS SUSTAINABILITY STANDARDS

Theatre presentation - Abstract no.: 36668
Session 47: What levers can be activated by stakeholders to promote the livestock transition
EAAP 2021 annual meeting

DIRECT ROLE – INNOVATIVE PRACTICES TROUGHT STANDARDS

Labels/ standards	Production standards and practices
produit de MONTAGNE	**Milk produced and processed in montaineous regions** 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)
AB AGRICULTURE BIOLOGIQUE	**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
Nourri sans OGM + APPELLATION D'ORIGINE PROTÉGÉE	**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
Nourri sans OGM + BLEU BLANC COEUR	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)**
Nourri sans OGM + Sud de France LE MEILLEUR DE L'OCCITANIE	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
Nourri sans OGM + produit de MONTAGNE + Sud de France LE MEILLEUR DE L'OCCITANIE	Milk produced and processed in montaineous regions

Mont Lait

L'éleveur Occitan

CANT'AVEY'LOT COOPÉRATIVE

BLANC

cimeLait