

From current challenges to future innovations

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SOLID task 5.3

SOLID | Sustainable Organic
and Low Input Dairying



Future Dairying Workshop

20-21 May 2014, Finland

SOLID | Sustainable Organic
and Low Input Dairying

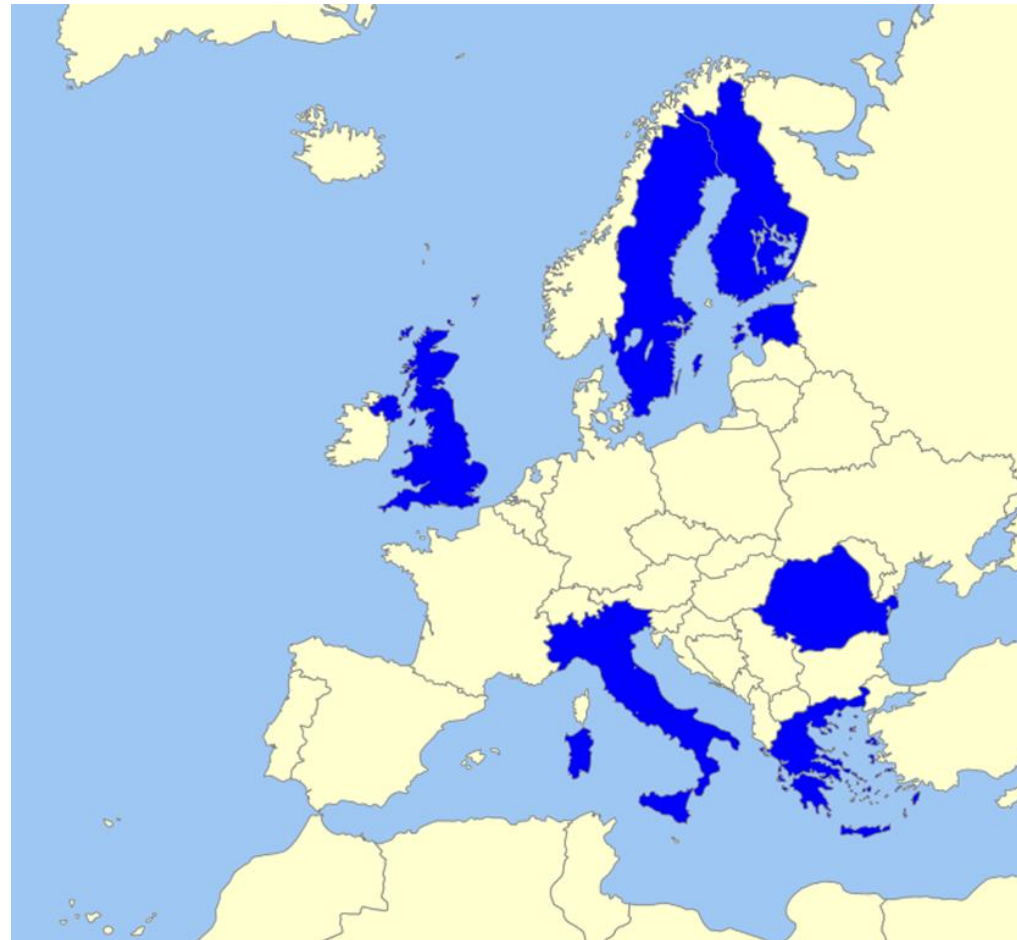


SOLID- Future Dairy Workshop

1,5 days workshop

3 focus groups

- **Nordic (Sweden, Finland)**
- **Eastern Europe (Estonia, Romania)**
- **Western Europe (Italy, UK)**



B

Waste along supply chain

Waste along supply chain

Waste along supply chain

Waste along supply chain

Waste along supply chain

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Waste along supply chain

Information about cost is shared by supermarkets

Information about cost is shared by supermarkets

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Information about cost is shared by supermarkets

Personal producer hard to reach

Personal producer hard to reach

Personal producer hard to reach

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Milk machine in shops to add raw milk

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Milk machine in shops to add raw milk

Milk machine in shops to add raw milk

Consumers happy to drink whole milk

Consumers happy to drink whole milk

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EU Waste-gain food Price Instability

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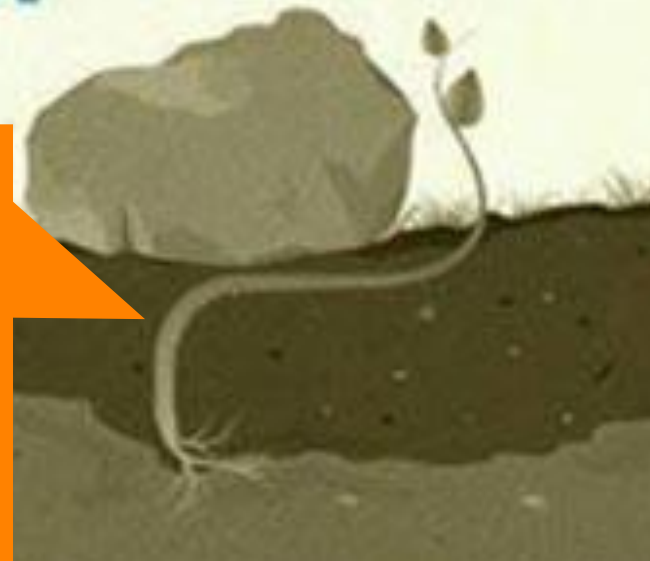
EU Waste-gain food Price Instability

WE DON'T GROW WHEN THINGS ARE EASY; WE GROW WHEN WE FACE CHALLENGES.

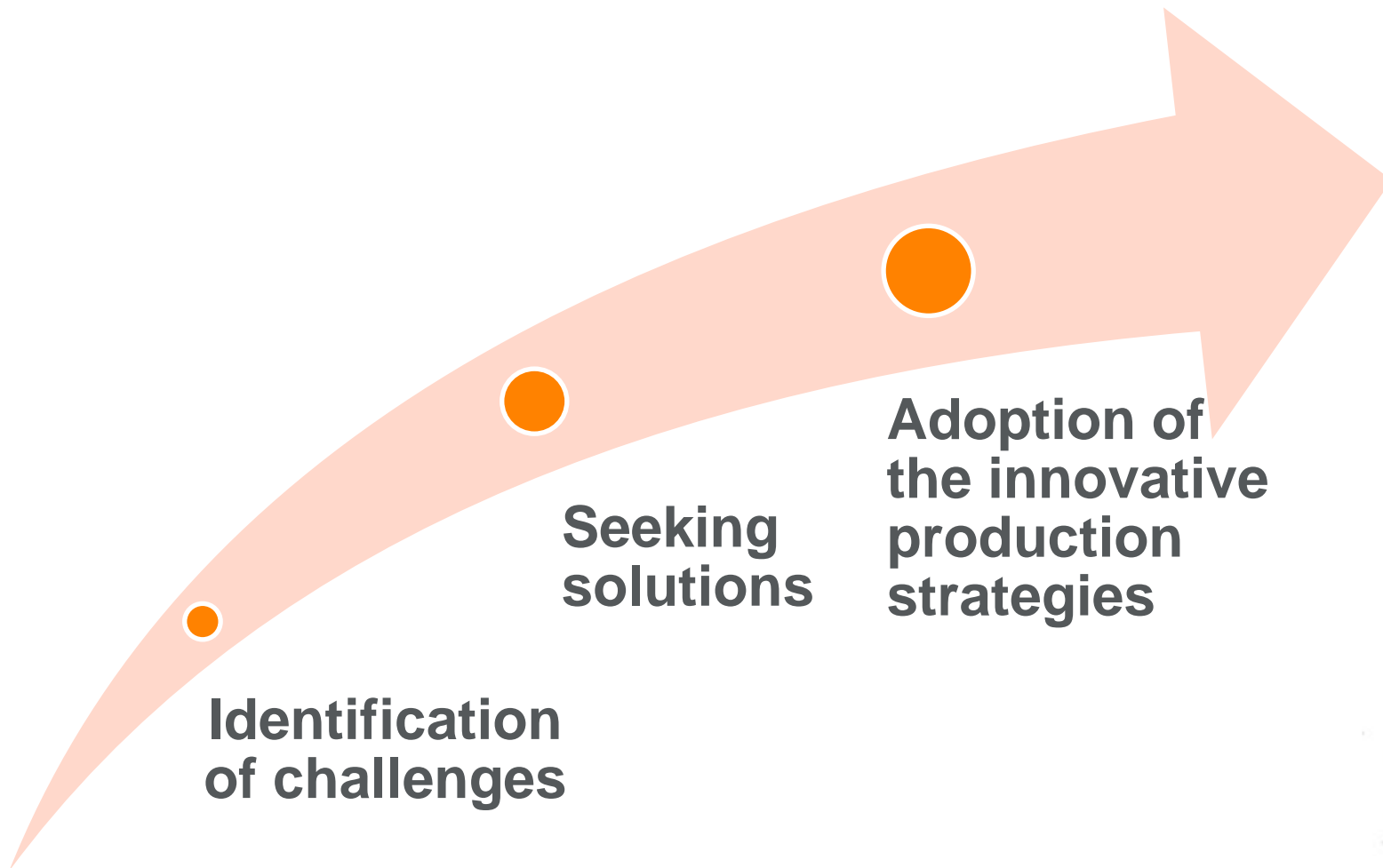
Who are "We"?

What are main challenges?

What is needed to grow?



Vision for the future



16.11.2015

SOLID

Sustainable Organic
and Low Input Dairying

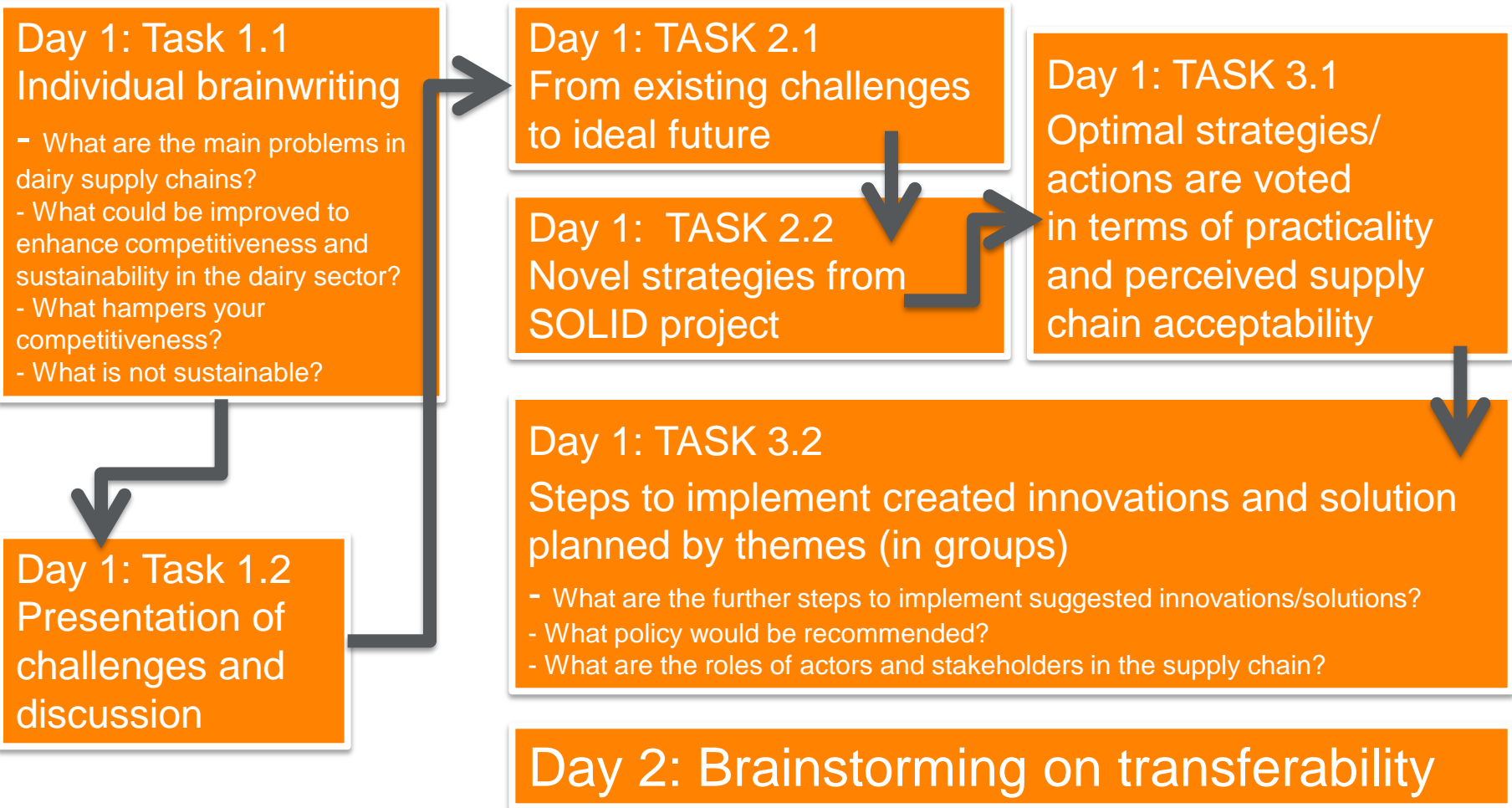




Three possible novel strategies



Process of the Future Workshop



Challenges

Group Nordic

Farm

Profitability

High capital investment costs /
price of milk /
milk quota abolition

Lack of home-grown protein feed

Feeding strategy

Grass based /
use of by-product

Policy

Regional production differentiation

Crop and animal husbandry moving to different regions

Political commitment

Long-term commitments

Consumer Markets

Competition with beverages

Coca-cola etc

Reputation of ruminants

Greenhouse gases /
feeding efficiency /
feeding strategy / breed

Lack of options

New product development
/ new varieties

Group Central & Eastern Europe

Farm

EU/home-grown feed (price and availability)

Selling male calves is difficult because of low price

Use of new technology too costly

Low farm profitability (prices for products and cost of production)

Consumer Markets

Low trust in organic label

High end price of organic products

Waste along the supply chain

Low price for farmers

Consumers want skimmed milk / 'white water' (<2,5%)

Small amounts produced in different locations

Keeping the cold chain

Low demand / consumption of organic products

Group Western Europe

Farm

Farm profitability/
Reduce cost/ Milk
price/ Risk

Better grassland
utilisation/
Improving feed
efficiency/ Feed
self-sufficiency/
Reliable forage
production/
Improve pasture

Application of
best practice /
Farm ease of
management

Health & welfare of
cows Feed, udder,
fertility /
Mastitis /
Antibiotics reduction
(contamination) /
Antibiotics elimination
/ Animal welfare

Milk quality /
Contamination /
Fatty acids

Protein sources
alternative to soya

Consumer Markets

Power of processors &
supermarkets / Involve farm
in process of co-operation

Lack of local
distribution

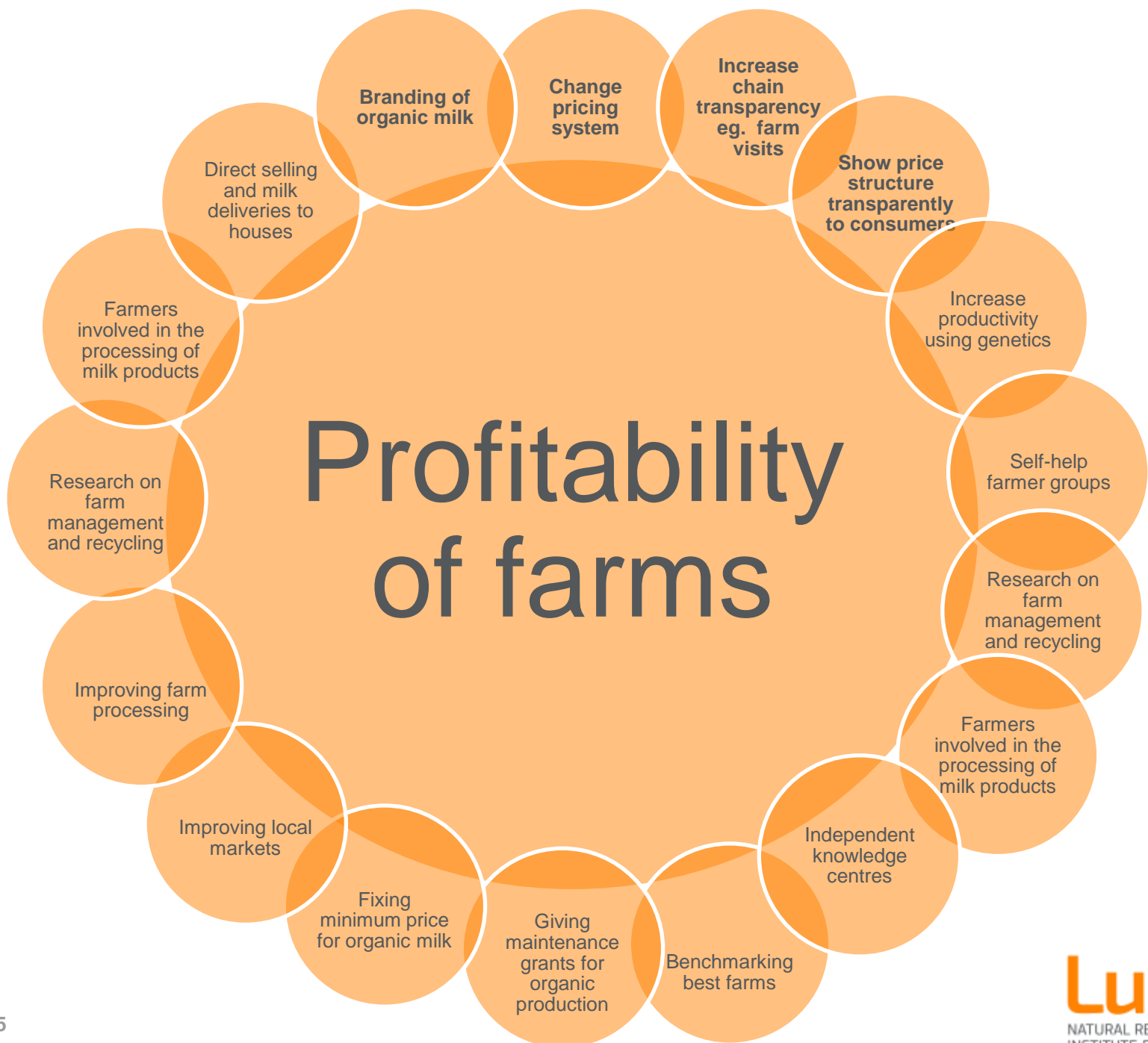
Organic milk markets:
production/supply
balance

Public perception: society
and governmental needs

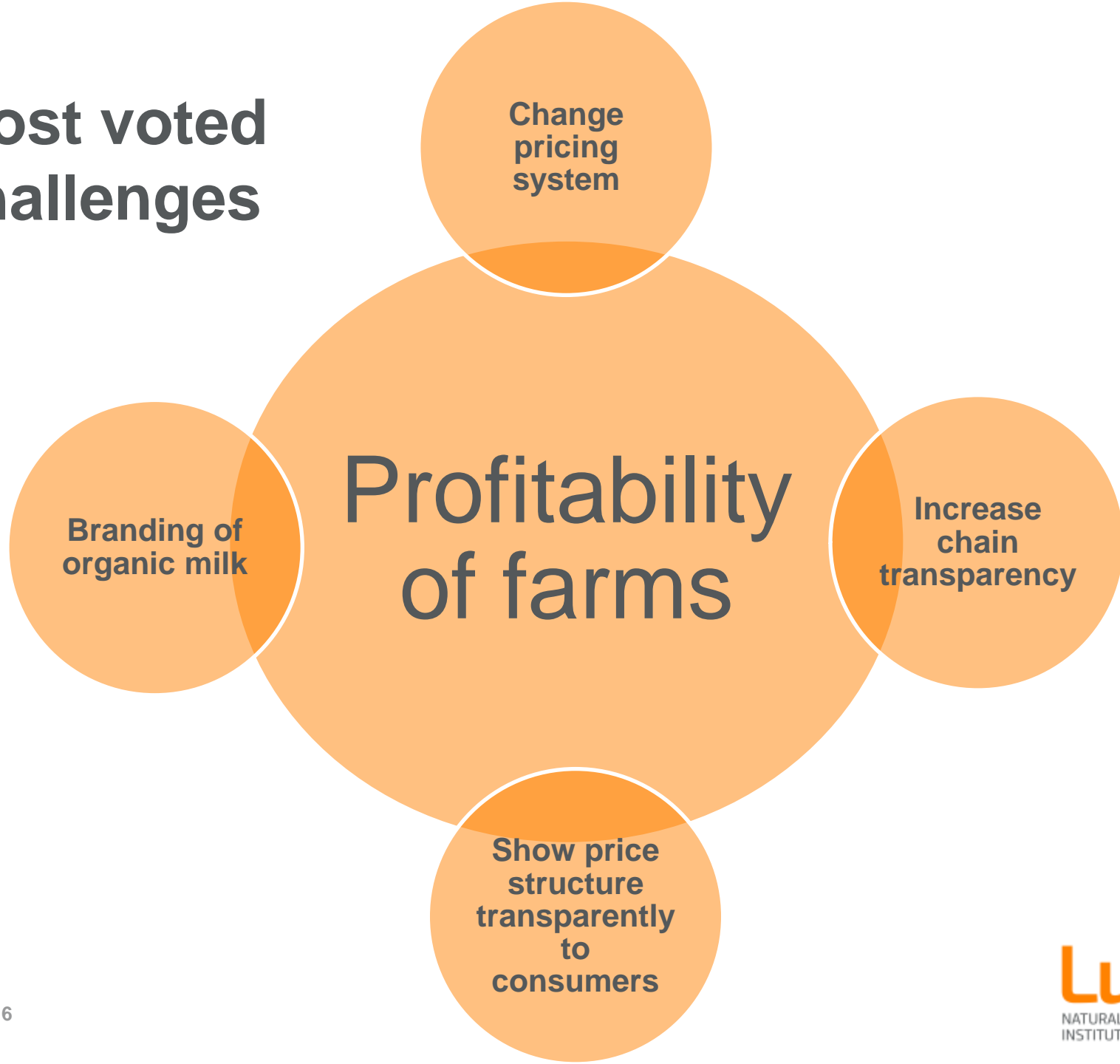
Dairy product innovation /
Milk differentiation (e.g.
welfare, constituent) /
Voluntary certification

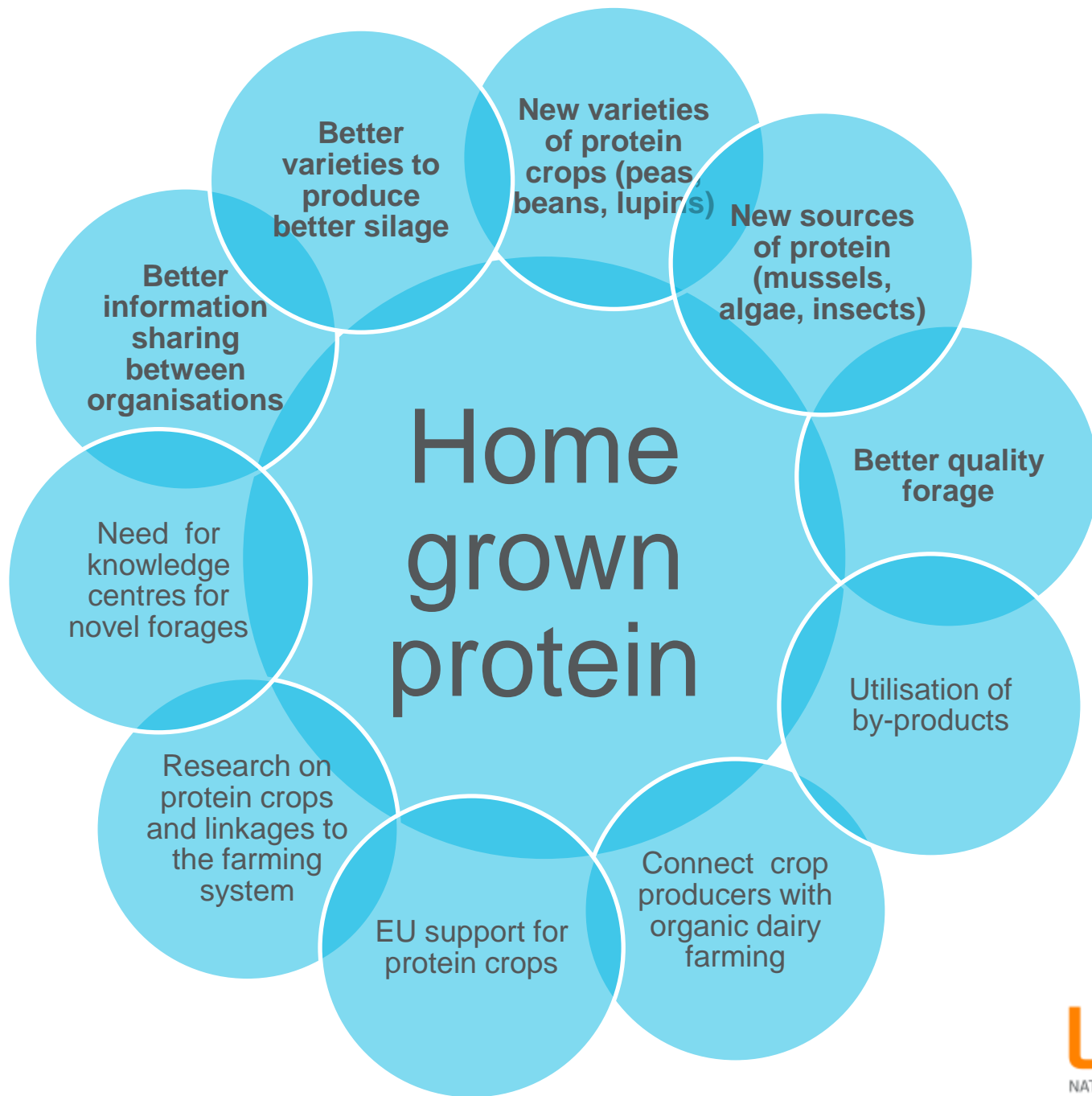
Strategies

Profitability of farms



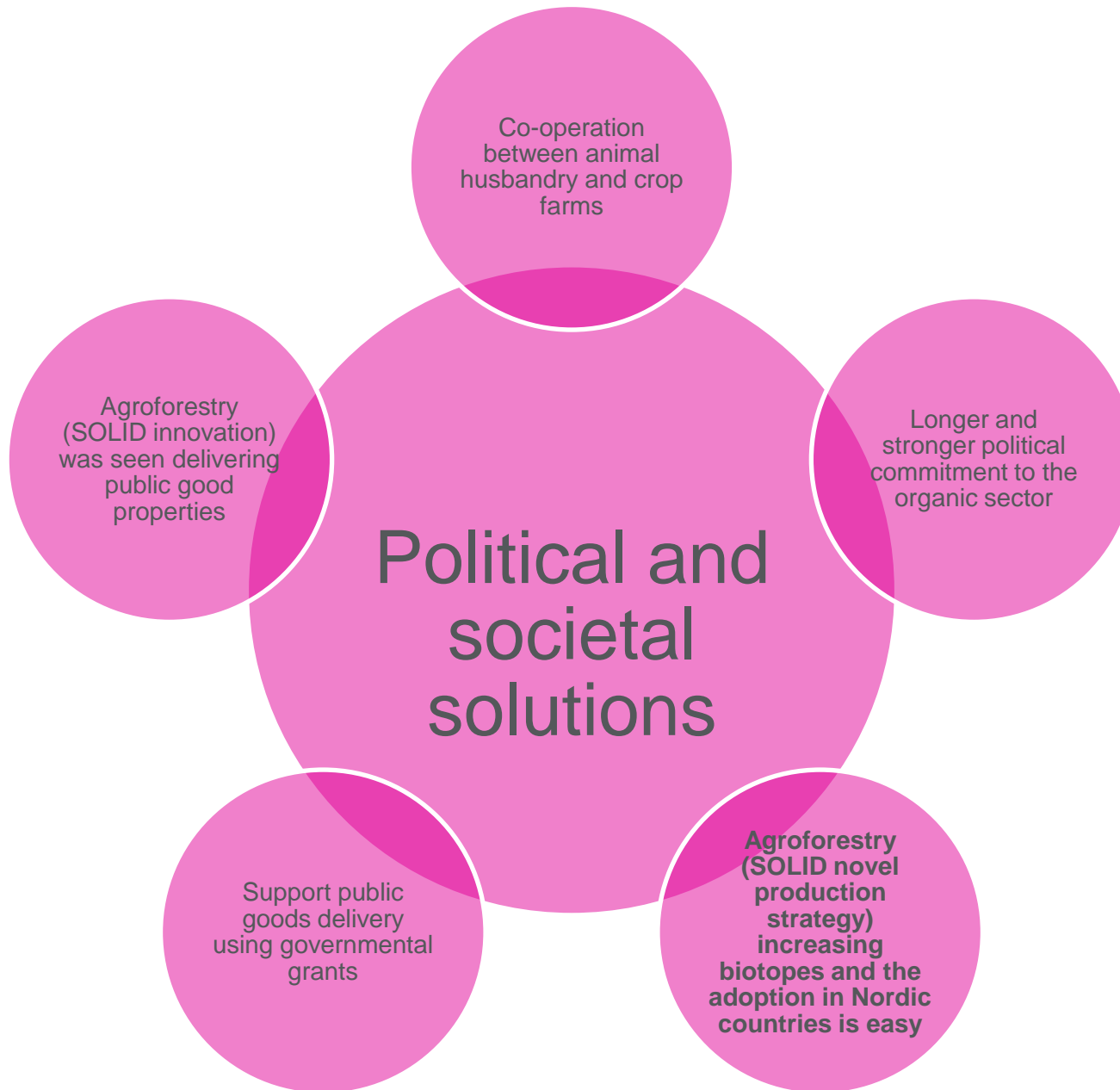
Most voted challenges



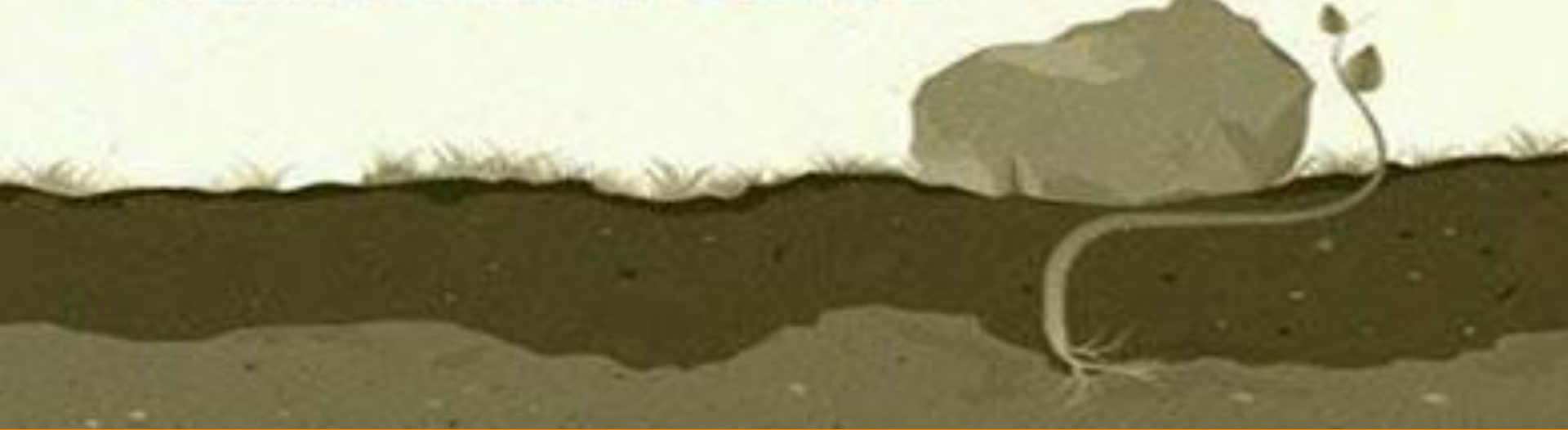












What future innovations and actions **WE** need?

✓ ACTION POINT 1: INCREASING CULTIVATION OF PROTEIN CROPS

- ❖ Development of new varieties of protein crops
- ❖ Independent knowledge centres for novel feeds and use of by-products
- ❖ Establishment of better technology and knowledge transfer between extension services, advisers, dairy farmer, breeding companies and research = **Identifying who WE are**
- ❖ Agricultural policy should support integration of crop production and animal husbandry production

✓ ACTION POINT 2: IMPROVING COMPETITIVENESS OF DAIRY FARM

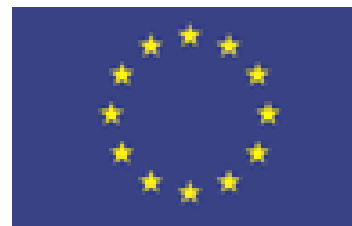
- ❖ Shift towards grass-based systems
- ❖ Exploring consumer needs and expectations from organic production and developing highly differentiated products
- ❖ Better communication of value added properties of organic milk to consumers
- ❖ At milk processing level, developing more innovative branding strategies

✓ ACTION POINT 3: IMPROVING TRANSPARENCY OF MILK SUPPLY CHAIN

- ❖ Showing price structure to consumers (fair price for farmers)
- ❖ Setting minimum price for organic milk
- ❖ Increasing bargaining power of farmers with respect to processors
- ❖ More collaboration between producer organisations and inter-branch organisations

✓ ACTION POINT 4: DELIVERING CORE VALUES OF ORGANIC MILK

- ❖ Adding more value to organic products by informing consumers about the effect of the grass feeding and health benefits of organic milk
- ❖ Increasing consumer knowledge about more broader social sustainability issues
- ❖ Delivering organic raw milk using vending machines
- ❖ Avoiding waste by reusing milk to make special cheese or drinking yoghurt
- ❖ Increasing transparency by allowing consumers to check the steps of organic milk



Deliverable Factsheet

Date: 31.03.2015



Deliverable No.	5.4
Working Package	5
Partner responsible	MTT
Other partners participating	ABER, UGENT, UNIVPM, ORC
Nature	R
Dissemination level	PU
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Actual delivery date	Project month 48
Finalization date	31 March 2015
Relevant Task(s):	5.3

Thank you!

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