



Innovations to enhance benefits and limit costs in two livestock territories in France

Animal Future project

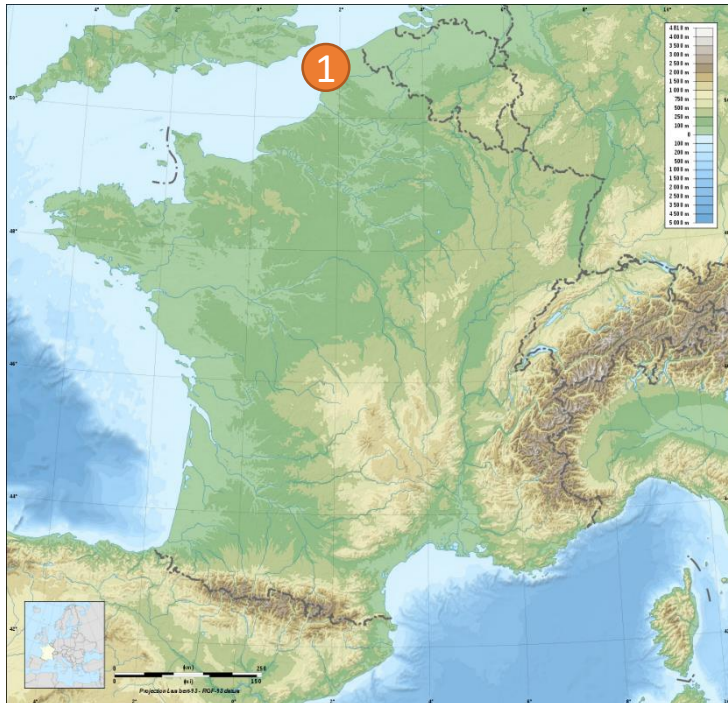
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**EAAP annual meeting – Gent
August 27th 2019**



Boulonnais (1) and Bourbonnais (2): two rural territories characterized by hedges (« bocage »)



1) Boulonnais : above all a dairy territory

- 90% of farms engaged in livestock farming (6 out of 10 hectares):
 - **Mainly dairy** (55% of farms ; 71% of the surface area)
- Poultry or pork diversification workshops next to the dairy activity
- **Food industry** is the second largest employer with about 10% of jobs
- Agricultural jobs represent 2.5% (-31% between 2000 and 2010)
- **Tourism** represents 3.8% of employment (all sectors combined)
- Large share of **natural environments** (hedges, wood, marshes, dunes, cliffs...)



Boulonnais (1) and Bourbonnais (2): two rural territories characterized by hedges (« bocage »)



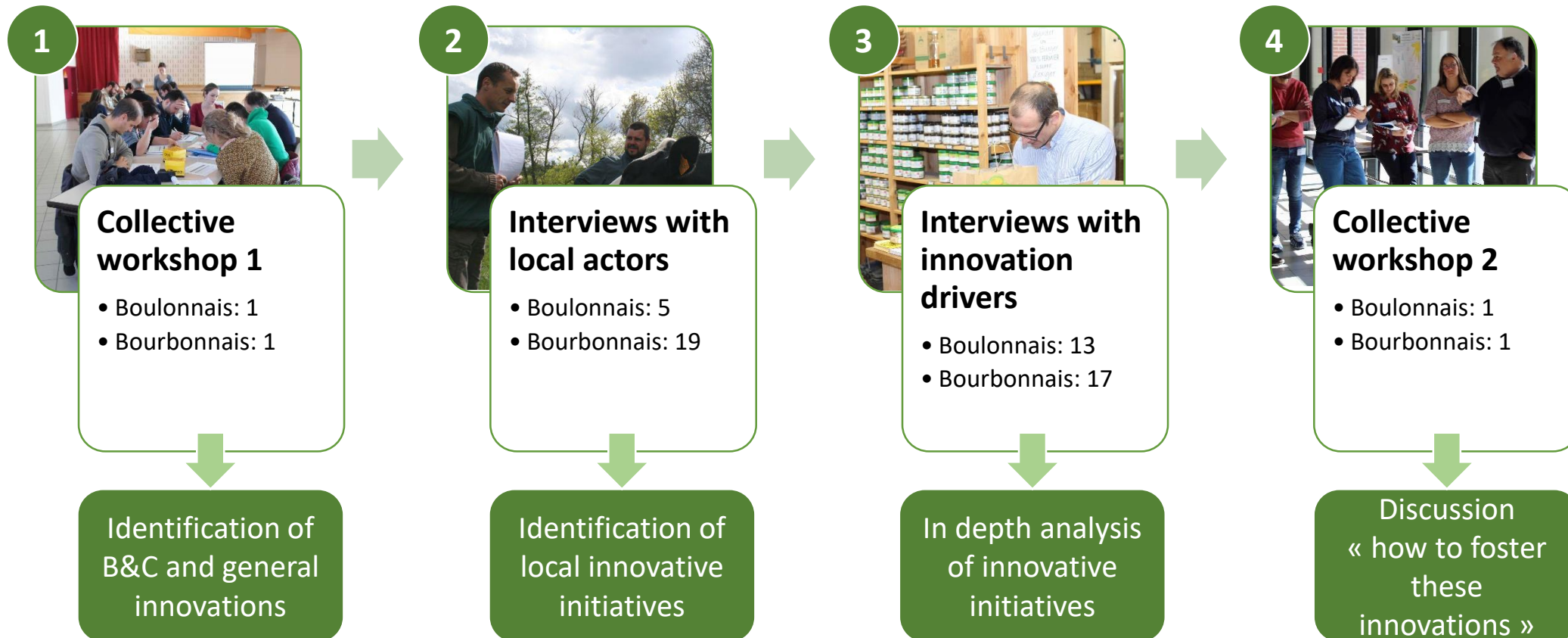
2) Bourbonnais: above all a suckling area

- 65 % of farms engaged in livestock farming
 - **mainly suckling cows** (2/3): 1st agricultural activity in the department. 215 000 bovines.
- Official quality labels (2 DOP and 12 PGI)
- Poultry or pork diversification workshops associated with suckling cows
- Agriculture creates 5% of jobs (compared to 3.5% in France)
- **Food industry** stands for 20% of the jobs
- Large share of permanent grasslands



Methodology:

Collective workshops and individual interviews to collect the diversity of innovations implemented in the two territories



An unexpected diversity of innovative initiatives about the three pillars of sustainable development

Economical

Transformation

On farm or local, deep freezing

Evolution of outlets

Local sale, internet, contractualisation, creation of local store

New products & ways of producing

Grass fattening, change of breed

Environmental

Diversification

Product type (crops), energy

Inputs decrease

Phytotherapy, lower use of pesticides

Wood valorization

Hedges, agroforestry

Foster grazing

Dynamic rotational grazing, eco-grazing, landscape shaping

Social

New forms of exploiting

Farm management by managers, not owners, pensions

Collective investments

Hiring of employee and purchase of material

Adaptation to social expectations

Creation of a new quality scheme

Quality scheme « Via Lacta » (Prosperité Fermière)

1 Boulonnais – North/dairy

What?	<p>"Grassland milk and GMO-free" approach of a regional dairy industry</p> <ul style="list-style-type: none"> • Pasture: for 170 days with 15 ares / cow • GMO-free feed • Housing of cows and heifers on straw
Where?	In the dairy industry collection area: 50% of the breeders from Boulonnais
Why?	<p>Administrators' initiative to answer the dairy crisis by creating more added value and providing more income to the farmers</p> <p>To value virtuous practices and to differentiate the production</p>
Who?	<p>100 participating breeders who follow the requirements</p> <p>Partnership with WWF and Welfarm</p>
When?	<p>The process was launched in 2016.</p> <p>Beginning of 2017, the approach was opened to 100 farms for a volume of 30 million liters (250 candidates)</p>

Economical

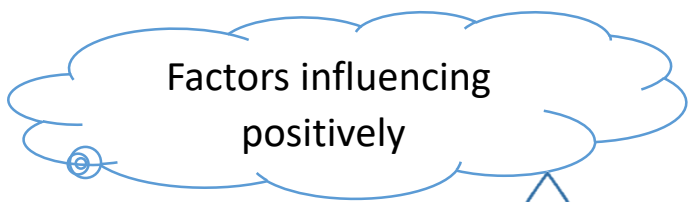
Environmental

Social



Social innovations: Quality scheme « Via Lacta » (Prospérité Fermière)

1 Boulonnais – North/dairy



- Need for valorization/ Added value on milk
- Consumer demand
- Interest of the controlled approaches
- Interest of the breeders / meeting expectations
- Already enough grassland in the collection area
- Guaranteed base price for breeders

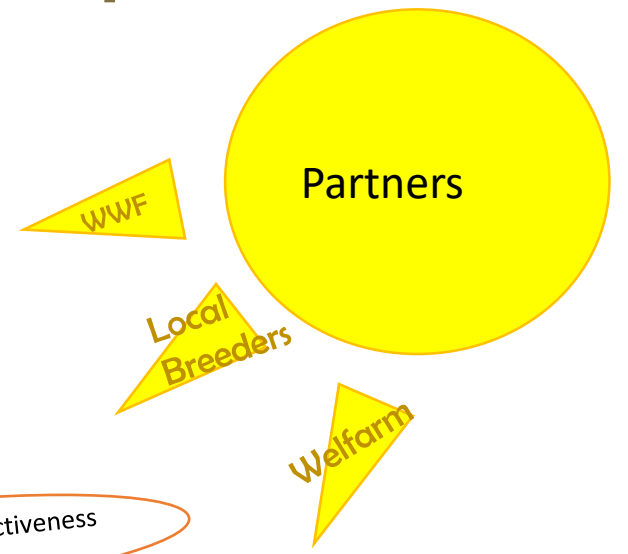
Food and production

I feed the population with healthy food

- I produce renewable energy
- I value co-products
- I produce fertilizers and co-products

Territorial vitality

- I am an actor in rural life
- I create jobs
- I induce jobs



Local milk meeting societal expectations

I contribute to the attractiveness of the territory

Heritage and quality of life

I shape landscapes

- I maintain the territory
- I participate to education on nature
- I participate in the prestige of gastronomy

I preserve biodiversity

- I reduce my carbon footprint
- I maintain the quality of the soil

Economical dissatisfaction of the dairyfirm
Exclusion of farmers who could not join the

Environment

Societal expectations: animal welfare, non-GMO, grazing



Environmental innovation: Contract with Regional Natural Park to maintain the riverside

Social

Environmental

2

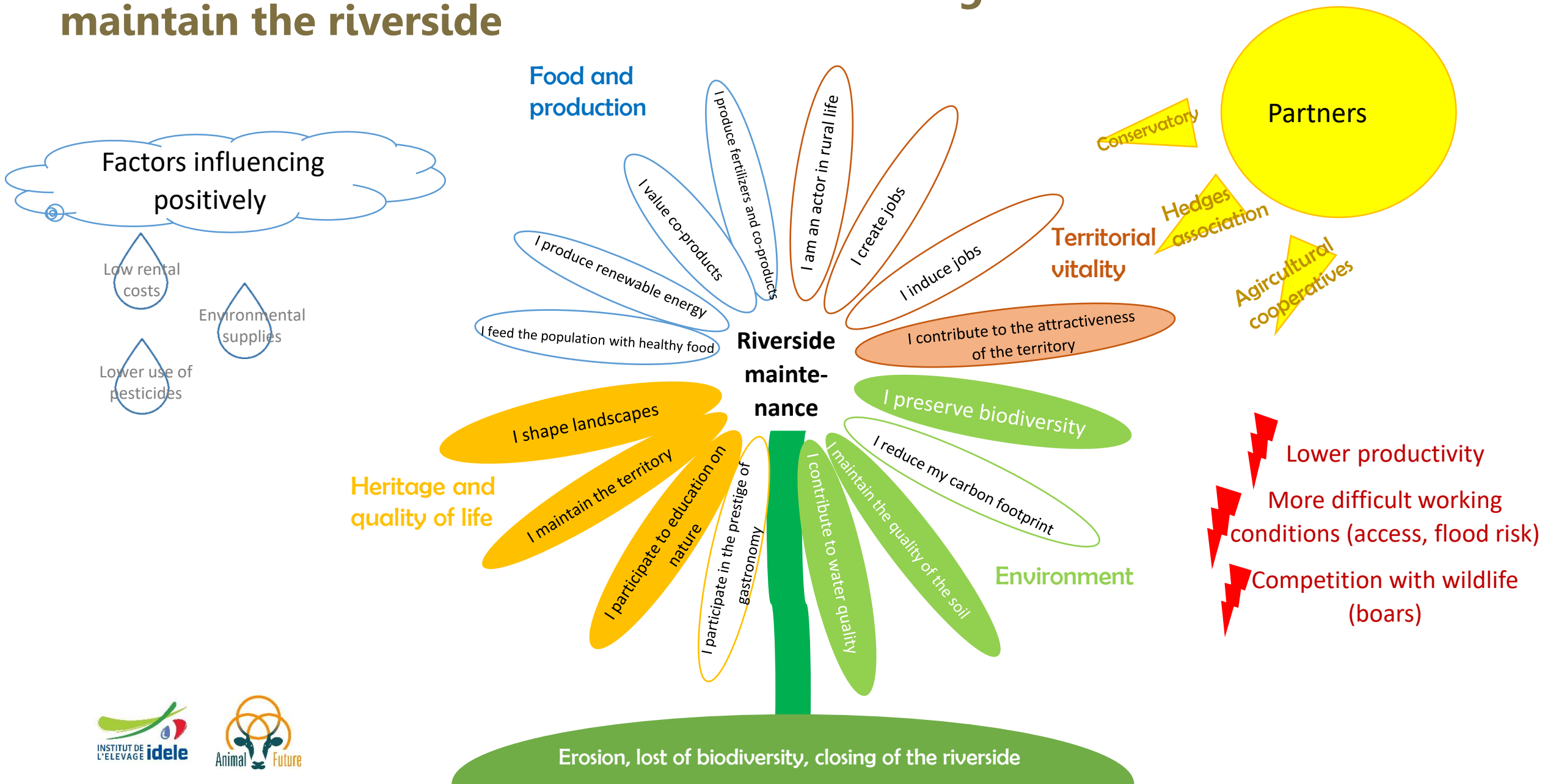
Bourbonnais: Central/meat

What?	Use and occupation of riverside land: <ul style="list-style-type: none"> - 0 pesticides & 0 fertilizers - Maximum load: 0,8 animal/ha - Maintenance of bushes (no extension)
Where?	On the riverside of Allier, on erodible surfaces
Why?	Closing of the riverside if no maintenance (forest, bush, erosion) Biodiversity at stake
Who?	Contract between the farmer and local authority (Conservatory): 16 breeders on 250 ha under management delegation Agri-environmental measure financed by the CAP (AEM): after a diagnosis of the farm and the delegated plots, an action plan is elaborated for the 4-5 next years
When?	First contracts in 2000s: <ul style="list-style-type: none"> - First acquisitions of land in 1998 by the regional conservatory - Lately the local conservatory buys lands and contractualizes with farmers




Conservatoire
d'espaces naturels
Allier

Environmental innovations: Contract with Regional natural Park to maintain the riverside



Conclusion

- **Diversity of solutions** developed by the farmers with a potential **beneficial impact for the whole territory**
- Motivations: **personal** but mainly to **respond to the evolution of the demand**
- Importance of the **local policies support** to enable the practical implementation of these innovations
- This same analysis is currently carried out in **8 other case studies** in Europe (cross synthesis available next year)

Thank you for your attention !

To know out more:

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The project Animal Future receives funding from the European Union's Horizon 2020 Research & Innovation Programme under grant agreement no 696231 [Susan]