„ProWeideland: Supporting grazing using the value-add chain by labelling

EGF, Grazing Workshop, June 17, 2018

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Background

Societal expectations (Germany) vs. Reality in dairy farming

- Grazing determines positive image in dairy farming
- 80% of society expect cows to be in the pasture at least in summer
- 77% cannot imagine agriculture without grazing cows
4 year project to support grazing through the introduction of a pasture milk label

- Sponsored by: Ministry of Food, Agriculture and Consumer Protection of Lower Saxony and supported by the Federal Institute for Agriculture and Food (BLE)
- Project period: April 2014 – December 2018

**Aim:** Maintaining grazing by using the value add-chain:

**Long – term goal:** Premium of +5ct/ltr meadow milk
Components and res

Label

Criteria for production and processing

Legal entity managing procedures and contracts

Control procedures for independent controls

Multi-Stakeholder Community
“de-facto standard”
27 organisations signed a common covenant “Charta” to commit themselves supporting grazing.
This stakeholder community has agreed on common accepted criteria for production and processing of meadow milk: meaningfulness for consumers and producible for farmers.

Criteria for production and processing:

- Grazing period
- Area of available forage supply from pasture
- Animal welfare & animal health
- Protection of natural resources
- GMO-free forage and feeding
- Separate milk stream processing

6 categories

Determined in document:
Long term goal: +5ct premium for producers in commensurate with market acceptance.
Foundation of a new (dedicated) organisation (legal entity) “ProWeideland GmbH” as managing organisation to work with industry

Criteria for production and processing

Legal entity managing procedures and contracts

Multi-Stakeholder Community “de-facto standard”
Creation of procedures to control production compliance – to be conducted by external independent organisations
Creation and registering of a label (word and figurative mark) “ProWeideland - Weidecharta"
Introduction of Label

Biggest retailers in Germany

- LIDL („Milbona“)
- REWE („Beste Wahl“)

Contracted processors (dairy companies):
- Ammerland (Germany)
- Friesland Campina (NL, for German market)

Products: Milk / Butter / Cheese

Example Ammerland: Current premium paid to producers:

- 500 Euro/a for grazing calendar
- 200 Euro allowance in the case of controls
- 1ct/ltr. meadow-milk
ProWeideland: „Highly recommendable“

Label online: German organisation to evaluate labels on behalf of the
- Federal Ministry of Environment &
- Federal Ministry of Food and Agriculture (BMEL)

Result: Highly recommendable

... ambitious label that contributes significantly to ecological improvements concerning the production of milk and dairy products...

Source: https://label-online.de/label/pro-weideland-deutsche-weidecharta/
### Current state: Quantity of sales in retail

<table>
<thead>
<tr>
<th>Product Type</th>
<th>2015-2016</th>
<th>2016-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meadow milk (Mio l)</td>
<td>+ 20,6</td>
<td>+ 23,5</td>
</tr>
<tr>
<td>Organic milk (Mio l)</td>
<td>+ 21,5</td>
<td>+ 24,3</td>
</tr>
<tr>
<td>Conventional milk (Mio l)</td>
<td>- 53,1</td>
<td>- 138,5</td>
</tr>
</tbody>
</table>

#### Source:

Dairy World – Marktwoche Milch 4/2018 Seite 5
The table shows the quantity of sales in retail for different types of milk.

For Konsummilch (consumer milk), the sales in millions of liters (Mio. l) for each month are as follows:

- Jan: 345.0
- Feb: 275.8
- Mrz: 273.4
- Apr: 339.9
- Mai: 275.7
- Jun: 268.1
- Jul: 327.3
- Aug: 262.5
- Sep: 271.9
- Okt: 339.8
- Nov: 266.3
- Dez: 258.3

The percentage change (±%Vj.) is +0.2 in Jan, +4.4 in Feb, and -0.4 in all other months.

For Bio-Trinkmilch (organic drinking milk), the sales in millions of liters are as follows:

- 2016: 24.1
- 2017: 26.9
- 2018: 28.0

The percentage change (±%Vj.) is +3.9 in 2016, +7.1 in 2017, and +7.5 in 2018.

For Weidemilch (alfalfa milk), the sales in millions of liters are as follows:

- 2016: 5.0
- 2017: 7.5
- 2018: 8.7

The percentage change (±%Vj.) is +17.2 in all years.

The source for this data is the Dairy World – Marktwoche Milch 4/2018.
ProWeideland

- is based on expert knowledge
- is balanced between meaningfulness for consumers and producibility for relatively large quantities of farmers
- aims at supporting the competitiveness of grazing at farm level
- is available on German market by biggest retailers

The greater the acceptance among consumers, the greater will be the effectiveness in maintaining grazing.
… Grazing - wherever it fits.

Thank you!

More info on:  www.proweideland.eu