



WELCOME !

European Dairy Farmers' Congress Wintherthur 25-27 June 2014

*“Tradition meets market:
Milk production with new possibilities”*



Katrine Lecornu, EDF President



*The grass often seems greener
at the other side of the fence ...*



**...IT MAY BE THEY TAKE BETTER
CARE OF IT.**



Some issues and challenges for dairyfarmers

- What will happen after the end of quotas in the EU?
- Do I work with the right processor?
- Is time money?
- Why should we care about our communication?





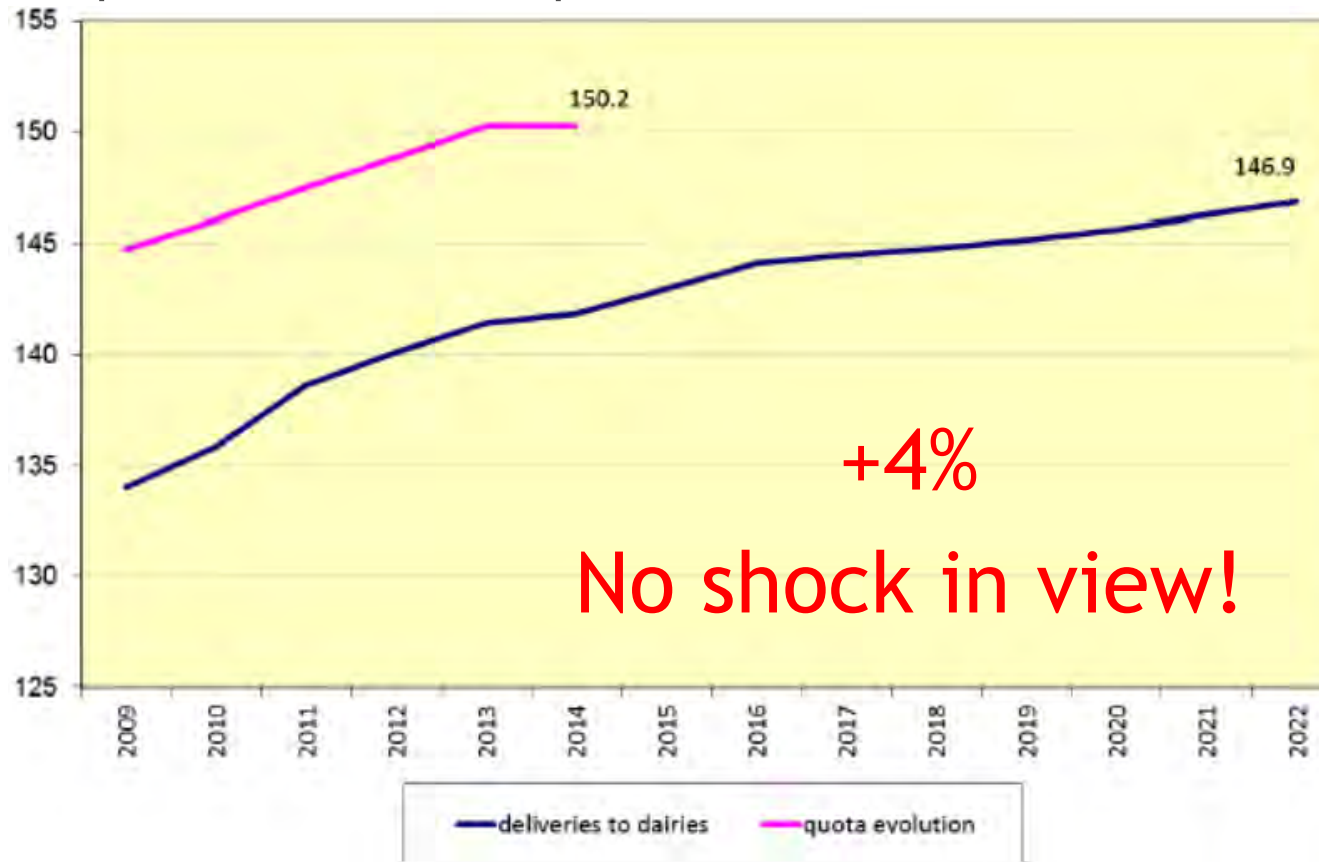
Challenge ; end of quota





Challenge : end of quota On the doorstep of a dairy revolution in Europe?

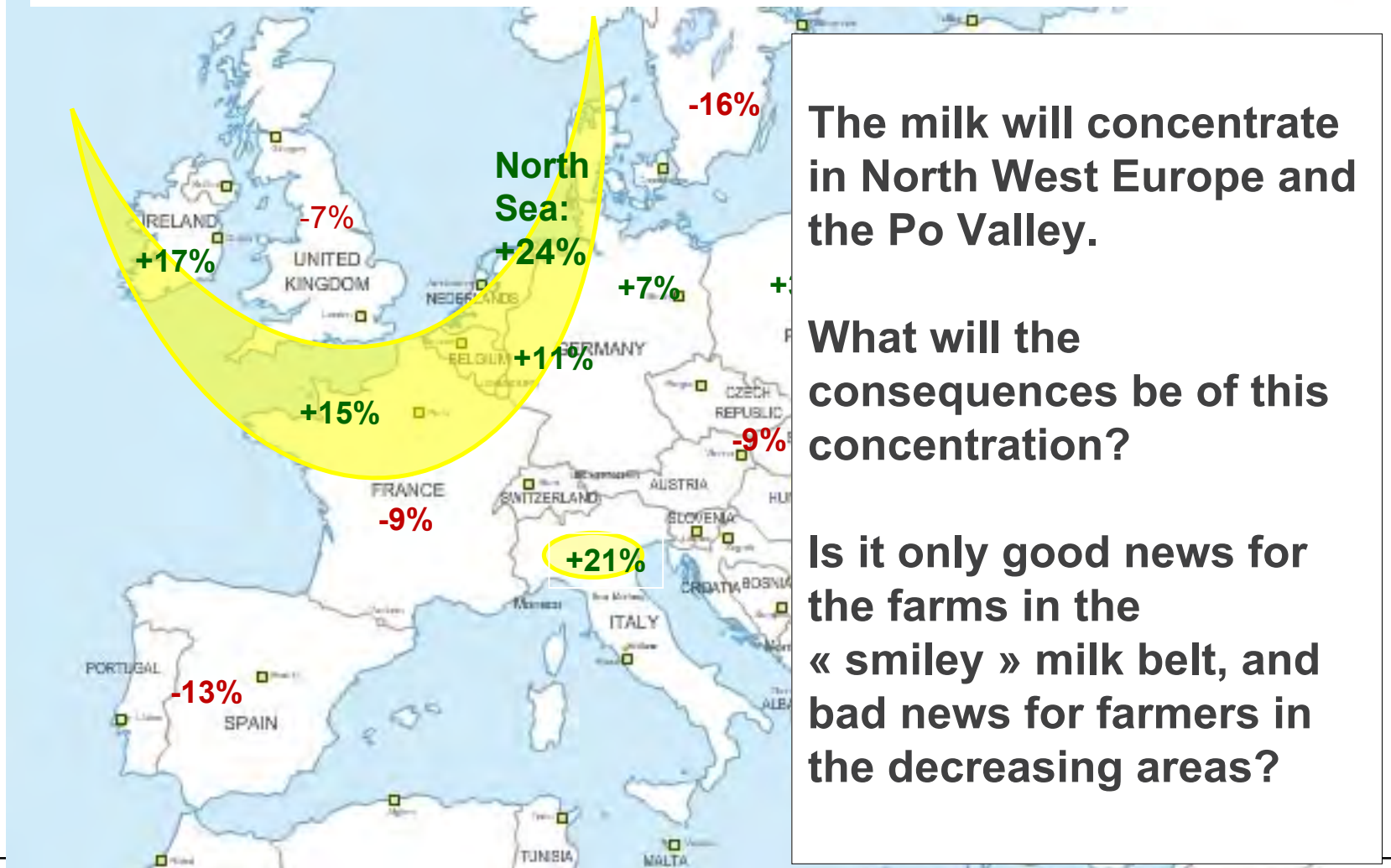
- Milk production versus quota





Challenge: end of quotas. Danger or opportunity?

Evolution of milk production to 2020.



The milk will concentrate in North West Europe and the Po Valley.

What will the consequences be of this concentration?

Is it only good news for the farms in the « smiley » milk belt, and bad news for farmers in the decreasing areas?



Challenge: end of quotas. Danger or opportunity?

A more fragile system in highly concentrated areas in the NW?

- More competition on land
- Higher cost of production in intensive areas (↑ feed cost, ↑ manure cost, ↑ land cost)
- Competition between crop/dairy; shall we feed animals or people?

A new opportunity for grassland regions?

Only cattle, sheep and goats can valorise natural grassland.
Can this become a comparative advantage for some regions?

Can some regions make a better use of their image and reputation (small scale farming, grazing cows, traditional farming, GIO, ...), and give added value to their products?



Challenge: do I work with the right processor?

Contracts will replace quotas

Some processors produce fresh consumer products, others produce industrial dairy products

- Who give most added value to my milk?
- Will we have different milk prices inside a region, depending on our processors' ability to valorise our milk?





Challenge; is time money?

In France, when a crop farmer is working 1 hour, the dairy farmer must work 8 hours to have the same income.

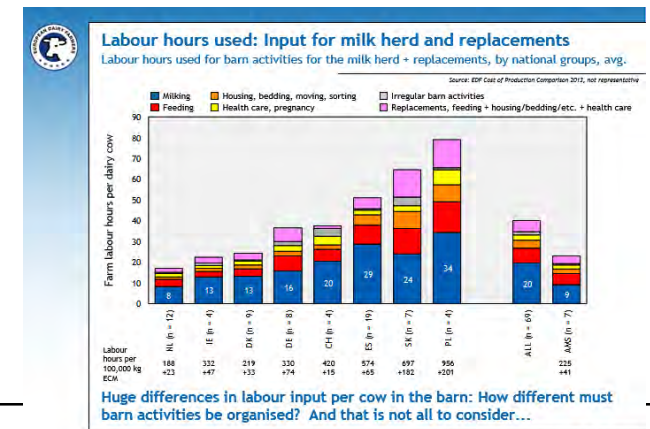
Tough to be competitive ...

Workload of “unpaid” family labour is high in EDF family farms (89% of the farms)*.

➤ Will young farmers accept this?

Costs for farm workers (family + hired) = 19% of the total costs (9.1 ct/kg)*.

➤ With a better analysis of our workload, we can improve our efficiency and increase our « return on labour »;
the solution = EDF process costing!





Challenge: improve our communication





Challenge: improve our communication

Consumers and citizens; are they friends or enemies?

If we don't have the public opinion with us, we can't do anything.

If we have the public opinion with us, we can do everything.

Who're feeding the world? The farmers, of course!





Challenge: to be future oriented

- Dream about the future, not the past!
- Never copy and paste; find our own solution!
- Change weak points into strong points
- Adapt to new demands and new concerns
- Seize opportunities

- Be a smart and happy dairy farmer and get the EDF attitude!





EDF congress 2014; what do I want to learn from our Swiss colleagues?

- Since the end of quota in 2009, how's the situation 5 years later?
- How do Swiss dairy traditions meet consumer expectations on national and world markets?
- How do Swiss farmers handle their geographical constraints?
- Small farms and small cheese makers; is it profitable and sustainable?





ENJOY THE EDF CONGRESS 2014!

- Make new connections and meet nice people
- Be curious, open for new ideas and push your limits
- Share experiences
- Listen carefully to Steffi and her key messages
- Dare to speak english
- ... and have fun!

