

Promoting organic and regenerative agriculture practices in the milk and dairy sector

Reine Mathilde program



PROGRAMME
**REINE
MATHILDE**



DANONE
·ECOSYSTEM

Challenges to transitioning to organic and regenerative practices

The conventional farming model has shown its limits:

Climate change is accelerating
Biodiversity is disappearing



animals and plant species
threatened with extinction



of soils moderately to severely
damaged



Empowering farmers is key to a more sustainable and resilient
global food system

Yet...



Farmers face challenges in transitioning
to organic and regenerative farming

- Inadequate infrastructure and financing
- Difficulty staying up to date with best practices
- Psychological barriers
- Lack of network

That's why in 2011 Danone Ecosystem joined forces with public and
private partners to **empower farmers** and **assist their transition to
organic farming and regenerative agriculture**



The **Reine Mathilde program** was born

How it works



French farmers in Normandy

benefit from an initial consultation to understand what transitioning to organic and regenerative farming would imply



The next step is an in-depth consultation study to identify key levers in the transition

To support them in their transition journey farmers also receive comprehensive support through



Knowledge

- Test innovative plot practices on farms: Yields, weediness, biodiversity, soil, costs, products / margin..
- Discover resilient, respectful & attractive farming systems: herd management, feed autonomy, low carbon footprint, animal care



Network

- Access to data and knowledge gleaned from two pilot farms that are exploring new, innovative organic and regenerative practices
- Connect with other farmers from Normandy and benefit from peer-to-peer knowledge



Test & learn approach

- Access to learning expeditions & farm visits to get inspired and test new practices
- Access to 2 pilot farms' learnings that are exploring new innovative organic & regenerative agriculture practices
- Benefit from an always adapting & evolving program

Diversified, free & adapted knowledge deployment

The program collects and disseminates knowledge among Normandy-based farmers and their technical ecosystem



Teachers & Students

- Access to conferences, farm visits & documents on organic farming best-in-class practices
- Attract the next generation



Vets

- Receive trainings on complementary medicines techniques
- Strengthen their relationship with farmers



Normandy's experts & organizations

- Strengthen their relationship with farmers
- Gain knowledge on organic and regenerative farming to better accompany farmers



Enabling farmers to transition

Creating the optimal conditions to further expand the organic and regenerative field in Normandy



The coalition is now exploring new topics

- (1) How to adapt practices to climate change
- (2) How to socially support farmers in the region

Leading to a positive impact on the whole ecosystem

Professional empowerment



program spreading knowledge about organic and regenerative agriculture in France



of dairy farmers implement at least one best practice on their farm after a farm visit

Environmental impact

Transition



of Normandy-based organic dairy farmers have transitioned to organic & regenerative farming thanks to the program [as of 2019]

Carbon



average reduction in a farm's carbon footprint thanks to carbon sequestration [based on data from 50/120 farms]

Grasslands



of farm surface area are now permanent grasslands [vs. an average of 39% for French organic farms]



meters of hedges per hectare [vs. an average of 92 on French organic farms]

Hedges



«I'm a farmer since 1998 and I've been involved in the program since 2010. Back then, the project team asked me to conduct farming trials on my farms. I accepted without any hesitation as I was convinced it would give me keys to improve my farm's food autonomy. Thanks to the program, I can also rely on a large network of technicians and livestock consultants»

- Carl Guilbert, organic farmer in Normandy

Partners & roles



LES 2 VACHES – DANONE

Supports activities implementation and development
Sources the organic milk
Provides project funding

IDELE

Shares insights and knowledge on organic milk farming practices
Coordinates operations

DANONE ECOSYSTEM

Brings co-creation spirits
Provides expertise & guidance
Brings systemic and sustainable approach
Provides project funding

AGENCE DE L'EAU REGION NORMANDIE DANONE FRANCE LES PRES RIENT BIO

Provide fundings



CHAMBRE D'AGRICULTURE DE NORMANDIE LITTORAL NORMAND BIO EN NORMANDIE CIVAM AGRONAT CONSEIL ORGANIC LAIT BIO BRAY

Provide knowledge on organic farming
Conduct trials
Ensure the link with the farmers policies

Sources:

- Reine Mathilde, objectifs et actions [Online] <https://idele.fr/reine-mathilde/objectifs-et-actions>
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- Status of the World's soil resources, 2015
- Make the cap a lever of the agro-ecological Transition [Online] <https://bit.ly/3sixWvQ>
- Reine Mathilde, publications [Online] <https://idele.fr/reine-mathilde/publications>