

# Testing a dairy farm model sustainable both for the planet and farmers

La Laiterie des Godets



DANONE  
ecosystem



\*Laiterie : dairy and milk processing plant

# French dairy farmers



France is the **2nd largest milk producer** in Europe and the dairy sector **generates 300K jobs** in the country

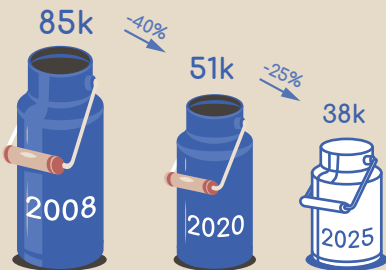
Yet...

French dairy farmers face **multiple challenges:**

- Challenges to ensure the profitability of their farms – **1/4 of farmers lived below the poverty line in 2017**
- Difficult work life balance: **Farmers work 55 hours on average** vs. 37 hours for other workers
- Entrepreneurial skills to be **reinforced**
- Limited **social recognition**



Leading to...



A decreasing number of dairy farms due to:

- Farm aggregation: fewer but bigger farms
- Limited generational renewal: 55% of farmers are 50 years old or older vs. 31% for other workers

(Evolution of the number of dairy farms in France)

# Environnemental challenges

The cultivation of food and goods through farming produces the vast majority of the world's food supply



Yet...

The conventional farming model has shown its limits:

Climate change is accelerating  
Biodiversity is disappearing



animals and plant species threatened with extinction



of GHG emissions worldwide



of soils moderately to severely damaged

That's why Danone Ecosystem & Hectar joined forces to create a model to:

- (1) Transform agriculture from a challenge to a solution
- (2) Deploy Regenerative Agriculture practices
- (3) Strengthen French dairy farmers sustainability



La Laiterie des Godets project was born

# Our approach

1

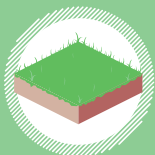
Design an ambitious model which is **socially fair**, **sustainable** for the planet, and **economically attractive**.

2

Test this model in a pilot with:



60 Cows



60 Hectars



3 Employees

**La Laiterie Des Godets** is a pilot farm with ambitious objectives focusing on 3 pillars:



**Social**

Attract younger generations by presenting a model where working conditions and life balance are prioritized



**Environmental**

Regenerate agricultural soils and develop biodiversity by integrating grassland farming into a field crop system



**Financial**

Ensure the profitability of the farm while maintaining high social and environmental responsibility



## Social



- Only one milking per day
- One working weekend out of three
- No dairy processing on weekends
- Reconnect dairy farmers to consumers

## Environmental



- Organic and regenerative agriculture practices
- Dynamic rotational grazing & intercrop cover grazing
- Hedgerows planted to increase biodiversity
- Ambitious animal welfare practices – Grass fed diet, Cows raised outdoors

## Financial



- Local transformation & distribution of dairy products (200K L of milk per year)
- Highlight and enhance the work done by the farmers to consumers

3

Share this vision and ambition with all Hectar students, breeders & general public



“My days are punctuated by the needs of the herd: my first task is going out and making sure that everything is going well for them. We have 60 or so cows from Normandy here who live in the open air – a healthy lifestyle adapted to their physical and behavioral needs.

At La Laiterie des Godets we are modeling a pilot farm, which means we are constantly improving our practices.

The highlight will be the launch of the Laiterie des Godets, which will be producing yogurts and artisanal cheeses under the logo “La Laiterie des Godets” as early as this summer. 100% local! A source of pride.”

- Bérénice Giot, Breeder at La Laiterie des Godets

# Partners & roles

DANONE  
ECOSYSTEM



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Danone Ecosystem Director

**FRANÇOIS HENRI DERRIEN**

Project Coordinator

**AUDREY BOUROLLEAU**

Founder of Hectar

**BÉRÉNICE GIOT**

Breeder

**CAMILLE VERGNES**

Dairy processing manager

**JULIE RENOUX**

Livestock consultant and trainer



**DAMIEN LECUIR**

Breeder  
Regenerative Agriculture expert

**FRANÇOIS COLOMBAN**

Transformation expert

Sources:

- La filière laitière Française en chiffres [Online: <https://bit.ly/3P98Qtb> ]
- Status of the World's soil resources, 2015
- Make the cap a lever of the agro-ecological Transition – [Online: <https://bit.ly/3sixWvQ> ]
- France's young farmers are struggling to establish themselves – [Online: <https://bit.ly/3FtFEsv> ]
- For a Regenerative Future [Online: <https://bit.ly/3yjILTf> ]
- Les agriculteurs ; de moins en moins nombreux et de plus en plus d'hommes [Online: <https://www.insee.fr/fr/statistiques/4806717> ]

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