

Helping Farmers Reduce their Greenhouse Gas Emissions and Regenerate their Soil



Les 2 Pieds sur Terre program

Since 2017 - Present

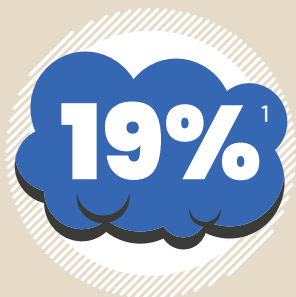


**LES 2 PIEDS
SUR TERRE**

DANONE

·ecosystem

The Challenges Facing French Dairy Farmers



of greenhouse gas emissions in France come from agriculture



Appointing **French dairy farmers** as **key actors** in achieving a more sustainable and resilient food system

Yet...



Farmers face challenges in transitioning to regenerative farming

- Difficulties staying up to date with best practices
- Inadequate infrastructure and financing
- Aversion to taking risks
- Difficulties accessing technical expertise and networks
- Lack of time

That's why in 2017, a **coalition of partners** joined forces to accompany dairy farmers on a journey to **reduce their greenhouse gas emissions** and **regenerate agricultural soil** ²



The ***Les 2 Pieds sur Terre*** program was born!

How it Works³



French farmers

join the program and benefit from an initial analysis of their greenhouse gas emissions and regenerative agriculture practices



Tailor-made action plan

Based on the farmers' willingness to go further, experts can accompany them to build a concrete and personalized action plan by selecting the right levers to reduce emissions and improve soil health



Reduce farming emissions

- Herd feeding management
- Animal care
- Herd productivity management
- Manure management
- Crop fertilization
- Energy usage management



Turn farms into carbon sinks

- Create grasslands
- Install hedges
- Practice intercropping
- Agroforestry



Improve soil fertility

- Create grasslands
- Reduce tillage
- Practice intercropping
- Extend rotations
- Reduce monoculture
- Optimize the use and distribution of livestock manure and effluents on the farm



Once they have identified actions to take, farmers can benefit from a **personalized and comprehensive support** through



Outside experts



Financing



Test and learn approach



- Group training on livestock, feed, energy, and land management
- Benefit from peer-to-peer empowerment
- Test innovative pilot practices on farms
- Discover new ways to improve farms' resilience



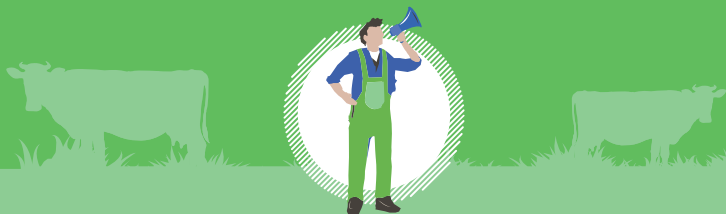
- Financial support from the program coalition
- Financial support from a crowd-funding platform



- Access to pilot farms
- Benefit from experts guidance
- Benefit from farmers' group dynamic
- Secure setting to explore new innovative practices



Enabling farmers to change their practices and helping them to
ensure the regeneration of soils, create the optimal conditions to reduce greenhouse gas emissions, and encourage innovation around sustainability



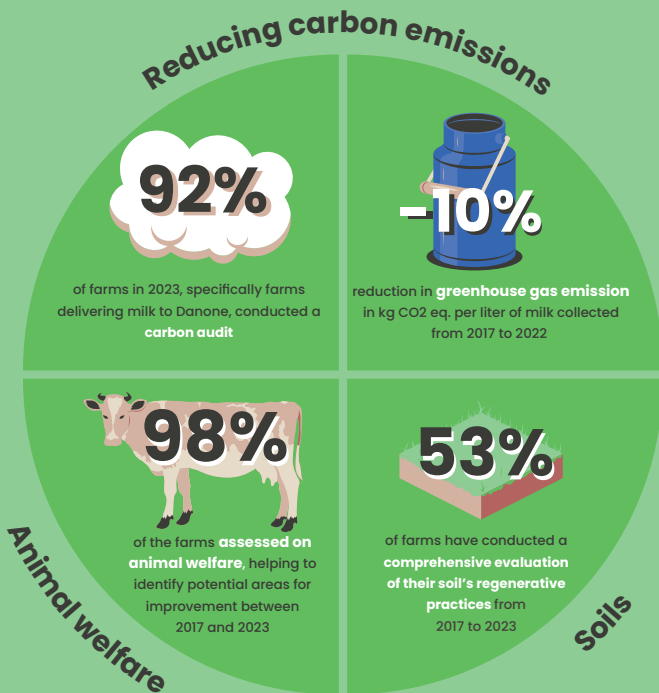
The program's partners ensure that farmers have ready access to free information and training

Enabling the dissemination of knowledge

More broadly, **Les 2 Pieds sur Terre** showcases the positive impact dairy farmers can have on society

Benefits for the Whole Ecosystem⁴

Environmental impact



Social impact



farmers received financial support from a crowd-funding campaign through the MiimOSA platform



individual support sessions carried out by external experts to help farmers define a carbon roadmap between 2017 and 2023



"The program helped me to produce more feed on the farm by making better use of grass via dynamic rotational grazing thus reducing its carbon footprint by 11%."

- Jean, a French Dairy Farmer

Partners & Roles



DANONE PRODUITS FRAIS FRANCE & LES PRÈS RIENT BIO

Supports activities
Sources the milk
Provides projects funding

IDELE

Shares insights and knowledge on
milk farming practices
Coordinates operations with
technical partners

Miimosa

Helps to attract fundings to
support farmers' transition
A way to communicate and
promote the farming profession

DANONE ECOSYSTEM

Brings co-creation spirit
Provides expertise & guidance
Brings systemic and sustainable
approach
Provides funding support



FARMERS

Apply their passion and know-how
every day to cultivate healthy and
sustainable food

LOCAL EXPERTS

Accompany farmers in their
transition



**CHAMBRES D'AGRICULTURE
CERFRANCE,
LES SERVICES DE CONSEIL EN
ÉLEVAGE
BIOSPHÈRES
PADV
GAÏAGO
COOPÉRATIVE DE CREULLY
BTPL**

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

Sources:

- 1 Ministry of the Energy Transition, "French overview of greenhouse gases", (2023) [Online] <https://bit.ly/4cdA39t>
- 2 Ministère de l'agriculture et de la souveraineté alimentaire, "4 pour 1000 : et si la solution climat passait par les sols ?" (Nov 2017) [Online] <https://bit.ly/3wlhigC>
- 3 Danone Lait, "Les 2 Pieds Sur Terre, vers une agriculture régénératrice, vertueuse pour le climat et les sols", (Feb 2021) [Online] <https://rb.gy/jlmueh>
- 4 Environmental and social impacts: Results based on Les Deux Pieds Sur Terre program Mid 2023 reporting on activities [Online] <https://bit.ly/3XOPnRR>