



Dairy industry development through Innovation dynamic for exportation

Développer une filière laitière par une dynamique d'innovation à l'export

FRANCE – NORMANDIE

Starting date - expected end date | 01.04.2016 - 31.12.2017

Operational Group

The aim of the MOM/Producer organization (PO) project is to create new ways and rules in the relationship between milk producers and dairy. The project deals with the creation of the needed mechanism to export new products to the USA. How can European company/producers interact with potential buyers in the USA, offering the good products at the good time ?

Results :

New method to evaluate risks and gains for farmers to change their production system and to match with the logistical needs for exportation.

A new collective organization of producers to face atomization and loneliness of farmers and to dare start new projects. A new horizontal collaboration between dairy and farmers to create, co construct and take benefits from the unexpected.



Lead partner: Chambre d'agriculture de la Manche
Other partners

Farmers

- ▶ 65 farmers of the Producer organization (PO)
- ▶ 2 other PO on development and needs

Company

- ▶ Mont-Blanc Materne (MOM group)

Research/ advice

- ▶ Management strategic research and agroeconomics
- ▶ Milk quality advice



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