



**Integrating agroecology
with the downstream:
food value chains**



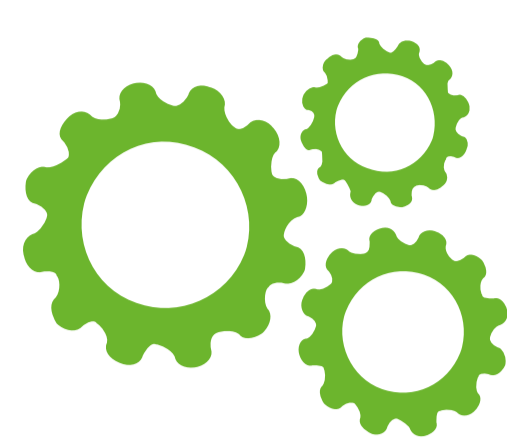
**AGRI
Innovation** summit 2019



Other Multiactor Project

Queen Mathilde Program - version 3

Programme Reine Mathilde - version 3



Practical problem

Lack of technical references to facilitate organic dairy conversions, and promote practices that improve soil health and biodiversity.



Partners

Private dairy actors (i.e. Les 2 Vaches, Danone), technical advisers (i.e. French Livestock institute...), public institutions (i.e. Normandy Region...), breeders.



Calendar

Start: 01/01/2019
End: 01/01/2021



Budget

Total amount:
€1,000,000

Objectives of the project

Capitalize on existing facilities to ensure the supply of organic milk from Normandy, particularly in the Upper Normandy region. Initiate regenerative agriculture to acquire and disseminate references on soil health (particularly to reduce tillage), carbon storage, biodiversity and water resource conservation. Bring technical solutions to farmers to increase pasture cover in farms, feed autonomy and animal health. Decrease the global dairy chain carbon footprint. Keep free access to all Reine Mathilde achievements and events in order to maintain its contribution to the general interest and the development of the sector.

Main activities

Set up two demonstration farms: in Upper Normandy (cultural platform for testing and demonstration on the theme of food autonomy; open doors on technical subjects like animal health, grazing, fertilization, effluent management), and in Lower Normandy (cultural platform for testing and demonstration on the theme of regenerative agriculture – soil system, crop selection, meadows and pastures – ; open doors), with technical and economical follow-up, and environmental monitoring. Strengthen impact: outreach (web, trade fairs, conferences) and impact measurement; open doors for schools; raising skills (study tours for advisors and farmers); technical support on animal health.

Expected results

Front runner in regenerative agriculture with 3 levers: soil tillage in organic farm system, pasture management efficiency, animal health and farmers training.

Results so far/first lessons

Strong assets to keep: methodologies and knowledge (conversion package for farmers: free and good quality assessment; demo and open farms: trials on real farms in real conditions), built capabilities (a program embodied by a network of 15 experts: “transmission belt” in the territory to understand local needs; Reine Mathilde is becoming a brand: national dissemination of open source documents). Still to improve and actions: animal health content and dissemination, focus on soils and biodiversity, impact measurement (online survey of the past 8 year-program, and a survey for each event). These achievements and lessons generate goodwill to secure supply and differentiate our milk.

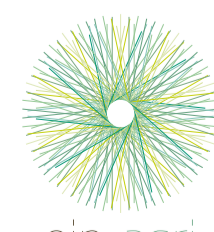
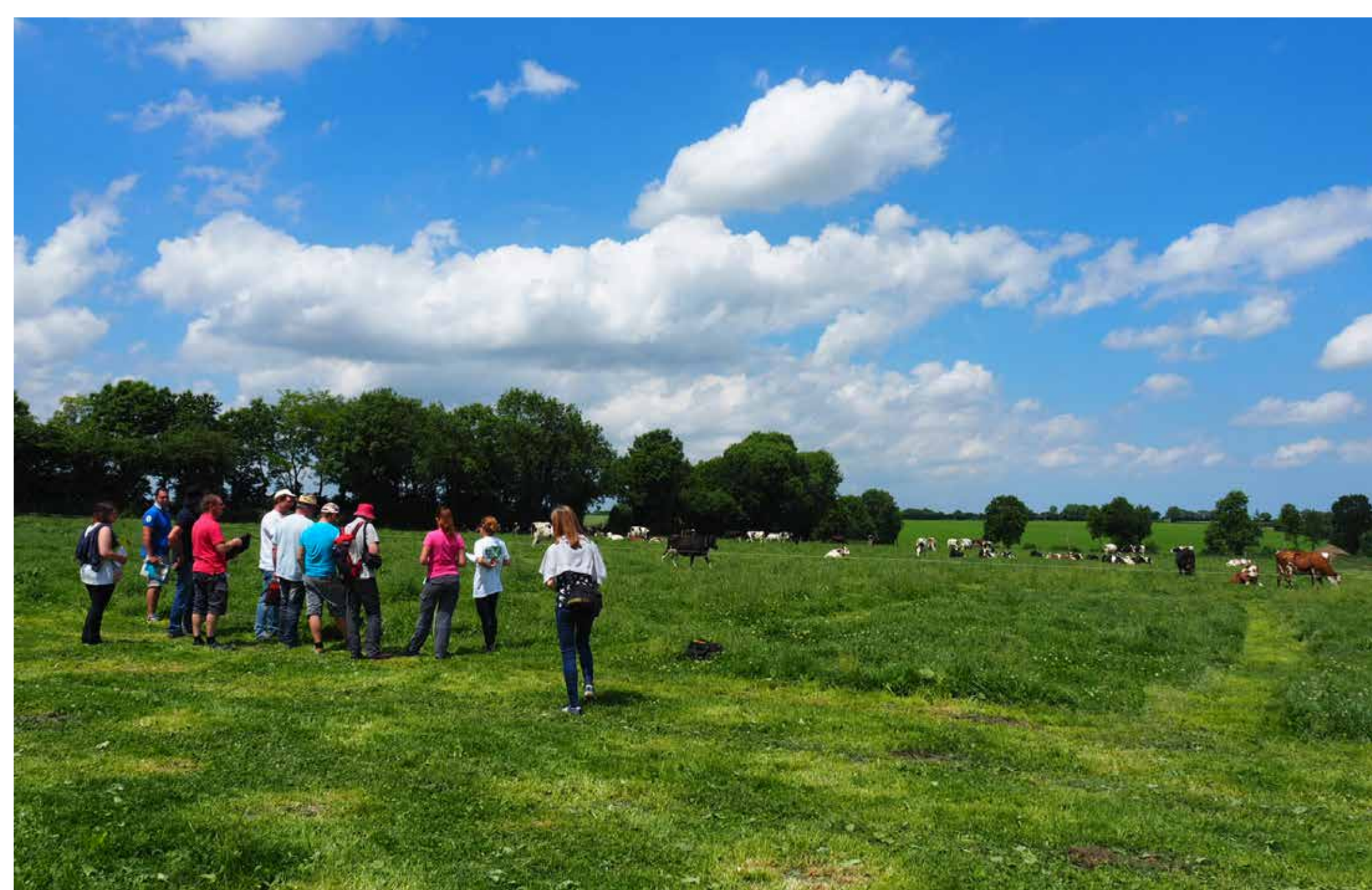
Who will benefit

Normandy farmers, whatever their dairy plant: farmers empowered directly = 100 (40 converted to organic, 60 converted to regenerative agriculture), farmers with increased revenue = 60, farmers empowered indirectly = 1200 (thanks to open days in farm – 450 per year – and prediagnosis), farmers trained on animal health technics = 60. Technicians working on organic dairy production. The entire French organic dairy sector thanks to the production of open source references and technical publications. Consumers, who could access to dairy products with high organic standards, made with a “virtuous” milk more ethical and sustainable.

Supported by:



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