

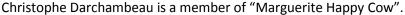
« Marguerite Happy Cow » Differenciated milk cooperative

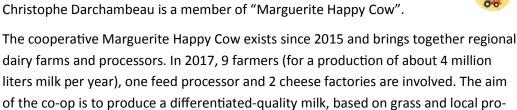




Ferme du Bois de Herve -Christophe Darchambeau







Production requirements are discussed between cooperative members and are controlled by an external certification body. Here are the 5 key requirements for Marguerite Happy Cow:

duction. Another objective is to give, also, the concerned producers a fair income for this quality. From now on, consumers are also allowed to take part into the co-op.

Grass and pasture conditions

Local feed (and non-GMO)

Specific milk quality

Human scale and fair income

Local processing





Product processing Marketing

An adaptation phase took place. During one year before the engagement in the cooperative, the milk quality and the implementation of the other specific production requirements were observed on the farm.

The silage dry matter has been changed (higher dry matter) and cleaning wipes are used for every milking.



2 Farm description

ENVIRONMENT

Belgium Herve's Region

Temperate oceanic climate

Clayey-loam soil

Altitude 270 m

Average slope 10 %

Vegetation: ray grass, white clover and

foxtail

GRASSLAND MANAGEMENT

Grazing: Yes

Grazing management type: mixed use grassland with rotational stocking

Grass silage for winter

STRUCTURE

Traditional farm, specialized in milk production, with permanent grassland

Annual Work Unit: 2

Agricultural Area: 60 ha UAA

53 ha of permanent grassland never reseed and 7 ha of maize silage

80 Holstein cows

ANIMAL PERFORMANCE

8500 l per cow

4% Fat and 3,58% protein in milk

Average lifetime of the cows on the farm: 6 years

Age of first calving: 25 month

WHY IS IT WORKING

Satisfaction to produce a differentiated-quality milk and to communicate with consummers.

Local production.

No need of financial investment or major modification.