

# « Marguerite Happy Cow » Differentiated milk cooperative



## Ferme du Bois de Herve - Christophe Darchambeau

### 1 Description of the innovation



Christophe Darchambeau is a member of “Marguerite Happy Cow”.

The cooperative Marguerite Happy Cow exists since 2015 and brings together regional dairy farms and processors. In 2017, 9 farmers (for a production of about 4 million liters milk per year), one feed processor and 2 cheese factories are involved. The aim of the co-op is to produce a differentiated-quality milk, based on grass and local production. 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.

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 :

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 pro-  
duction, with permanent grassland

Annual Work Unit : 2

Agricultural Area : 60 ha UAA

53 ha of permanent grassland never re-  
seed 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.