Sjirk Reijenga is a dairy farmer in the northern part of the Netherlands, the province Friesland. Together with a dozen other dairy farmers he delivers his milk to a milk collector for a special brand of dairy products: ‘Weide Weelde’.

The brand ‘Weide Weelde’ is based on sustainable management of the grassland to create a perfect environment for meadow birds by herb-rich grassland.

1. Description of the innovation

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Strategy implementation

The strategy of the farmer is based on creating a more sustainable herb-rich grassland management on his farm for meadow birds.

Achievements: better environment for meadow birds

Failures: modern technology is not applied

Results: more meadow birds and an extra milk price of 2 cents per litre
2 Farm description

ENVIRONMENT
Soil: Clay, peat
Climate: Temperate oceanic
Altitude: ± sea level
Slope: flat

GRASSLAND MANAGEMENT
Grazing: Yes
Grazing management: Rotational
Length of grazing period: 6 months/year
Main composition grassland: Perennial ryegrass and foxtail grass

The 1 ha of high level water (wet)

STRUCTURE

Agricultural Area 95 ha UAA
Permanent grassland 84,5 ha
Herb-rich grassland 9,5 ha
Wet grassland 1 ha

Production method Conventional

Stock 173 dairy cows
119 young stock
Breed Holstein-Friesian
Milk production 8100 kg/year

Annual Work Unit 2

WHY IT IS WORKING
The innovation is successful on this farm because:

- the farmer has a moral passion for meadow birds.
- the area is suitable for meadow birds and herb-rich management of the grasslands.
- the extra payments for the milk as a result of the pact with similarity farmers and the milk collector. They create an added value with the branding of the dairy products.