



# Added value with herb-rich grassland



## Sjirk Reijenga



### 1 Description of the innovation

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.



Economic results

Biodiversity

#### 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.