

What Relationship between farmers and their association in the future ?



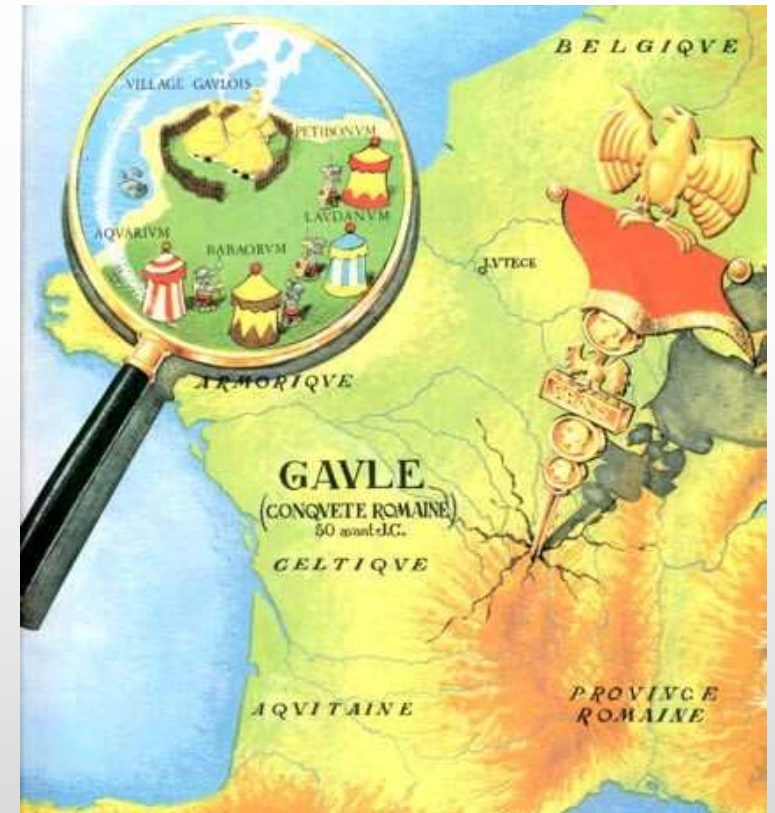
Céline Le Laurent, Tregor Holstein
EHRC Conference, Budapest 2017

Summary

- Tregor Holstein, an example of the evolution of the french dairy industry
- Relationships with the partners of the farm, the breeders association
- Vision for the future

The family farm

Our farm is located in northern Brittany,
10km far from the Seaside



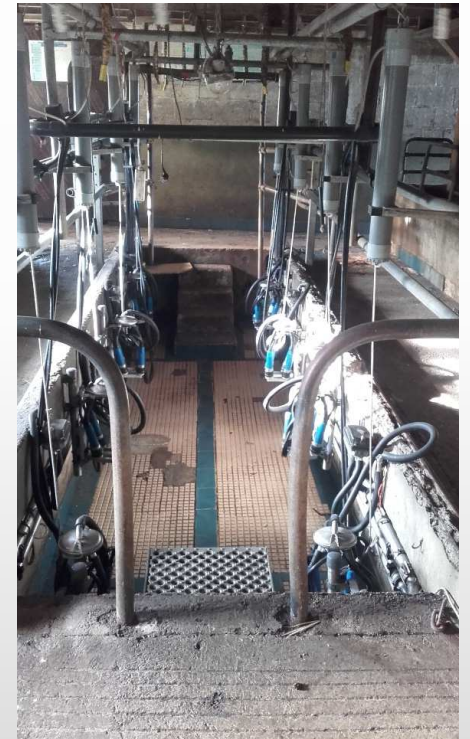
The family farm

- My parents Joëlle and Loïc bought their farm in 1986
- 30 ha - 200 000L of milk, 30 dairy cows
- Milking parlour 2x3, straw bedding
- They gradually purchased fields and obtained milk quotas



The family farm

- In 2015 : 48ha - 380 000L milk
- 45 cows in the same barn with improvements
- Milking parlour 2x4 with automatic cluster removing



The new generation

- After a master in agriculture, 10 years working for Prim'Holstein France
- At the end of 2014, I leave my job
- I purchase a dairy farm **on my own**
- 60ha - 450 000L milk, straw bedding, Milking parlour 2x5, an evolutive barn
- An empty barn, I purchase 50 cows to start

- This « system » will last one year



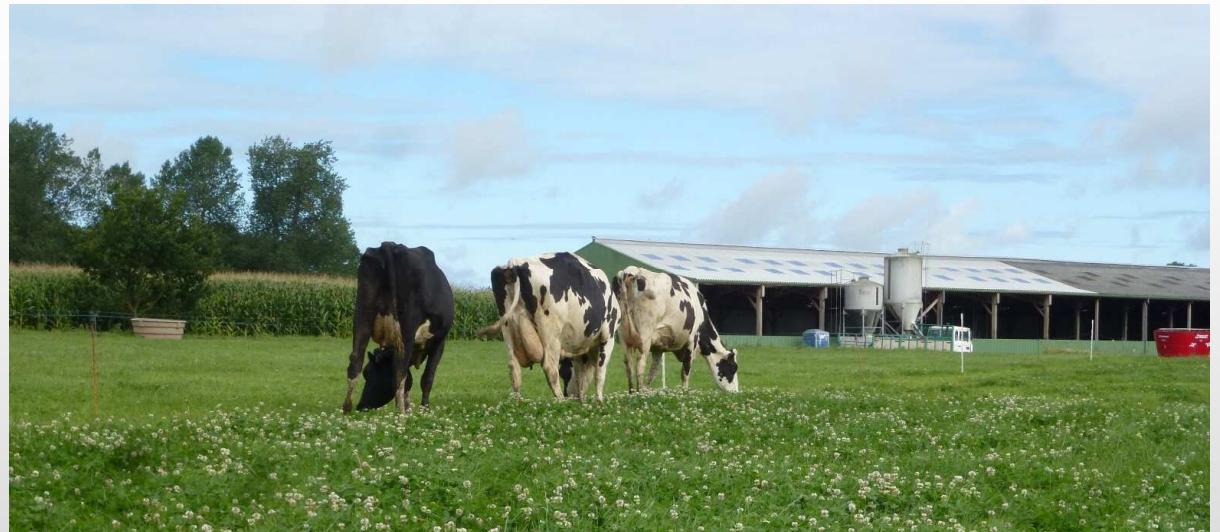
The new generation

- My father retires in 2016, my husband buys a part of my parents' farm
- The 2 farms are gathered, we create Tregor Holstein
- We start to expand the barn



Trégor Holstein today

- 2 farms (8km between the 2 barns):
 - Barn n°1 : 110 cows and the calves (0-3 months)
 - Barn n°2 : 80 heifers
- 3 associates + my father
- 1 000 000 L milk
- 110 ha :
 - Grass : 50ha
 - Maize : 40ha
 - wheat : 20ha



The barn

- Expansion: 6 months and 370 000€
- 115 free stalls
- 2 automatic manure scrapers
- 4 second-hand automated feeders
- Milking parlour 2x8 (we enlarged the existing milking parlour with second-hand equipment)



The herd

- 110 dairy cows pour 1 000 000L
- Average milk production 9620kg 3,3%P 4,0%F
- Classification AV 84,0 : 46VG et 62GP



How we feed our cows

- The cows graze as much as possible : 30ha around the barn for cows
18ha for heifers

- The climate in Brittany



- The animals graze from march to november



- Our goals : cost containment, feed autonomy and animal welfare

Our client for milk

- Milk sold to Laïta, a 3250 producers cooperative (3 cooperatives gathered in 2009)
 - Produces various products (consumer products, ingredients for industry, health nutrition products)
 - 65% of the production sold in France, 35% export
- Average price paid to Tregor Holstein in 2016 : 296€ / 1000L
- In 2017 : 317€ / 1000L



Prim'Holstein France

The French breeders association



Key figures

- 6000 members (430 000 dairy cows)
- 50 employees
- Board : 21 farmers
- Financial resources : 100% from member fees



Official missions but not only....

- Edition of pedigree certificates for the breeding association
- Political influence
- Shows and fairtrades
- Service offer : classification, genetic advice, mating plans, genotyping, web services (interactive softwares)

The annual fee

- Tregor Holstein in 2017
- Classification of all the cows (1st calvers and adults) + genetic advice (help for bulls choices, review of the heifers)
- 2 visits / year
- Access to the member zone of the website : data consultation, interactive mating plan
- Documents (animals lists, magazine)

→ Fee for 110 cows : 800€

- + 147€ for a personalized mating plan prepared by the classifier

Classification

- Time consuming in big herds
- Some farmers have felt less interested since the development of genomics
- But :
- An interesting neutral review of your herd
- Does not only « feed » the database
- A tool to
 - Rank the cows
 - Make business
 - Detect recurrent problems (locomotion)
 - Make a link between genetics and results (herd effect)



Pedigrees

- Important for international business

- Rarely used by breeders themselves : they can obtain the data they need via other means (websites for exemple)



Shows

- Motivating events
- Less participants on local exhibitions
- Why ?
 - Less farms
 - Do larger farms have less time ?
 - Do shows require too much preparation ?



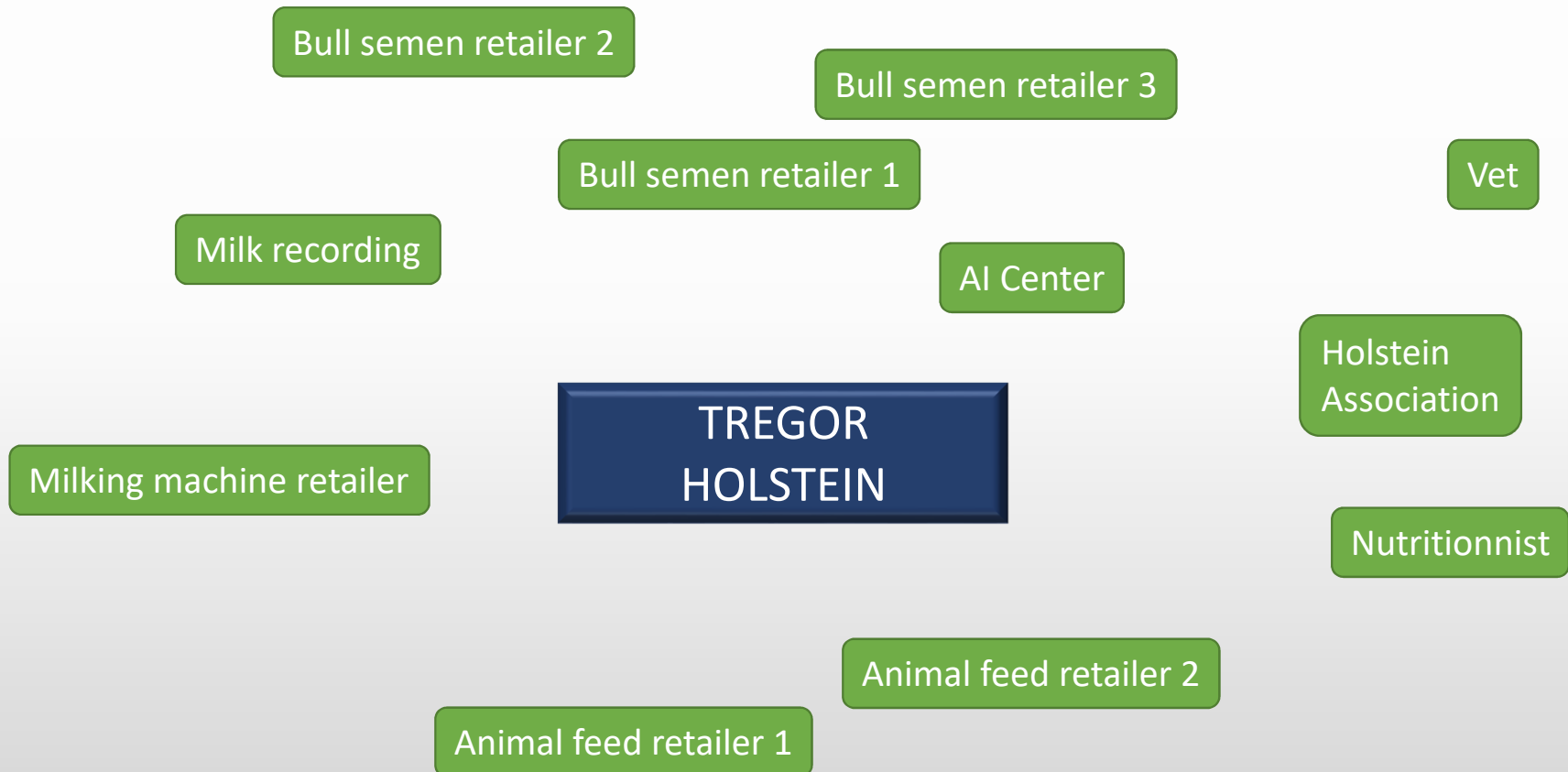
Focus : a new service for members : éCow

- Launched in 2017
- A tool to rank your cows according to economic criterion



What about the association
on my farm ?

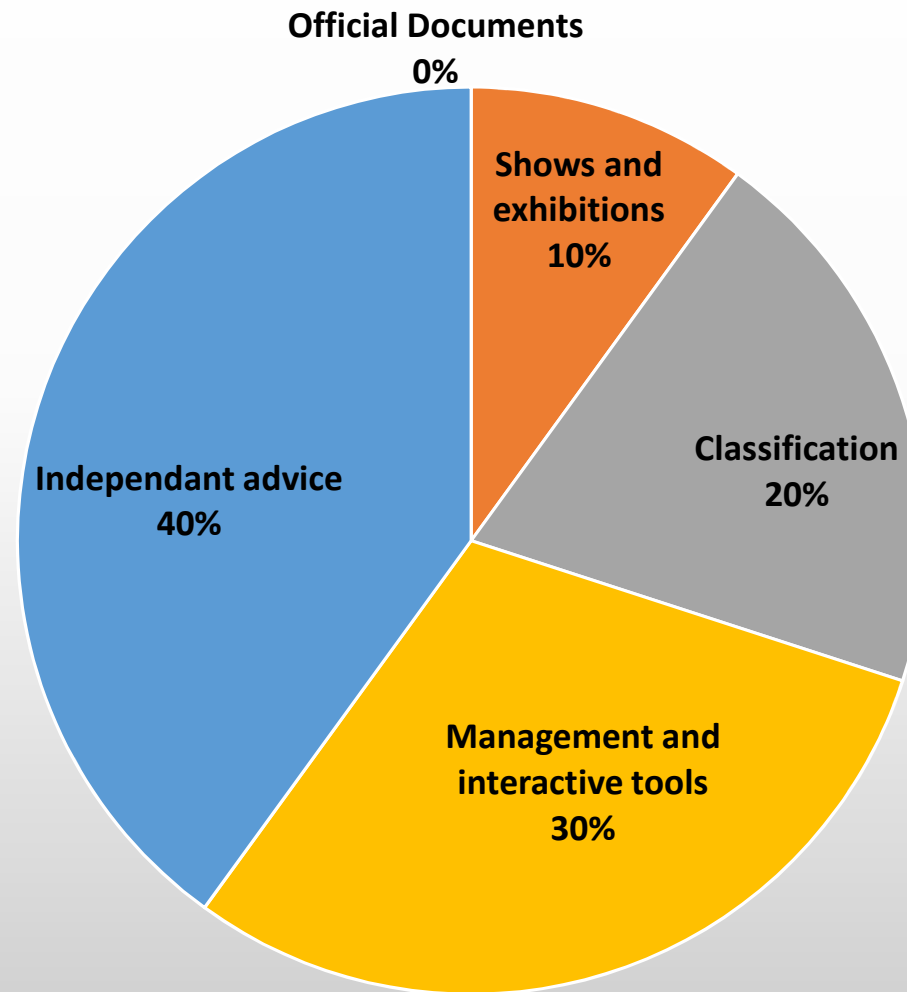
Many actors around my farm (herd management)



Which strategy ?

| | + | - |
|-------------------------|--------------------------------------|--|
| All-in-one | Simple and time saving | Other people think for me A monopoly is not profitable on the long term Difficult to reverse |
| Various partners | A real manager job Easy to change | Takes time Requires extensive knowledge or independant advice |

The reasons why we pay for our membership



The reasons why we pay for our membership

- The classifiers (consultants at the same time) have the opportunity to work on various farms
 - They know many different systems
 - They classify daughters of many different bulls
 - « The eye of an expert » on my farm
- The association is independant
- The classifiers provide a neutral expertise for my farm



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Association

Conclusion

- The « historical missions » of the association are weakened (pedigrees, shows)
- In the future, I see the association as a reliable partner who helps me to make appropriate choices in this changing world. Its independance is essential.

Thank you for your attention



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