

Dairy Farming and product marketing



Luxembourg

Example of successful cooperation between a dairy farmer and cooperative (BIOG) in marketing of organic milk.



Dairy farm Koeune, Marco

Dairy farm (organic)

- Agricultural area: 72 ha
- Grassland: 26 ha
- Forage crops: 26 ha
- Arable crops: 20 ha
- Dairy cows: 49
- Annual milk yield: 5.700 kg per cow
- Labour force: 1,25 AWU

Cooperation partner

- BIOG (cooperative of organic farmers) with 34 members



Common goal

- Consistent organic farming in order to protect the environment
- Processing and marketing products of the cooperative members on favourite price levels
- Establishing and consolidating an awareness of mutual solidarity between farmers and consumers



How to achieve?

- Through the idea of "associative business", pointing out that the one-sidedness of the free market is to be neutralized only through a cooperative collaboration of all actors in the supply chain (production, trade and consumption)
- By regular market discussions, involving all stakeholders (farmer, consumer, milk processor, BIOG) for each product group of the supply chain
- By optimizing the added value of the product chain

Added benefit for society?

- Creation of a regional market for organic milk in order to contribute to sustainable and regional prosperity
- Offering a secure way to process and market the farmers organic milk and thus to provide him a correct and fair price for his products
- Enlarging the product range of BIOG by the marketing of regional organic milk products
- Promotion of organic farming and thus a sustainable land use



This project has received European Regional Development Funding through INTERREG IV B. INTERREG IV B