

In Brittany

Les Laitiers Responsables (LLR) sector, a Sodiaal cooperative's initiative



WORK PACKAGE 4
DAIRY SECTOR ANALYSIS

ABOUT LLR - SODIAAL

Sodiaal is the first dairy co-operative in France with 4.7 billions liters of milk collected per year (20 % of the milk produced in France).



LLR (*Les Laitiers Responsables*, Responsible Milkmen) has been launched in 2018 to **adapt to the evolving societal expectations** : animal welfare, environmental impacts of products, their origin and also remuneration of the farmers... The objective of this new sector was also to generate substantial added value (27 % of the French volume in fluid market) and **create a new segment**, middle step between conventional and quality sign milk.

In 2019, **300 farms** are involved in LLR for a production of **100 million liters of milk**.

The milk is sold in all France by the way of the main distributors' supermarket. At the beginning, LLR milk was only sold in fluid milk but they diversified their range of products with yoghurts, butter, cream and Emmental in order to optimize the added value.




+ 15 €/1000 L for the farmers in LLR sector and 40 € per liter of LLR milk sold shared out to all the Sodiaal's adherents



150 days of grazing per year. A day of grazing = at least 6 hours in a minimum area per animal of 0,1 are



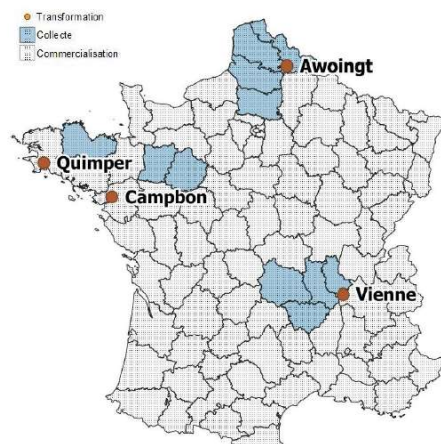
Milk produced from GMO-free (< 0.9%) fed animals with a supply of feed from STNO-certified suppliers



Respect for animal welfare. Farmers take part in "Cows Signs training modules"

4 PLANTS TO PROCESS THE LLR MILK

The idea was to target territories with an industrial site and with farms having good conditions for grazing in order to reduce extra charge.



SWOT ANALYSIS DIAGRAM

A lot of new dairy segmented products have been recently launched in order to match new societal expectations but it questions their resilience in the future. The SWOT analysis of LLR sector pointed out some opportunities to take and some threats to face with.



TESTIMONY



Jean-Paul PICQUENDAR
 Director of the Segmented Milking Divison

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The project to set up a segmented sector started in 2016. In order to respond in a striking way to societal expectations, Sodiaal organized a **consumer study** to identify the milk production criteria on which consumers would be willing to pay more.

Through this approach, the objective was to find a compromise between consumers and farmers expectations. Few meetings have been organized in order to inform the dairy farmers. At one meeting, there were 420 farmers and a big proportion were interested to join the new sector.

« Les Laitiers Responsables » officially started in March 2018 with milk produced under the Candia brand in the south of Isère (Alps). For Breton producers, the first deliveries were made in October 2018.

The Sodiaal wishes are to strengthen the brand "Les Laitiers Responsables" to allow the greatest number of dairy farmers to participate in the process. On the future of segmented sectors in general, I think that a certain number of brands and products will disappear, due to a plethoric offer. The next segmentation step for Sodiaal could be the evolution towards "local" milk in order to limit the product's carbon footprint. //



For more information

- <https://les-laitiers-responsables.coop/nos-engagements/>

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www.dairy4future.eu



Project funded by



Interreg
Atlantic Area
 European Regional Development Fund

