



SUMMARY

We have developed village associations as centre of innovation and expertise. With support from Innovation Norway, we have developed a milk collection points (MCPs) for Viscari Association. By improving milk quality and quantity, and assisting with negotiations with milk processing companies, we have increased the price of milk obtained by the farmers, and halted the decline in cow numbers in the area. ADEPT has held a competition among farmer associations, Viscari was a winner and won a Brielmaier mower and training in maintenance.

INNOVATIVE POINTS

Strengthening the association as a tool for spreading innovation and improved quality.

Bringing together simple training, small equipment and negotiation for milk prices, we have solved economic and landscape conservation problems with minimal expense.

We have also increased viability of the association with innovative mower.

DRIVERS

Need to increase milk prices to stop the fall of cow numbers in the area. Each cow lost = 1 ha of high biodiversity grassland abandoned/converted to sheep grazing.

Precious High Nature Value meadows are being abandoned because fewer people available to scythe by hand, and fields are too inaccessible/too sloping for tractor use. In some area 30% of haymeadows are abandoned. How to bring these meadows back into use, with benefits to local economy and to biodiversity?

ACTIVITIES AND RESULTS

Project 2015-6.

MCP provides shared quality control and cooling /collection facilities for about 20 farmers.

Achieved by improved quality (training) and quantity (larger bulk tanks, more farmers participating) and direct negotiation with milk processor companies.

Involved: advisory services (NGO), farmers, milk processing companies.

- Training of farmers to improve milk hygiene.
- Negotiation with processors for better prices
- Training MCP manager to use/maintain the machinery.
- Selecting responsible farmer associations

Milk price up 20-30%

Halt in falling cow numbers in the villages concerned.

Hundreds of hectares of abandoned haymeadows have been brought back under good management.

