

Reflexive monitoring in action for a sustainable dairy chain

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27 November 2013



WAGENINGEN **UR**
For quality of life

Presentation - Sustainable Dairy Chain

Content presentation

- Dutch dairy sector
- Recent development dairy sector
- Sustainable Dairy Chain initiative
- Timeline Sustainable Dairy Chain
- My role Sustainable Dairy Chain
- Lessons learned



Dutch dairy sector

- Roughly 17.000 dairy farmers and 1.400.000 cows
- Dutch grasslands - 50% of cultivated land
- Dairy cooperation's - dairy famers own milk factories
- Friesland Campina processes 80% of milk. More then dozen small size corporation's
- Public appreciation of Dutch dairy sector



Developments Dutch dairy sector

- Decline of Dutch dairy farms that apply grazing
 - 90% of Dutch cows graze in 2001 – 70% of Dutch cows graze in 2012 (CBS, 2012)

- Dismantlement of EU milk quota by 2015
 - Expected growth - more cows per farm
 - Increase of polluting emissions (e.g. manure)
 - Expected increase of closed farming systems

- Pressure groups and government voice concerns



Future of Dutch dairy sector

Meatrix II - (0.52 – 2.10)

[Http://www.youtube.com/watch?v=VAN6G8sBNIE](http://www.youtube.com/watch?v=VAN6G8sBNIE)

Wednesday 20th November 2013, EenVandaag, Ned 1
“Dutch dairy sector will explosively grow”

The Dutch dairy sector responds by stimulating the sustainable development of the Dutch dairy sector

Sustainable Dairy Chain (2008-onward)

- Initiated by private partners



Sustainable Dairy Chain (2008-onward)

- Members of Sustainable Dairy Chain



Sustainable Dairy Chain (2008-onward)

Start-up:

- < 2008 - dairy sector is confronted with unsustainability
- SDC to collectively address and tackle unsustainability
 - Cooperation tradition
- Dairy factories take the lead
 - In addition to the threat there is an incentive
 - Dutch milk – top quality milk -> USP
 - Experience with organising quality control



Organisation Sustainable Dairy Chain

- Steering committee
 - 9 members - NZO, LTO, Friesland Campina, 2 small size cooperation's
- Contact group
 - 13 members - including the sustainability managers of the 9 cooperation's
- Advice groups
 - 9 members – government, NGOs, chain partners



Goals of Sustainable Dairy Chain

- Climate and Energy
- Animal welfare
- Grazing
- Biodiversity and environment



<u>Theme</u>	<u>Issue</u>	<u>Formulated objective</u>
Climate & Energy	<u>Reduce GHG emissions</u>	30% reduction of greenhouse gases in 2020 as compared to 1990, including climate-neutral growth
	<u>Improve energy-efficiency</u>	2% energy efficiency per year (1.5% factories and 0.5% chain), and a total of 30% energy efficiency in the 2005-2020 period, 2% energy conservation for cattle farmers each year
	<u>Sustainable Energy</u>	20% sustainable energy in 2020 and an energy-neutral dairy chain
Animal health & welfare	<u>Reduce antibiotic resistance</u>	Reduction of antibiotic resistance. By 2013, antibiotic use should be back to 1999 level.
	<u>Improve cow longevity</u>	Increasing average life expectancy of cows, particularly by the strong reduction of mastitis and lameness
	<u>Sustainable cow housing</u>	5% sustainable housing in 2011. By 2015, all new cowsheds will be fully sustainable.
<u>Grazing</u>	<u>Maintain grazing</u>	Maintain current level of outdoor grazing
Biodiversity & Environment	<u>Sustainable feed sourcing</u>	100% use of RTRS (Round Table on Responsible Soy) certified sustainable soya and sustainable palm kernel expeller by 2015
	<u>Reduce phosphate volume and ammonia emissions</u>	Actions and measures that directly and indirectly influence the phosphate volume and the emission of ammonia
	<u>Improve biodiversity</u>	<u>Improving biodiversity</u>

Programme Sustainable Dairy Chain

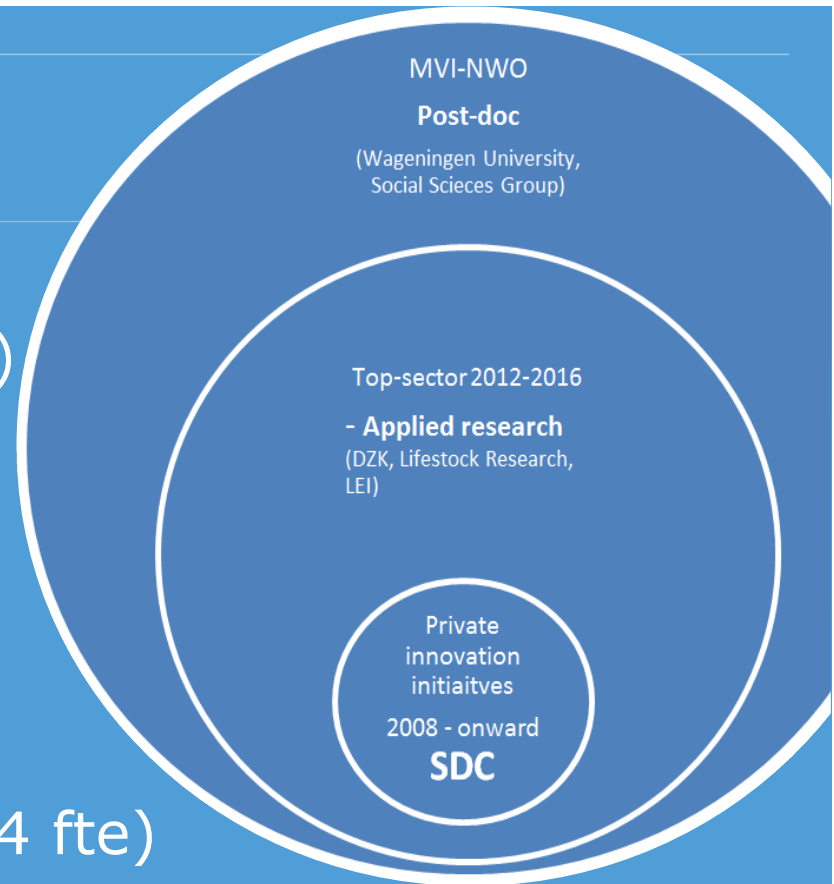
- Sustainable Dairy Chain has common goals but each cooperation is at liberty to choose focus & momentum regarding their sustainability programme
- From 2012 onward the dairy factories each implement their own sustainability programme (using the knowledge, tools and experience of each dairy factory) to support dairy farmers to produce milk in a more sustainable way



Research activities SDC

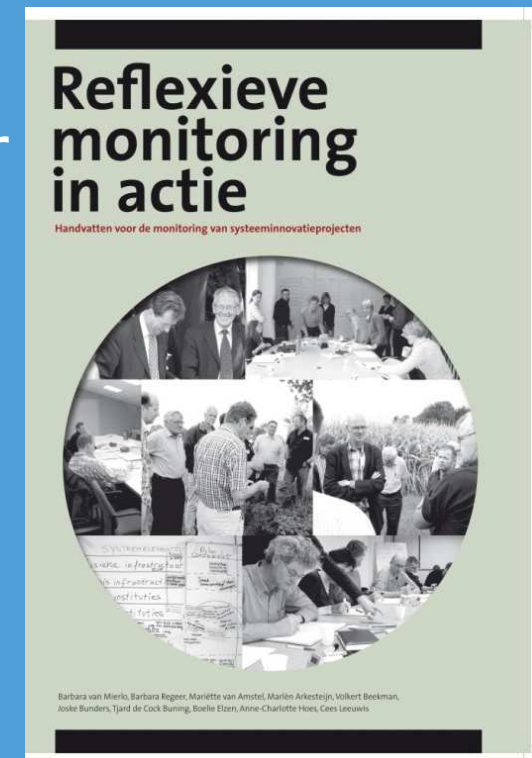
- Activities applied research (LEI)
 - Survey dairy farmers
 - Interview chain partners
 - Advice SDC board

- Post-doc research (WU, KTI, 0,4 fte)
 - Improve understanding of these types of sector transformations – focus on social learning, communication patterns and boundary work
 - Support SDC by facilitating reflection
 - Further develop Reflexive Monitoring in Action



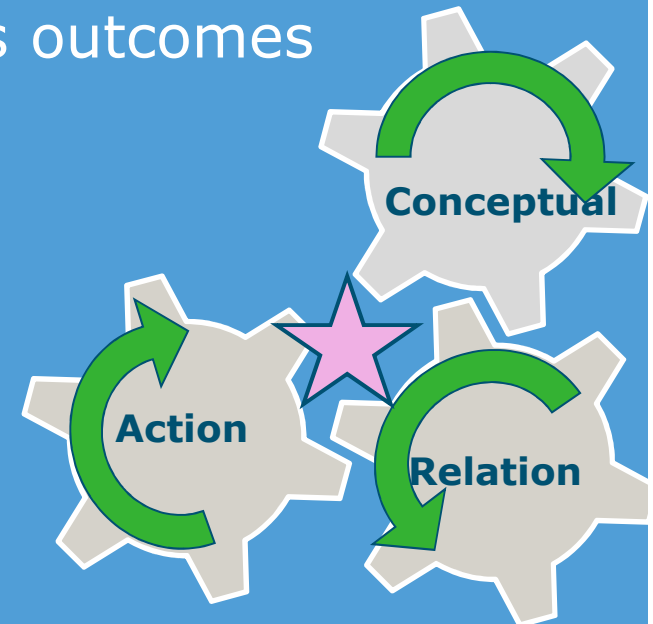
RMA Sustainable Dairy Chain

- Attended all steering committee & contact group meetings (8 total), a symposium for SDC partners and a public symposium organised by SDC
- Interviewed 9 participants of SDC
- Provide feedback to project manager on internal communication, relation with 'outsiders', etc.



Lessons learned so far

- Sector transformation initiatives by incumbents
 - Social learning process: interactions in multi-stakeholder settings to enable change
 - New perspectives and working routines are introduced cautiously
 - High commitment towards outcomes of learning process



Questions?

