

Dairy stockbreeders facing changes. Which contribution of professional organizations?

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Abstract: The aim of this poster is to give some elements of answer concerning the contribution of agricultural organizations as regards the changes that are facing dairy stockbreeders. Indeed, the producers have today to take into account new environmental demands, but also threats coming from international market. In this context, organizations linked with dairy activity have to change, what is quiet difficult. Indeed, they have to propose a more important range of services linked to the heterogeneity of new demands – particularly the expectations of dairy stockbreeders - and the economical context. In the Picardy region, we can see that the dairy control, the agricultural chamber and the management center have entered in competition by expanding their services. In this way, dairy farmers receive important advices that show that the dairy sector is dynamic; but these diferent recommendations can be contradictory, which represent a weakness for the regional dairy sector.

Keywords: dairy activity, professional organizations, agricultural advices, Picardy region, dairy stockbreeders.

The french milk sector is travelling important structural changes, in response to global market forces. What's more, environmental demands from society are gaining weight in the sector. This situation has provoked changes in the accompaniment system proposed to farmers [Maxime, Noël, Girard, Thomas, 2003]. Moreover, the advisers competences have to respond to the plurality of dairy stockbreeders expectations, linked to their own perception of a situation and the characteristics of their farm [Brives, Lémyery, Rémy, 2006]. The aim of this poster is to illustrate the changes that are facing different organizations that are connected with dairy activities in the Picardy region, and also to present the conditions for a more efficient system of advice on a regional level, in a systemic perspective.

Context

French agriculture has always been a particular sector for politics, which have protected this field, and have given important grants to farmers. It has been the case of milk production. In this context, a dairy inter-profession has been created, with the aim to coordinate the diferent interests of the actors linked to the sector.

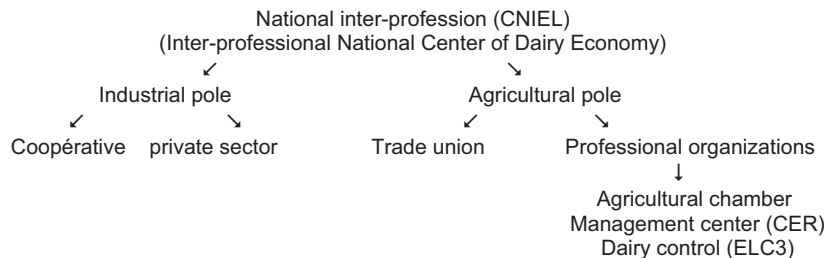


Figure 1. The functioning of dairy activity

Dairy organizations confronted with changes: which conditions of development?

Today, dairy control is extending its function on more global advices towards producers, and enters in competition with two others agricultural organizations linked to breeding.

Table 1. Functions and evolution of three professional organizations

Period Global context	1950-1970 Joint management	1980-1990 European policy	2000 Globalization and environment
Dairy control	Improve genetics to increase milk production Framing and control of performance (Technical advices)	Milk production quota : quality, follow-up process of the cows, genetics	End of the protectionist system of "no competition". Diversification of services linked to economic performance and strategical advice
Agricultural chamber	Global development of the farm	Global development of the farm, having in mind new environmental demands	Diversification of services and advices linked to new european policies
Management center	Economical management of the farm	Economical management of the farm, having in mind european policies	Diversification of services and advices

As the dairy control is a private organization, it has to fight to ensure its permanence. It is notably the case in Picardy.

Table 2. Characteristics of Picardy dairy organizations

	Dairy control	Agricultural chamber	Management center
Level	regional	departmental	departmental
Status	private	public	private
Services / advices			
Breeding	Yes	Yes	No
Plans of sewage farming	Yes	No	No
Common Agricultural Policy	Yes	Yes	Yes
Norms of farms building	Yes	Yes	Yes
Milk quality	Yes	Yes	No
Economic responsibility	Yes	Yes	Yes
Technical advices	Yes	No	No
Strategical advice	Yes	Yes	No
Global advices	No	Yes	Yes

The presentation of the regional context is the first step for understanding which possibilities can be chosen to promote advices more efficient towards dairy sector.

<p>STRENGTHS</p> <p>Important field presence of dairy control Efforts to find a complementarity between the different organizations linked to dairy activity Organization of forums</p>	<p>WEAKNESS</p> <p>Heterogeneity of advices Rentability of private organizations is important for their perennity Advices costs</p>
<p>OPPORTUNITIES</p> <p>Work done by "Agro-Transfert" to share information on breeding, and to promote a regional action Systemic approach Good regional follow-up of dairy farmers Regional programs to promote dairy activity</p>	<p>THREATS</p> <p>Economical competitiveness in a globalized market, contradiction with the environmental and territorial logic Isolation of some dairy farms Less presence of the dairy control in the department of Oise Informations concerning the dairy activity is dispersed Competition between agricultural organizations and also with feed and nutriment dealers</p>

Figure 2. Swot Analysis of Picardy dairy organizations

In concret terms, that could be simplify as follows :

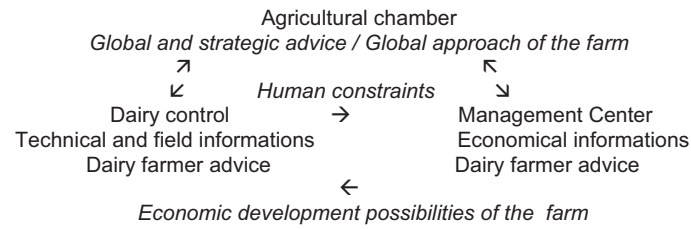


Figure 3. Possibility of development and synergy of organizations

As a conclusion, we can say that there is an important opportunity today for dairy organizations to face change by sharing the different type of advices given to dairy farmers for more consistency. In this perspective, possibility for building more efficient services institutions in the dairy sector can be brought by a regional action that has emerged in 2007, the “herbivorous regional action plan” in which a work in hand made by the organization “Agrotransfert”, which ambition is to be an interface between research and agricultural development, is taking part. More particularly, the project deals with the improvement of work organization in breeding and the construction of an advice process in the Picardy region, and can represent a real opportunity to organize each institutions competences on a regional level.

References

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