

THE KEYS TO REINE MATHILDE'S SUCCESS

A DEVELOPMENT PROGRAM FOR THE ORGANIC DAIRY SECTOR

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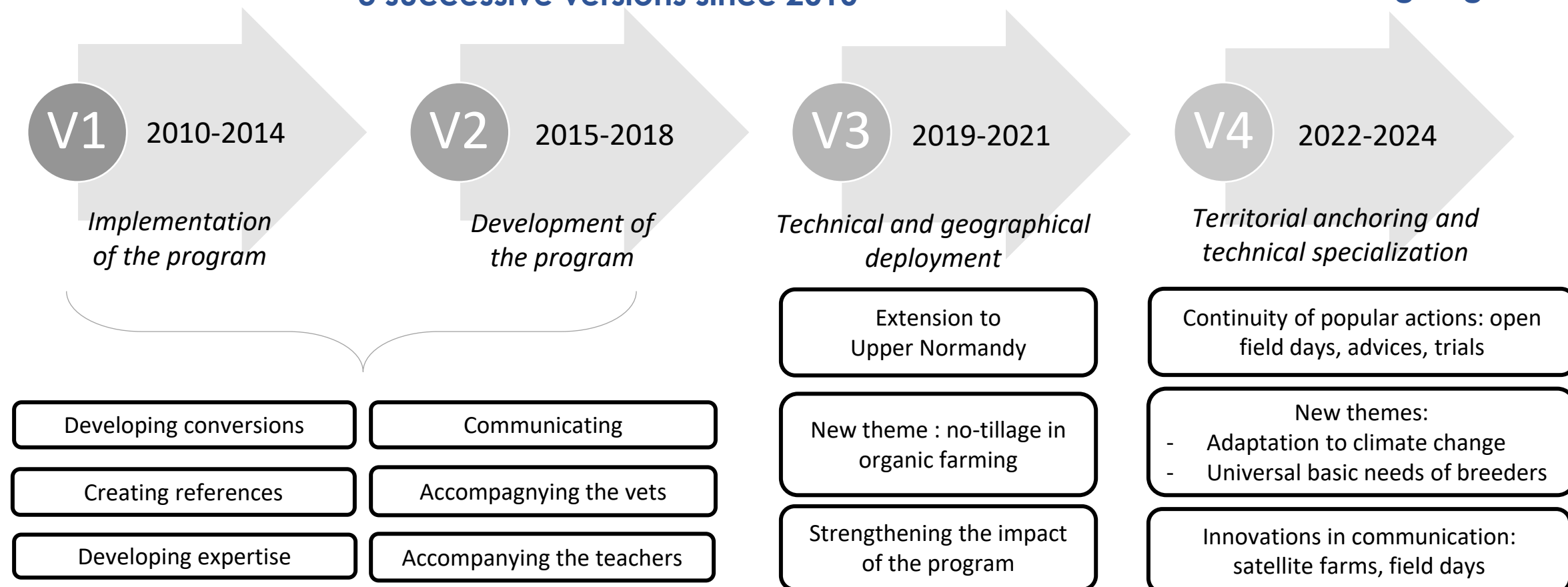
1. A multi-partner program that evolves with its ecosystem, the organic dairy sector in Normandy, France

Faced with the sustainable growth of global demand for organic food products, some operators try to meet the demand while respecting the technical and ideological foundations of organic farming. This is what the *Reine Mathilde* program is all about: this multi-actor program was created 12 years ago in Normandy and designed to develop organic dairy farming. Nationally recognized as a truly innovative and replicable initiative to develop a sustainable supply chain, the power of this model is based on several original features.

More than 10 years of experience in organic farming

3 successive versions since 2010

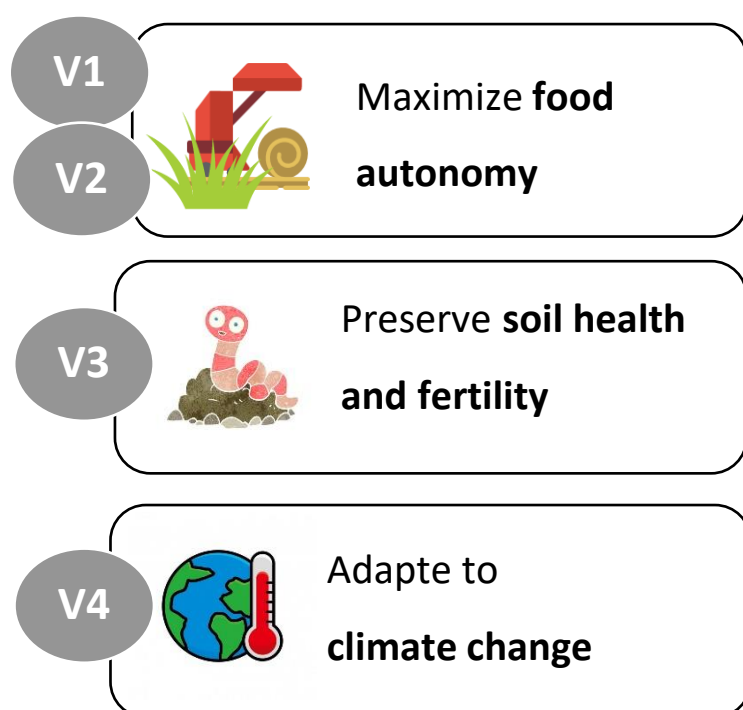
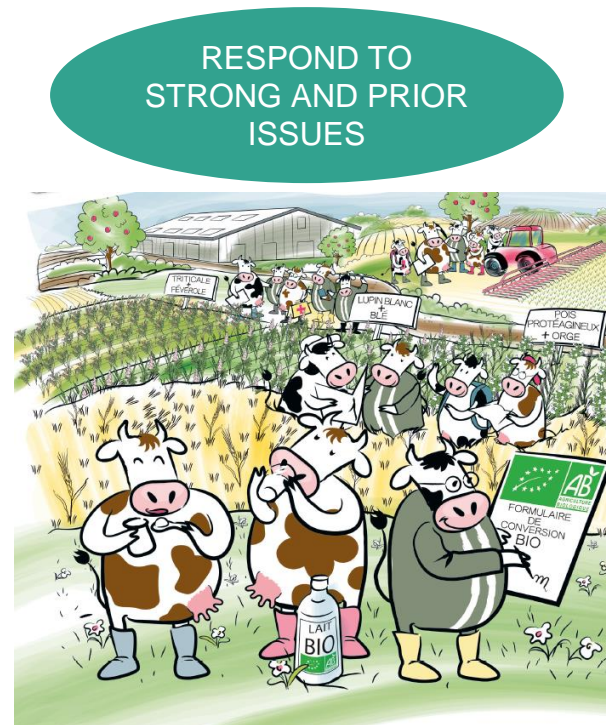
...and a 4th on-going



2. First key to success : bringing together all the actors of the organic dairy sector in the region

First of all, the multi-partner dimension is one of the characteristics of the program, since it brings together all the organic dairy actors in the region: livestock farmers (both conventional and organic), development actors, vets, technical institutes, public partners (local authorities, national agencies, education, etc.) and private economic actors (dairy & agri-food supply companies).

It coordinates and federates them to develop their skills and communicate jointly on technical subjects such as food autonomy, forage quality, etc. This type of collaboration, which is still insufficiently developed in agricultural consulting, is one of the ways to better meet the needs of farmers in line with the expectations of the dairy sector.



3. Second key to success : a wide range of actions to reach a diversity of targets

The second originality of the program lies in the diversity of the targets reached through a wide range of actions, both in terms of content and form (see table below). Technical innovations are varied, both on fundamental organic topics and on promising issues for the future (soil health, biodiversity,

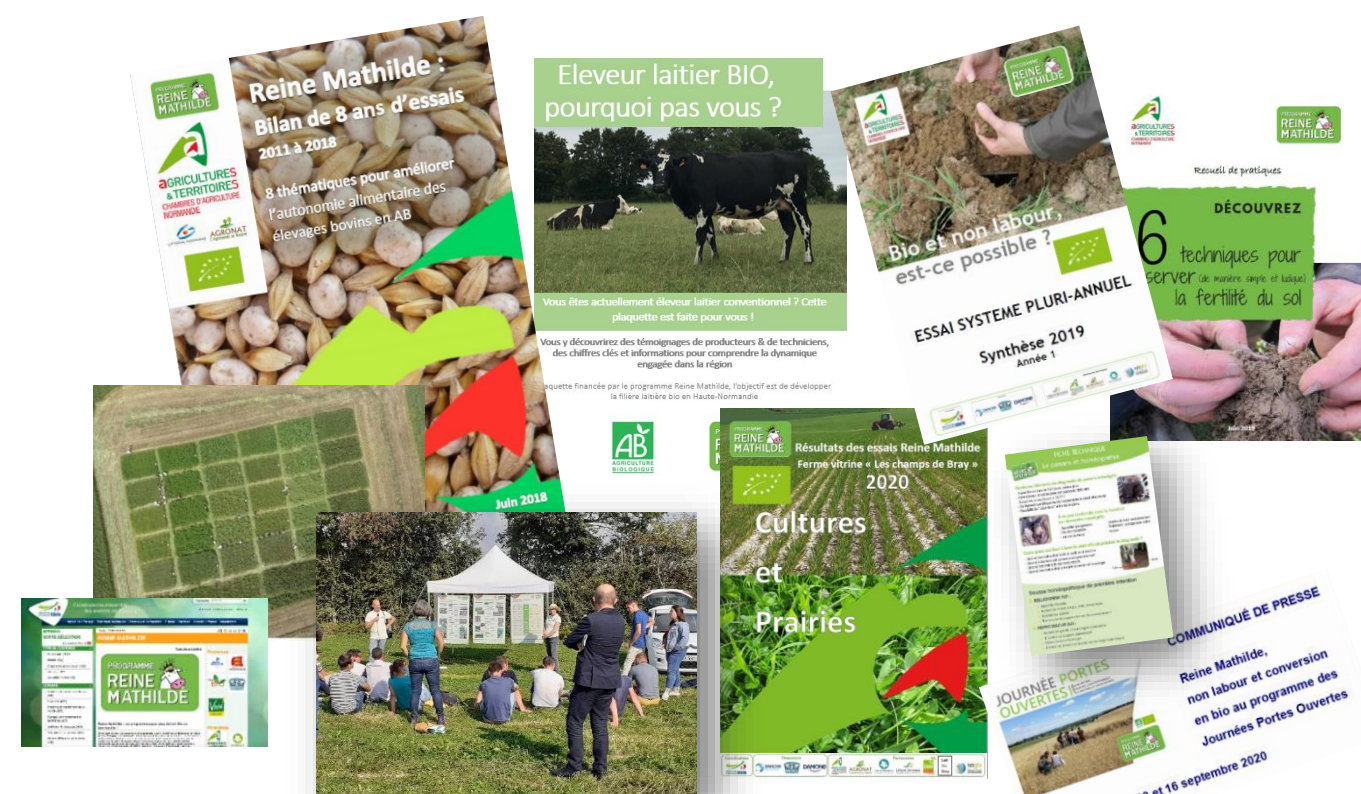
carbon storage...). References acquired are disseminated through demonstration activities in real conditions with original cultivation devices (e.g. checkerboard test platform which a wide variety of associations tested simultaneously on a small surface) and to benefit from the producers' feedback.

Target audience	Farmers	Advisors	Vets	Students
Range of actions				
Support for conversion (studies, prediagnostics, follow-up...)	X			
Synthesis and technical documents	X	X	X	
Interventions (classroom, seminars, fairs...)	X	X		X
Trainings to complementary medicines	X		X	
Trials and Open field days	X	X		X
Study tours and trainings	X	X		

4. Third key to success : give free access to all the actions and references produced

Finally, Reine Mathilde is notable for its approach of opening up to all producers, whatever their dairy company, whereas the initiative is mainly led by two of them and financed partially by private funds. This

program is part of a collective and open source sector approach, with a common objective to optimize the conversion process and ensure the economic performance of organic dairy farms.



5. Points of vigilance for the implementation of such a program on a territory

As a conclusion, it is important to stress the points of vigilance we have identified so far in order to implement a program like RM on a territory. This kind of program is a collaborative

model that promotes dynamic and effective achievement of objectives, But checkpoints are to be met to gather conditions for success.

- Increase the competence of the entire ecosystem
- Create a federated network of motivated partners with a common commitment
- Trigger the desire of farmers (or future farmers) to convert
- Dissemination of messages in a visual way that encourages exchanges
- Reine Mathilde known and recognized on its territory as a reference like a brand

- Identify correctly the expectations of the beneficiaries
- Take the time to transfer and value all the knowledge acquired to the target audience
- Ensure strong coordination with operating procedures and frequent and clear internal communication
- Evaluate the impact of these actions to adapt to the changing context