

TESTIMONY « Leite de Vacas Felizes »

Happy Cows Milk Program leverage of pasture and animal welfare

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France, 13th March 2019



Sharing smiles



AZORES

Azores



PIB per capita:
18.432 USD

Population: **245.000** (2,5%)

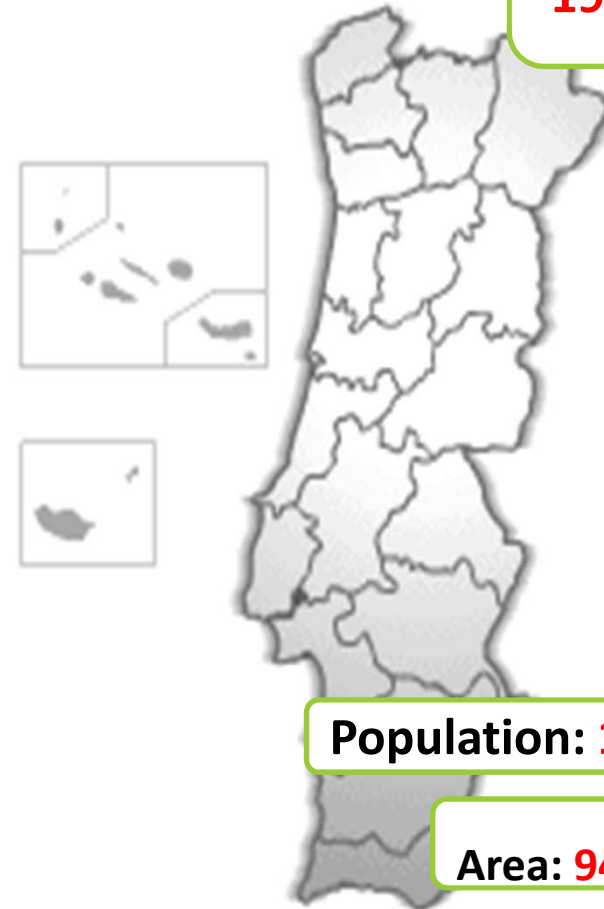
Area: **2.346 km²** (2,6%)

Milk Production: **621 kton** (33,7%)

BEL Plant

BEL Office

Portugal



PIB per capita:
19.800 USD

Population: **10 Millions**

Area: **94.297 km²**

Milk Production: **1.843 kton**

AZORES



- Green Islands
- Natural
- No pollution
- Clean environment
- Traditional productions
- In the middle of Ocean

DAIRY LAND

AZORES



Cows living in pastures



Cows closed

Tradition in the Azores

Cows outside

DAIRY LAND

PASTURE MILK



High Level
of CLA

High level
of Omega 3

Lower ratio
 $\Omega 6/\Omega 3$

Happy Cows Milk Program



- ✓ Milk from Pasture
- ✓ High quality milk
- ✓ Healthy and Tasty Products
- ✓ High level of food safety
- ✓ Animal Welfare
- ✓ Protection of natural resources
- ✓ Create VALUE for all production chain

Happy Cows Milk Program

In Jan 2015, Bel launched a **cooperation program** with its our farmers to have **THE BEST MILK** and the **BEST PRACTISES**



The Grazing



Animal welfare



Sustainable production



Quality and Food Safety



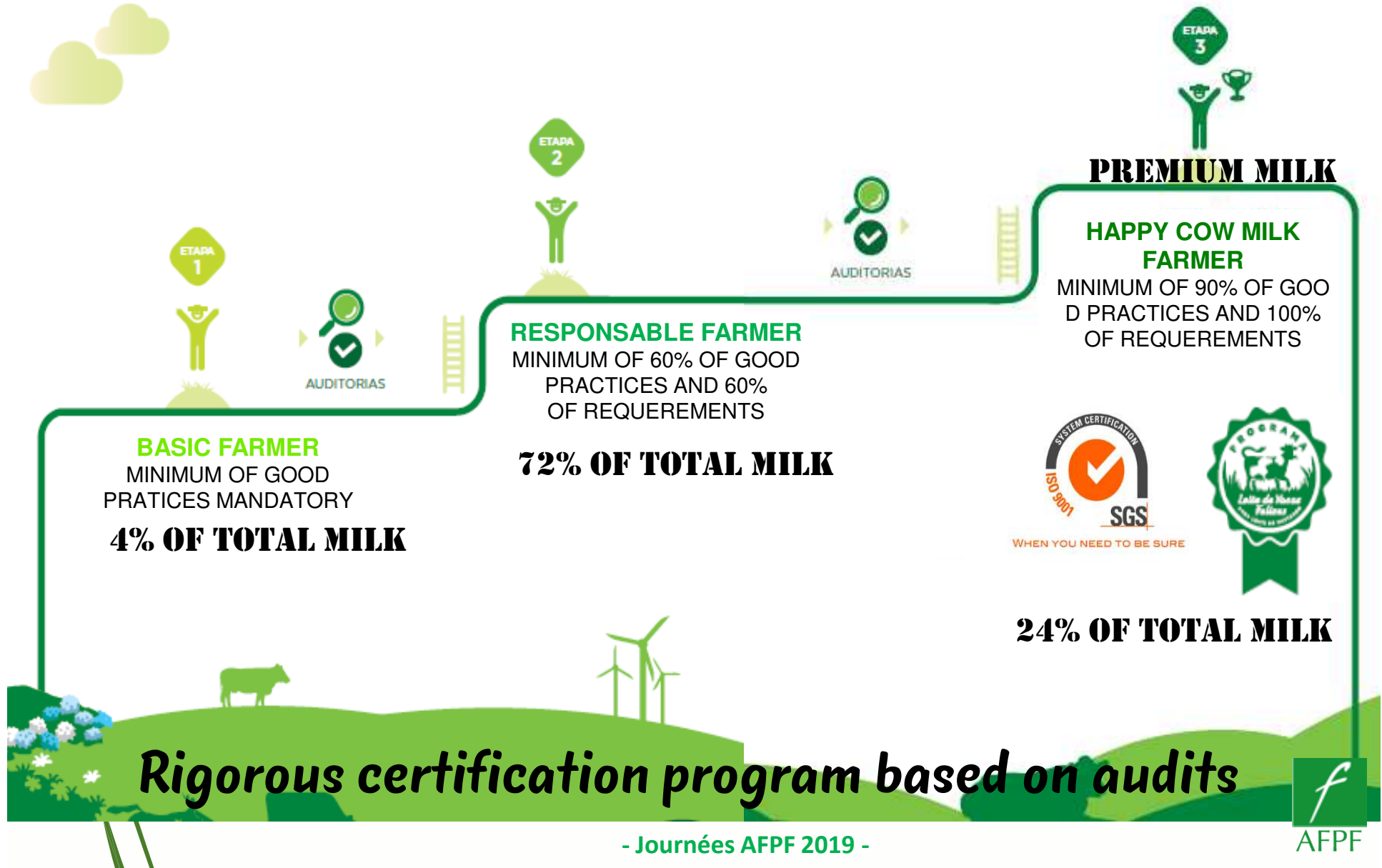
Efficiency

CO-CREATION

APN - Nutritionist
Universities
Farmers Association

Specialists
• Animal welfare
• Environment
• Sustainability

Happy Cows Milk Program



Happy Cows Milk Program

A program certified by SGS
with more than 200 points of control

1 Pasture



Consortium: Sustainable Pastures

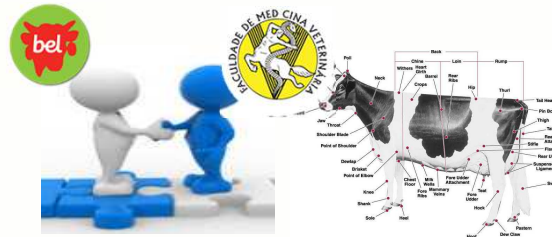


- More Biodiversity
- Less Quimicals
- Mores natural and nutritive feeding

2 Animal welfare



Protocol animal welfare



3 Quality and safety food



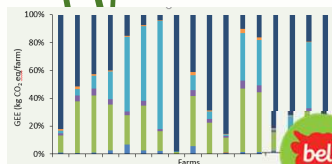
Healthy Nutrition/ Quality Insurance



4 Sustainable production



Environment Impact



- PHASE 1 - Life Cycle Assessment**
- Carbon footprint
 - Potential for eutrophication and biodiversity
- PHASE 2 - Results optimization & Life cycle evaluation**
- Analysis of opportunities for improvement
 - Implementation of improvement areas to increase farmers' environmental performance

5 Efficiency



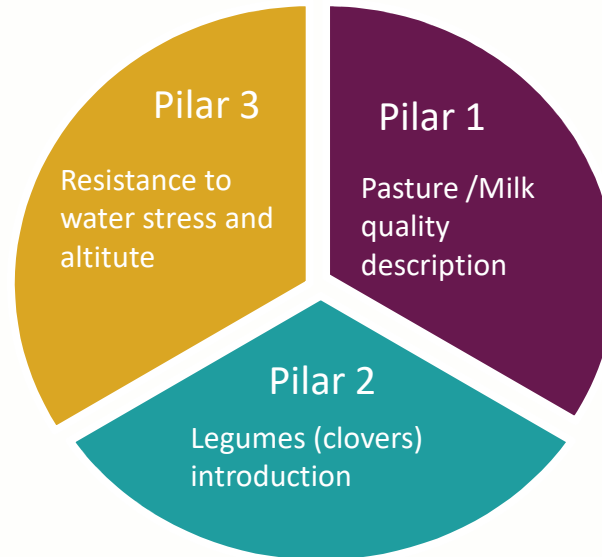
Technical support



Pasture

SUSTAINABLE PASTURES

PASTURE GRAZING



- More Biodiversity
- Less chemicals on soil
- More natural feeding
- More nutritive feeding

CLA/ Ω3

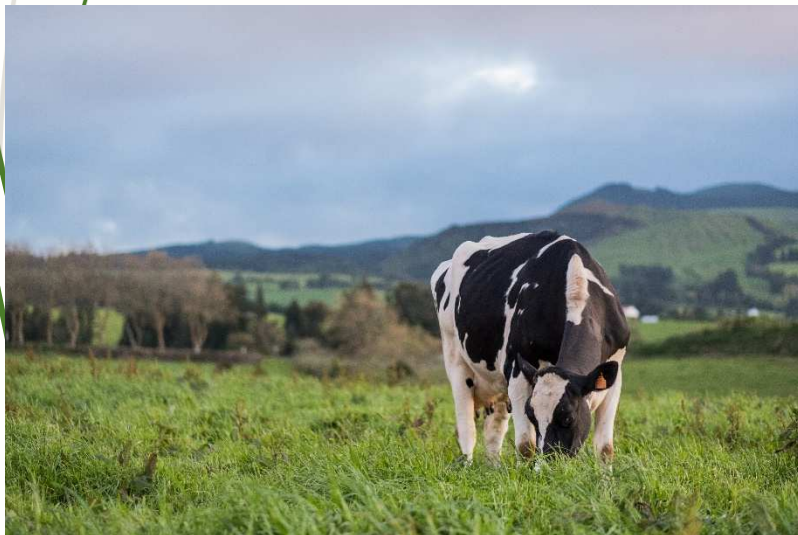
HIGH QUALITY MILK



Pasture

- HCM Program obliges farmers to keep the traditional way of production milk
- Low production cost
- More sustainable production with reduce of external inputs to farm
- Cows can express their natural behaviour
- Cows are in their natural environment
- Milk with higher nutritional value

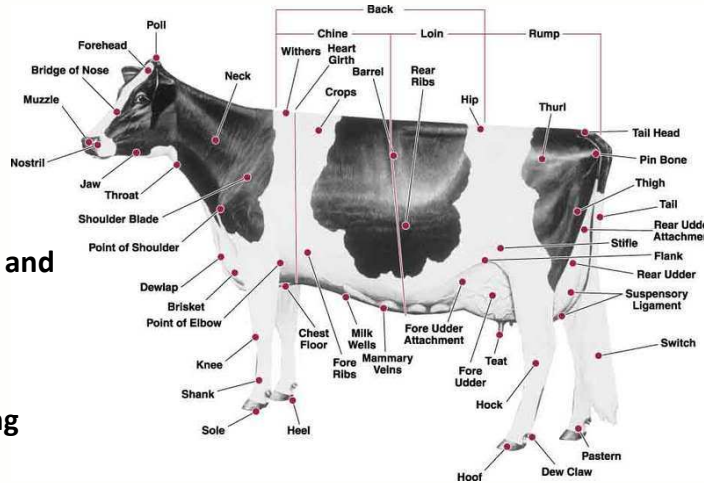
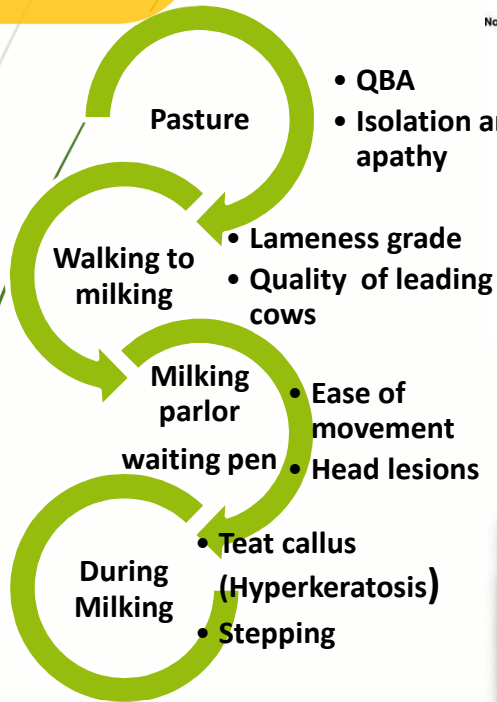
pasture



CONSUMER EXPECTATIONS

Animal Welfare

ANIMAL WELFARE



Partilhando sorrisos



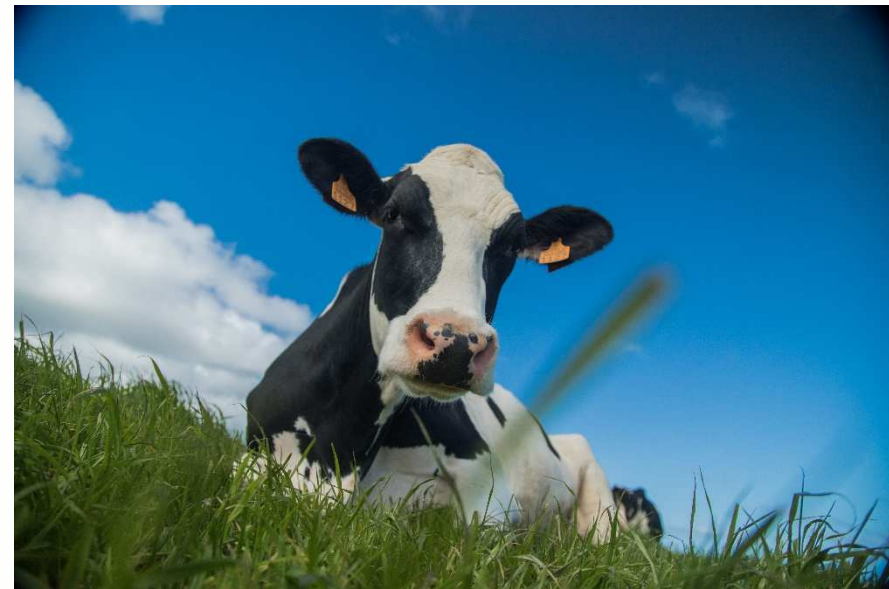
INTERNATIONAL CERTIFICATION



Animal Welfare

- Cows in pasture have lower prevalence of nail diseases and therefore of lameness, inflammations of articular areas, lesions or injured body, mammals, uterine infections and mortality
- Cows with greater longevity
- Freedom of movements
- Lower rates of aggression
- More affiliative behaviour

Shelters must be provide



CONSUMER EXPECTATIONS

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Thank you



- Journées AFPF 2019 -

