

Animal in Balance

Part 2; Dairy designs

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Utility: Specialty dairy (1)

■ Products

- High value products
- Special quality; health claims

■ Farm-system

- Closed farm, no visitors, controlled climate.
- No land: all feed is bought high quality demands.
- Scale depends on specialty produced.

Utility: Specialty dairy (2)

■ Cow

- Optimal 'nursing'/control.
- Production of specialty (e.g. special protein).
- All year inside: new barn-layout needed for good animal welfare (no cubicles).
- Uniform cow, possibly genetically modified.

■ Intensive monitoring

- Continuous monitoring
- Production according to strict procedures (HACCP +++)

■ External investors

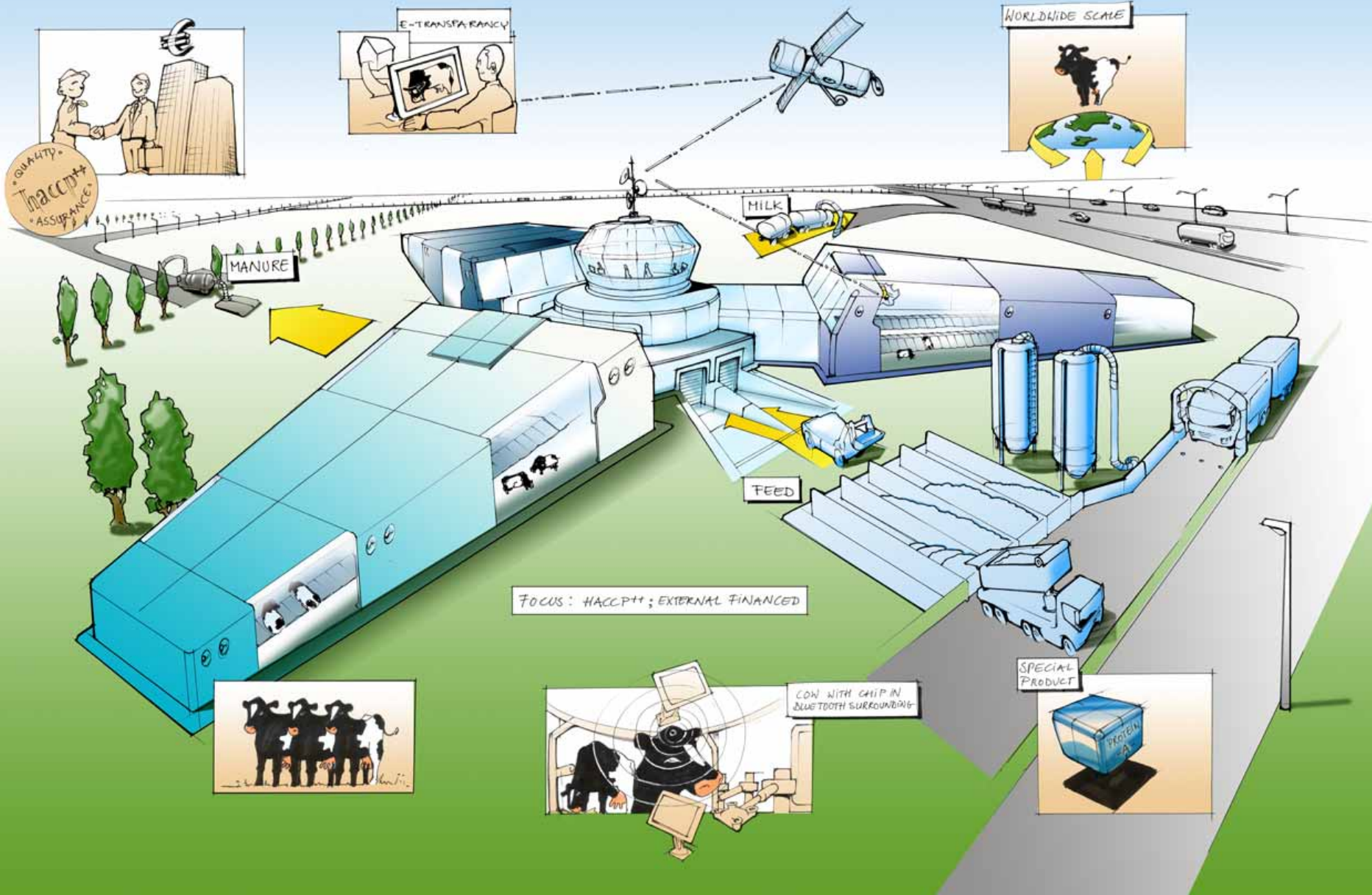
Utility: Specialty dairy (3)

■ Entrepreneur

- Focus on profit
- High interest in cow-management
- Constant quality

■ Location:

- International surrounding
- Transparency from a distance (webcams)
- Low disease risks.
- Good infra-structure (lot of transport)



Rights and duties: Nature's dairy (1)

■ Balance between rights and duties

- Natural behaviour of the cow (herd-behaviour, calf with cow, cow outside grazing)
- Elicit production from nature
- Good working-conditions and income entrepreneur
- Citizen has the right to have insight in production and to experience nature

Rights and duties: Nature's dairy (2)

■ System characteristics:

- Robust cow, mostly outside with calf in nature conservation area Protection is offered: fences, shed
- Mobile milking robot follows the herd. Automatic milk-collecting system also supplies additional water and feed
- Recreation: dairy adventure e.g. horse-riding. Visitor can visit farm free of charge, only pays for extra services.
- Income from: milk, nature, recreation

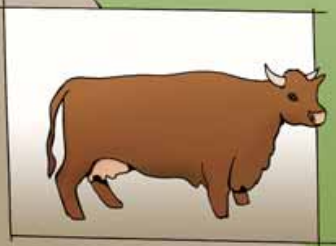
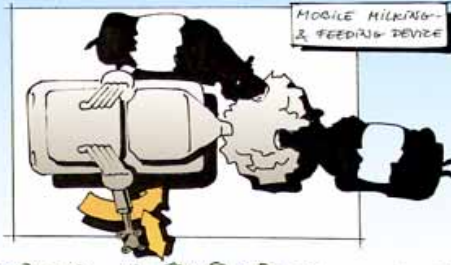
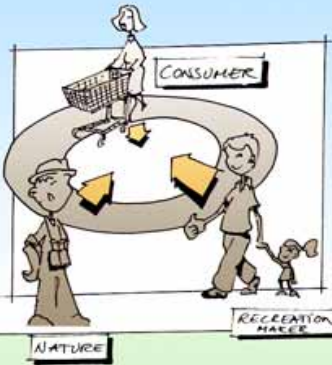
Rights and duties: Nature's dairy (3)

■ Entrepreneur:

- Personification of the system (brand)
- Entrepreneur, dairy-farmer, nature conservation

■ Location

- Regional system
- In or close to nature-conservation area
- Is part of the surrounding area (blends in)



FOCUS: RECREATION PARK • MILK • NATURE



Virtue: Community dairy (1)

■ To excel by tradition

- Farmer remains owner\entrepreneur\craftsman
- Further development of craftsmanship: specialisation
- Make the most of own competencies
 - *High milk-yield per cow*
 - *High level of grassland management*

■ Products

- Local\regional brand “Amstel milk”
- Electricity\heat

Virtue: Community dairy (2)

■ Within local community

- Intensive cooperation with colleagues
- Growth through cooperation and specialization (young stock\dairy)
- Arable farmer produces feed
- Regional bio-gas

■ Entrepreneur:

- Traditional craftsman\entrepreneur
- High level communicational skills

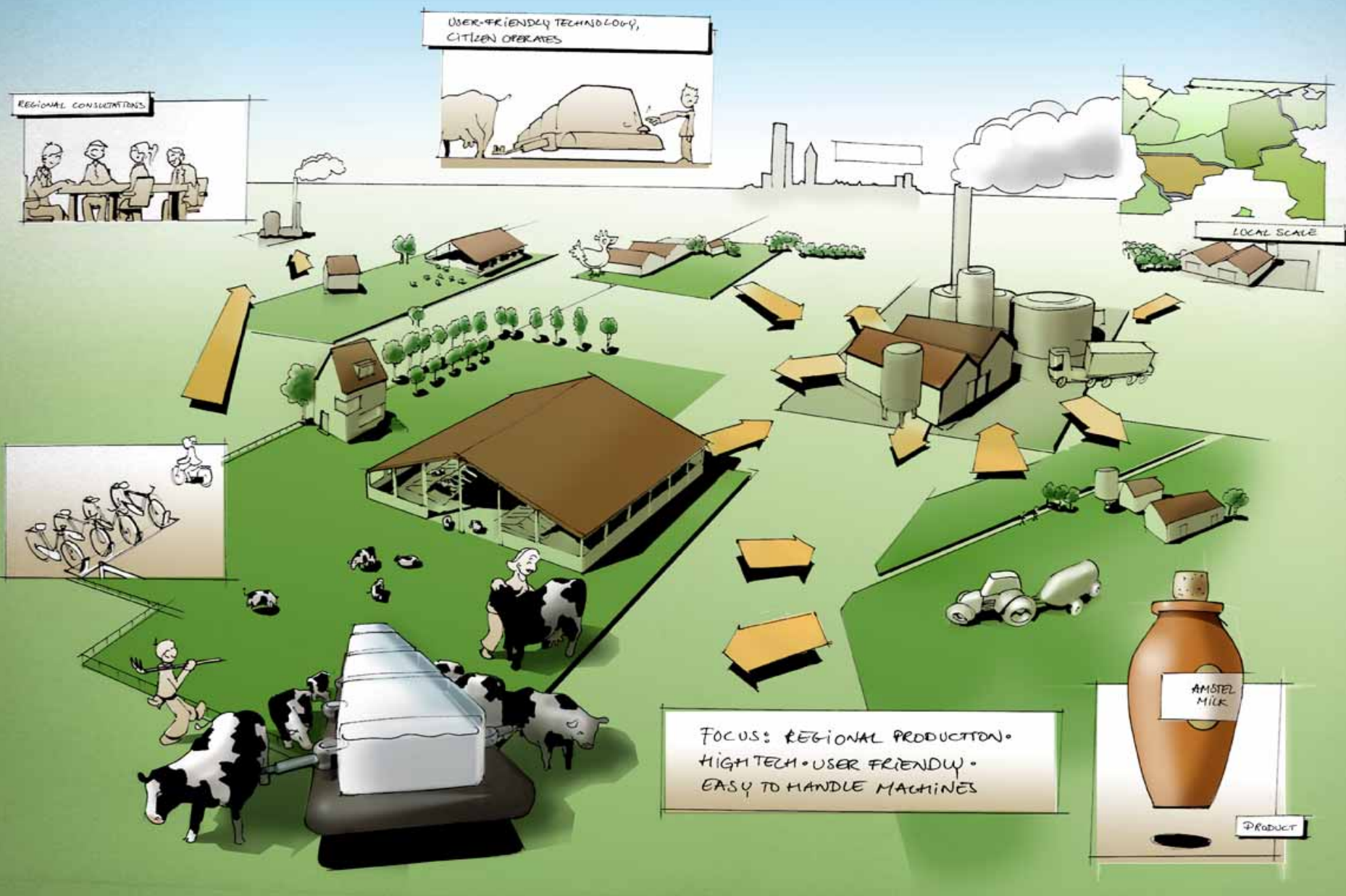
Virtue: Community dairy (3)

■ Direct contact with citizen\consumer

- Plays a role developments on farm in region through Board of Commissioners.
- Citizens works on farm
- Citizen = consumer

■ Location

- No specific demands



USER-FRIENDLY TECHNOLOGY,
CITIZEN OPERATES

REGIONAL CONSULTANTS

LOCAL SCALE

FOCUS: REGIONAL PRODUCTION •
HIGH TECH • USER FRIENDLY •
EASY TO HANDLE MACHINES

AMSTEL
MILK

PRODUCT

Summary

	Utility	Rights	Virtue
Product	Special product, e.g. protein	“Naturemilk”, nature, recreation	Amstel-milk, services to colleagues
Scale	World-wide	Regional	Local
Relation consumer	Market	Market	Participation in production
Relation citizen	-	Recreational consumer	Citizen = consumer
Cow	Cow may-be genetically modified High milk yield	Cow that can cope with natural circumstances	No GMO-cow, high milk yield
Investment	Outside investment		Farmer = owner