

THE IMAGE OF DAIRY FARMERS THROUGH THEIR TRADE

An essential message

Increasing urbanization and various food crises lead to a negative impact on the image of milk produced on the farm



To communicate on the trade of dairy farmers seemed essential:

- Give again faith to dairy farmers in their trade
- To restore a sense of trust and an emotional relationship between farmers and consumers
- To create awareness about the care and supervision breeders take in order to satisfy consumers' expectations

"Use" close relationships

Despite consumers' a loss of references and an atmosphere of doubt and concern, dairy farmers, as human beings, are well thought of in the public opinion.

This emotional relationship constituted an asset that had to be used.



In close collaboration with the National Dairy Farmers Federation it was decided the breeders would be the main actors of our communications



Two axes:

- activities that are proper to the dairy sector
- activities that were held jointly with the meat sector

Visualise the genuine

1. 1997 – 2005

"Women's portraits, farms' portraits"

12 women dairy farmers from 12 different regions of France

Why women?

Dairy breeding is often their business.

Women, like all other mothers, are particularly attentive to quality and to food security for their families.

Why 12 dairy farms in 12 different regions?

To show the large diversity of dairy farms in France and their similarities in terms of professionalism and of rigorous measures.

The exhibition's book



A brochure for the general public, called "Dairy products, it all begins at the farm"

PRODUITS LAITIERS

TOUT COMMENCE A LA FERME



A web site



A 500-m2 road exhibit travelled throughout the country for five years

2. 2001

The IPSOS opinion survey

A public opinion survey was conducted in order to grasp society's expectations and critics. A society whose cultural references have evolved tremendously leading to a lot of questioning

The survey results showed that:

- the French like farmers
- but, they are more reserved as far as the conditions in which farmers work. They think that:
 - dairy farming has concentrated more towards productivity rather than towards quality and even sometimes, security.
 - dairy farms and herds are too large
 - cows are locked up
 - the composition of the foods with which they are fed are not always known.

3. 2002 “Countryside trades, farmers’ portraits” a TV series

A co-production of 60 short programs’ series (30 for milk and 30 for meat) of one minute each. They consisted of reports and interviews of farmers on their farms.

The program’s impact was very strong.

Three messages were memorized:

- the attention given by the breeder as to the quality of the foodstuffs and the health of its herd
- the care given to the quality of the milk as a product
- the farmers’ role in the upkeep of nature and its landscape

70% of the people who were questioned said they felt reassured



4. 2002 – 2003 A dairy farmers’ advertorial campaign in the largest daily newspapers

- to highlight a dairy farm from that same region
- to give more detailed information about dairy farms and their actors
- to highlight the background and personal diversities
- to show how farmers try to satisfy local problems and expectations

The chosen regions in which the advertorials appeared were the main dairy areas or in very urbanized regions.



5. “The Country-side in the City” program – Rennes (Brittany)

- The setting up of a real size farm and a stable, with animals, to explain the functioning of a farm
- Cows were milked in public
- The breeders were given a special training as to how to talk to the public and how to answer their various questions
- An information booth, games and live animations were set up
- The public was able to taste some products and / or to buy farm products



6. 2004

"From the countryside: The farmers who produce our milk" brochure

In the four chapters of this document, some of the farmers who participated in the past projects, discuss the way the animals are bred, the way they produce milk, the foodstuffs of the herds, the agricultural work that has to be done according to the seasons so that they may reproduce the necessary foodstuffs on the farm, the necessary training needed to master all the required skills, upkeep of the landscapes, life in a rural surrounding, receiving visitors on the farms...



7. Since 2002 A communication training of a group of milk and meat farmers

40 farmers were formed in order to train them into talking in public and to be able to communicate with the press.
The goal was:

- > to have the farmers pass on all sorts of information regarding their trade
- > to show that farmers are able to listen to their fellow citizens, to answer their questions, to give them pertinent information

The efficiency of this tool gives us the opportunity to communicate in a credible and efficient manner on the realities of dairy farming today

8. Discoveries at the farm

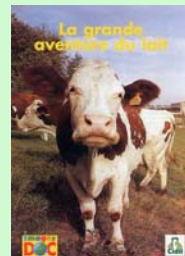
A farm is a school of life! The goal of this program is:

1. to help farmers turn their farm into a **meeting place** for information and highlighting the dairy sector.
2. to **motivate teachers** by collecting information that will help them enliven their teaching classes regarding dairy subjects

A series of 9 illustrated panels



Information documents



An educational kit containing a teacher's booklet and 4 thematic dossiers :



- How to breed cows
- How to work on a dairy farm
- How to transform milk
- How to become a good consumer