

FRANCE TERRE DE LAIT

SOCIAL RESPONSIBILITY OF THE FRENCH DAIRY SECTOR

2023 REPORT



AS FAR BACK AS WE CAN REMEMBER, FRANCE HAS BEEN A DAIRY LAND

France terre de lait: the genesis

A collective and sustainable approach to progress

8 Commitments for progress for a sustainable and efficient sector

ECONOMIC AND SOCIAL PERFORMANCE

SO THAT EACH STAKEHOLDER CAN THRIVE PROFESSIONALLY

Commitment 1

Improve the sector's capacity to remunerate all its stakeholders..... 15

Commitment 2

Improve working conditions for an attractive sector20

HEALTH PERFORMANCE

BECAUSE CONSUMER TRUST IS OUR PRIORITY

Commitment 3

Strengthen health safety.....23

Commitment 4

Improve risk prevention by optimizing monitoring methods, control measures, and means of response24

RESPONSIBLE PRODUCTION PERFORMANCE

TO PRESERVE THE ENVIRONMENT AND ENSURE ANIMAL WELFARE

Commitment 5

Improve the carbon footprint of the sector..... 27

Commitment 6

Assess the animal welfare of dairy herds32

FOOD PERFORMANCE

TO EMBRACE A RESPONSIBLE CONSUMPTION APPROACH

Commitment 7

Inform consumers about dairy products and their production methods35

Commitment 8

Promote sustainable French exports while respecting local sectors and food cultures39

LISTENING TO OUR STAKEHOLDERS



Pascal Le Brun
President of the Cniel

EDITORIAL

TOGETHER, WE MUST BUILD A COMMITTED FUTURE!

As President of Cniel (the French Dairy Interbranch Organization), I am convinced that the future of our sector depends on an ambitious common vision. This is why I am committed to accelerating the «France Terre de Lait» initiative, a collective measurable project that drives tangible progress.

Since 2017, our Board of Directors has defined via our Dairy Sector Plan, 8 distinct commitments, divided into 4 strategic axes: economic and social performance, health performance, responsible production, and food quality - with clear objectives to be achieved by 2025.

This report, based on ISO 26000 standards, provides a precise assessment: the status of actions and monitoring of indicators. It embodies the transparency we owe to our partners to measure the progress of our sector. These advancements are present - real and measurable.

KEY LESSONS FROM 2023

Economic and Social Performance Axis: Enhance the remuneration of all stakeholders and improve working conditions to make the sector more attractive. Further efforts to address the challenge of job attractiveness and generational renewal.

Notable advances: the farmer remuneration indicator shows an increase due to better milk price valuation. While results are encouraging, efforts are still needed to meet our goals. Another encouraging indicator is working conditions for an attractive sector: the social barometer for farmers showed a significant improvement in 2023, with an increase of +2.8 points compared to the previous year.

However, the challenge of generational renewal remains crucial: by 2030, one in two farmers will retire. This challenge directly impacts production volumes and the future of the sector.

The attractiveness of careers is a collective priority. It involves rethinking dairy areas, production models, and regional issues to ensure the sustainability of the French dairy industry.

Health Performance Axis: Enhance health security and risk prevention through optimized monitoring, improved control measures, and strengthened means of response. Cniel actively supports sector stakeholders by accelerating research and innovation programs to ensure the quality of milk and dairy products.

For the third consecutive year, all dairy farms have been subject to systematic control at each delivery, thus affirming the unwavering commitment of the sector to reliable and effective monitoring.

Responsible Production Axis: Preserving the environment and ensuring responsible production methods in line with societal expectations requires increased mobilization. Improving the carbon footprint of the entire sector and assessing the well-being of the entire dairy herd are our priorities.

Since 2016, the carbon footprint of milk has decreased by 6.4%, marking significant progress. By the end of December 2023, 36% of French dairy farms had been evaluated by the BoviWell animal welfare assessment tool. Decarbonization is now a priority in our roadmap submitted to the Ministry of Agriculture and Food Sovereignty. We are focusing efforts on reducing the carbon footprint, adapting production practices, managing water resources, and preserving biodiversity at all levels: farming, processing, distribution, and catering.

Food Axis: Inform consumers about dairy products and their production methods.

Due to the situation of inflation since 2022, product prices have become the main concern for consumers, ahead of product origin. Despite a slight decline in confidence, milk and dairy products remain the food products in which consumers have the most confidence.

France Terre de Lait is a collective initiative for progress. Its implementation relies on collaboration and co-construction involving all stakeholders: producers, processors, distributors, livestock advisors, research institutes, decision-makers, and citizens.

We face a number of major challenges: inflation, encouraging generational renewal, facilitating feminization in the sector professions, water resource management, biodiversity preservation, and climate change. In the face of these challenges, it is our responsibility to adapt our actions to respond effectively. This requires collectively readjusting our roadmap for the coming years. The coming months will be crucial, defined by constructive dialogue in dairy regions and between all stakeholders—producers, processors, distributors, partners, decision-makers, and citizens—to build together a resilient, sustainable, and forward-looking France Terre de Lait.

Our ambition is clear: to ensure safe, high-quality dairy products that respect natural resources. Our aim is for a sustainable, committed, and rewarding model for all actors in the sector. With an optimistic vision for the future, we believe in our ability to innovate and strengthen the effectiveness of our actions to address today's challenges while preparing for tomorrow's success.

Pascal Le Brun, President of Cniel

AS FAR BACK AS WE CAN REMEMBER, FRANCE HAS BEEN A DAIRY LAND

With the collection of over 22.7 billion litres of cow's milk in 2023, France accounts for more than 16% of European dairy production. The temperate climate, good rainfall, availability of agricultural land, and commitment of farmers make France a sustainable dairy land.

Organized for and around milk, the dairy sector does everything possible to ensure the seamless management of health safety, while working daily with a unique substance that is fragile and perishable.

With its know-how, expertise and forward-looking vision, the dairy sector is driven by the dynamism of its stakeholders, who invest in technology and research to meet each moment of modern life consumption and the nutritional needs of populations.

This French savoir-faire allows us to offer a varied and rich range of over 1500 dairy products that are appreciated in France and around the world.

FRANCE TERRE DE LAIT: THE GENESIS

1969

Godefroy Law

1994

Agricultural Pollution Control
Program

1974

Creation of Cniel

2003

Creation of the Cniel
Environmental Commission



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2006

FAO Report
«Livestock's Long Shadow»

2017

General States of Food
and Industry Plan

2015

Launch of the Low Carbon
Dairy Farm Program

2020

Official Launch of
France Terre de Lait

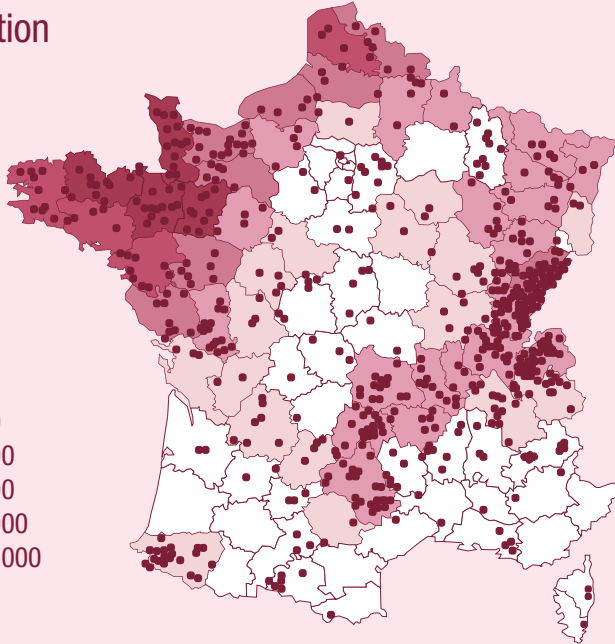
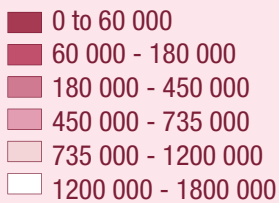
FRANCE TERRE DE LAIT: IN NUMBERS

Ensure the vitality
of rural regions

Cow milk collection

Group and companies

Collection 2021 (x 1000)



744
Processing sites
54% cooperatives
46% private companies

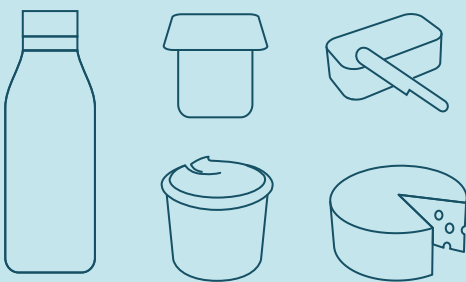


298 000
direct jobs
104 000
indirect jobs



85%
employees live in municipalities
with fewer than 15,000 inhabitants.

Working for the quality and diversity of its products



+ de 1500
different dairy products



46 200
milk deliverers
(2022)



70 cows
on average per farm
(2022)



1 collection
every 48 hours



1 sample
taken at each milk
collection from each farm



105 million
analyses on cow milk
(2022)



11
interprofessional
laboratories



5.4%
of the collected milk
is organic (2023)



51 PDO
(cow, goat, and sheep),
including 33 PDO Cow



64%
French people aged
3 to 75 consume
dairy products
every day (2019)



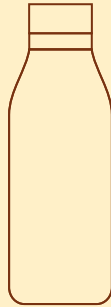
Solidarity sector:
12 million liters
of milk donated to
associations (2016)

Driver of global production



4

French dairy groups
in the global TOP 20
(2022)



22.7 billion
liters of cow milk collected
(2023)



Global dairy product consumption
+1.5% / per year
driven by emerging countries



4 out of 10 liters
for export, with
€9 billion
through export
(2022)



€25.8 billion
in revenue
(2022)

Ensure respect for the environment and animal welfare



98%
of cow feed produced
on French soil



Low Carbon Dairy Farm
nearly 1 in 2 farmers
committed by 2024



97%
of dairy farms are adherents to
the Charter of Good Practices for
Animal Farming, of which 50%
have conducted an evaluation
including BoviWell in 2024

A sector committed to reducing
its carbon footprint

-23.8%

carbon emissions between 1990 and 2010
-20% target for reducing the carbon
footprint of milk by 2025

The «France Terre de Lait» initiative ensures a high standard of quality, reflecting the expertise of the dairy sector stakeholders.

A RESPONSIBLE APPROACH

Integrates economic, social, and societal challenges into the development strategy.

Manifests the collective will to align the dairy sector with these challenges.

A FUTURE-ORIENTED SECTOR AND COMMITTED STAKEHOLDERS

A variety of stakeholders: producers, dairy processors (cooperatives, private companies), distributors, retailers, collective caterers.

Common values: creation and distribution of value, production at the heart of rural regions, human-scale farms, diversity of dairy products, respect for traditions, and innovation.

A COLLECTIVE COLLABORATION

Collective action to preserve production at the heart of rural regions.

Valuing traditions while staying at the forefront of innovation.

The French dairy sector, represented by the «France Terre de Lait» initiative, embodies the commitment of each stakeholder toward quality, sustainable development, and the preservation of traditional values while innovating for the future.



Franceterrede**LAIT**

A COLLECTIVE AND SUSTAINABLE APPROACH TO PROGRESS

Sustainable development has always been at the heart of the French dairy sector's concerns, from production to processing and all the way to the consumer. Today, it seems important to us to transparently show the progress made and our commitments for the future.

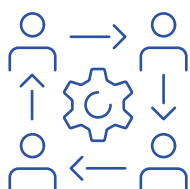
The sector has always been able to meet market demands and consumer expectations. Today, we commit to communicating about our practices and progress initiatives with full transparency to reinforce the value of our products and distribute this value more equitably.

France Terre de Lait is a voluntary social responsibility initiative serving the entire dairy community, in line with the ISO 26000 social responsibility framework, and governed by four core principles.



RESPONSIBILITY

Every day, 300,000 women and men produce milk, cheeses, butters, creams, yogurts, and more. These dairy products are part of daily French life.



CONTINUOUS PROGRESS

All stakeholders in the dairy sector—producers, processors, distributors, retailers, and caterers—are improving their practices to meet new challenges. France Terre de Lait guarantees a high standard of quality and the expertise of each actor in the French dairy sector.



TRANSPARENCY

To demonstrate the value of dairy products, the French dairy sector is committed to providing assurances on four major performance areas: social and economic, food safety, nutrition, and responsible production (animal welfare and environment).



COMMUNICATION AND DIALOGUE

The sustainable development approach of our sector is built on dialogue with all stakeholders in the sector, as well as partners and the public.

FRANCE TERRE DE LAIT, 8 COMMITMENTS FOR PROGRESS FOR A SUSTAINABLE AND EFFICIENT SECTOR

DIVIDED INTO 4 PERFORMANCE AXES FOR A SUSTAINABLE SECTOR.

ECONOMIC AND SOCIAL PERFORMANCE

SO THAT EACH STAKEHOLDER CAN
THRIVE PROFESSIONALLY.

1. Improve the sector's ability to remunerate all stakeholders.
2. Improve working conditions: enhance the well-being of all dairy sector stakeholders.

FOOD SAFETY PERFORMANCE

BECAUSE CONSUMER TRUST IS OUR PRIORITY.

3. Continue to guarantee the absence of antibiotic residues in milk and continue the fight against antibiotic resistance through the rational use of antibiotics.
4. Better prevent risks by optimizing monitoring methods, measures, and means of control.

FOOD PERFORMANCE

TO EMBRACE A RESPONSIBLE
CONSUMPTION APPROACH.

7. Inform consumers about dairy products and their production methods.
8. Promote sustainable French exports while respecting local sectors and food cultures.

RESPONSIBLE PRODUCTION PERFORMANCE

TO PRESERVE THE ENVIRONMENT AND
ENSURE ANIMAL WELFARE.

5. Improve the carbon footprint of the dairy sector.
6. Assess the animal welfare of dairy herds using a scientific reference method and improve practices if necessary.





ECONOMIC AND SOCIAL PERFORMANCE

**SO THAT EACH STAKEHOLDER
CAN THRIVE PROFESSIONALLY.**

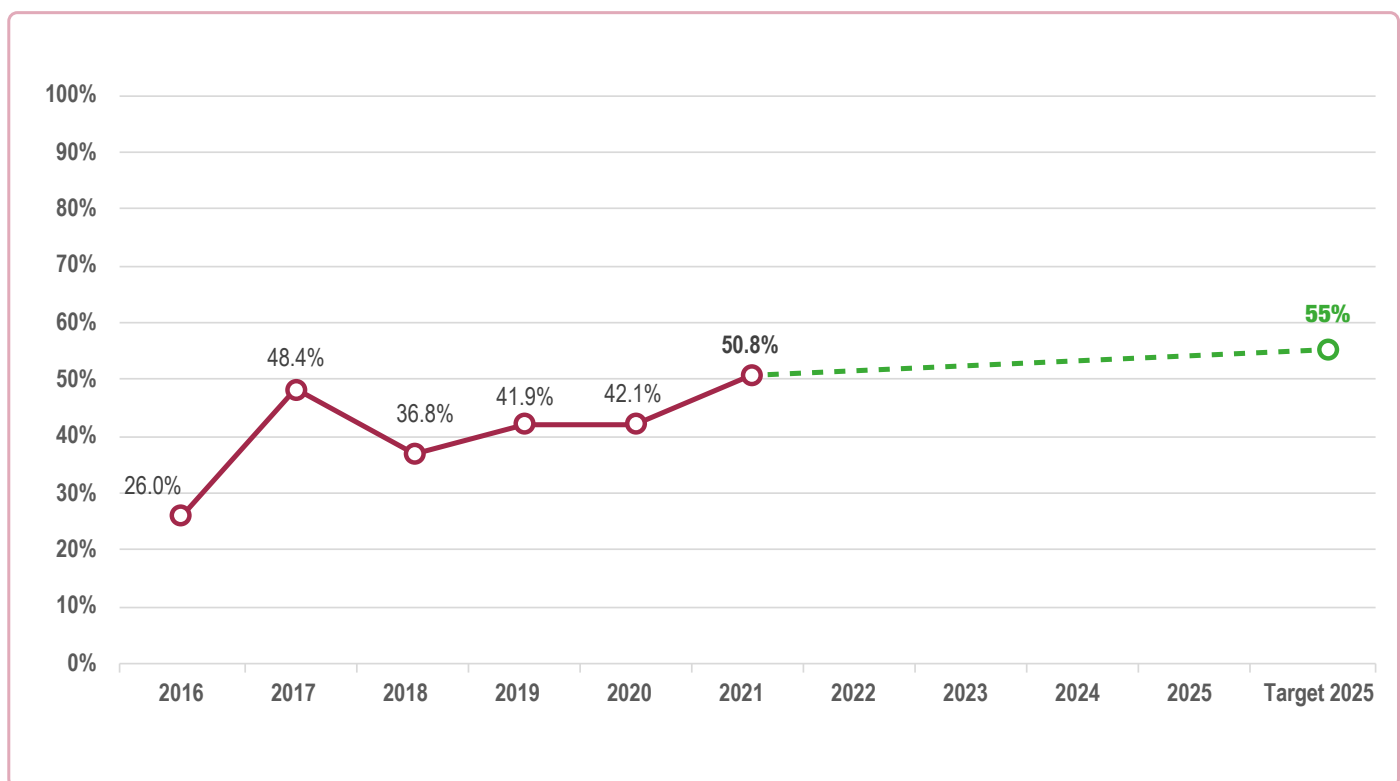


COMMITMENT 1

IMPROVE THE SECTOR'S CAPACITY TO REMUNERATE ALL ITS STAKEHOLDERS

FARMING INDICATOR

Farmers whose remuneration meets or exceeds the French median net salary for full-time employees



Source : Institut de l'Élevage

The indicator recorded a strong increase in 2021, despite a recovery in the median net salary of private sector employees (to which the remuneration of farmers is compared). This median salary returned to its pre-Covid-19 pandemic level.

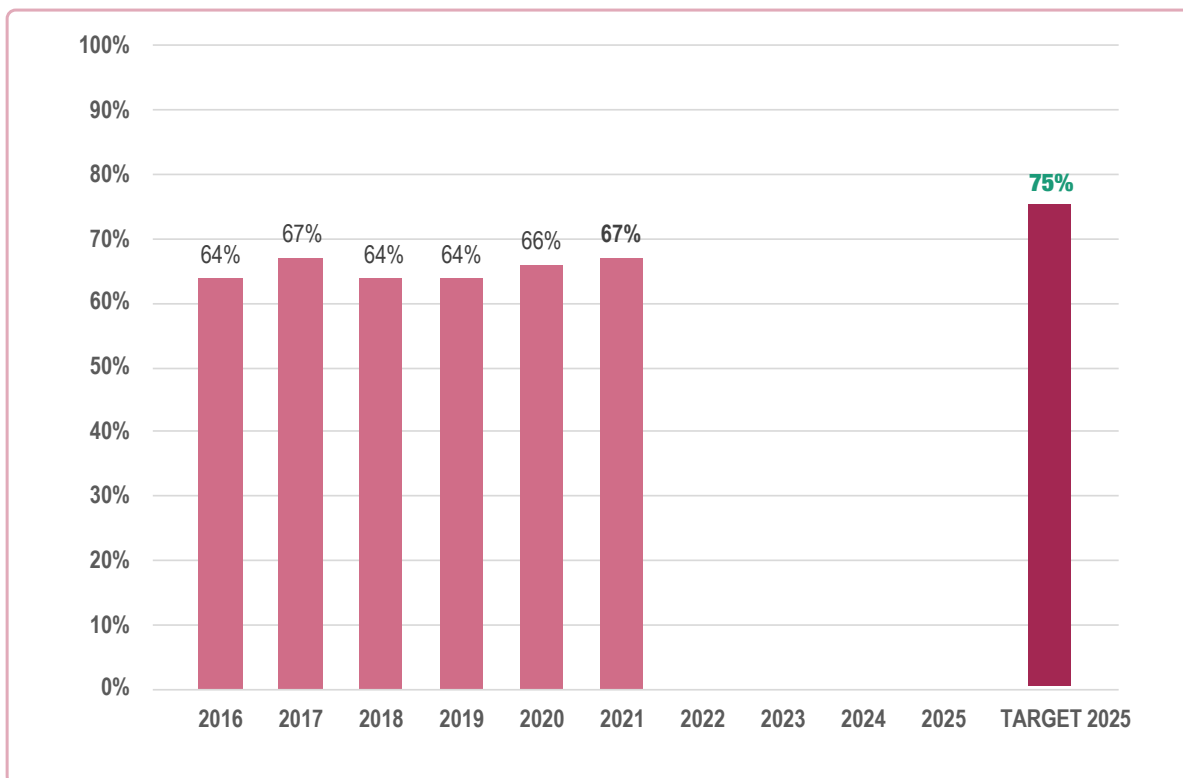
This increase in the indicator is mainly due to better remuneration of the milk price directly paid to farmers. More recent trend data suggest encouraging results for the year 2022, although efforts are still needed to reach the 55% target by 2025.

COMMITMENT 1

IMPROVE THE SECTOR'S CAPACITY TO REMUNERATE ALL ITS STAKEHOLDERS

DAIRY PROCESSING INDICATOR

Dairy companies with profitability (EBITDA/Revenue) > 4%



Source : Cniel & ATLA

This profitability indicator for dairy companies, sourced from the Crédit Agricole Observatory, is based on a dynamic sample of dairy companies. Each year, the results are recalculated for previous years using the current year's sample, ensuring comparable results.

The sample adjustment for the 2021 data did not significantly impact the results.

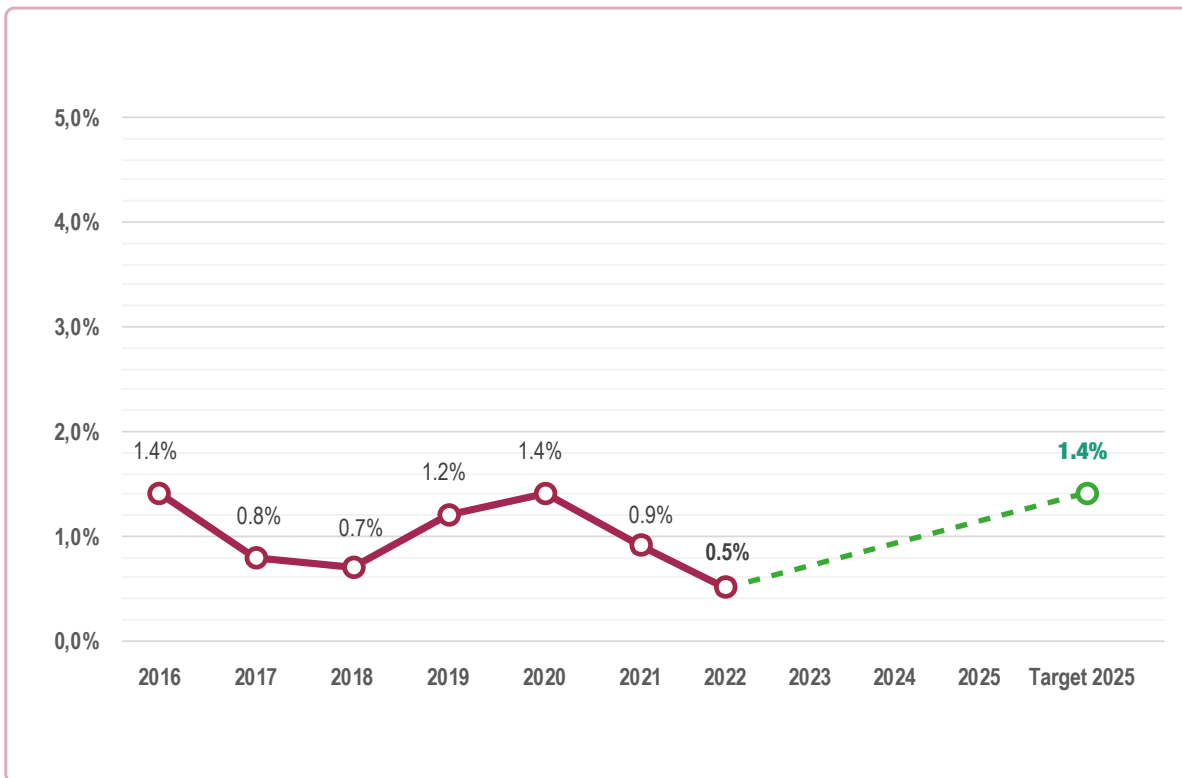
Given the period covered, which ends in 2021, the sharp increase in production and manufacturing costs (energy, milk prices, wages...) over the past two years is expected to negatively impact the margins of dairy processing companies starting in 2022.

COMMITMENT 1

IMPROVE THE SECTOR'S CAPACITY TO REMUNERATE ALL ITS STAKEHOLDERS

RETAIL INDICATOR

Net margin of the dairy product section (% of section revenue)



Source : Cniel & ATLA

The net margin declined in 2022 across all supermarket sections, with the decrease being the smallest for the dairy product section (-€0.4 per €100 of revenue). Notably, the dairy product section is the only one where purchase costs decreased last year (-€0.4 per €100 of revenue). Personnel costs increased (+€0.2), but less than for all supermarket sections (+€0.3).

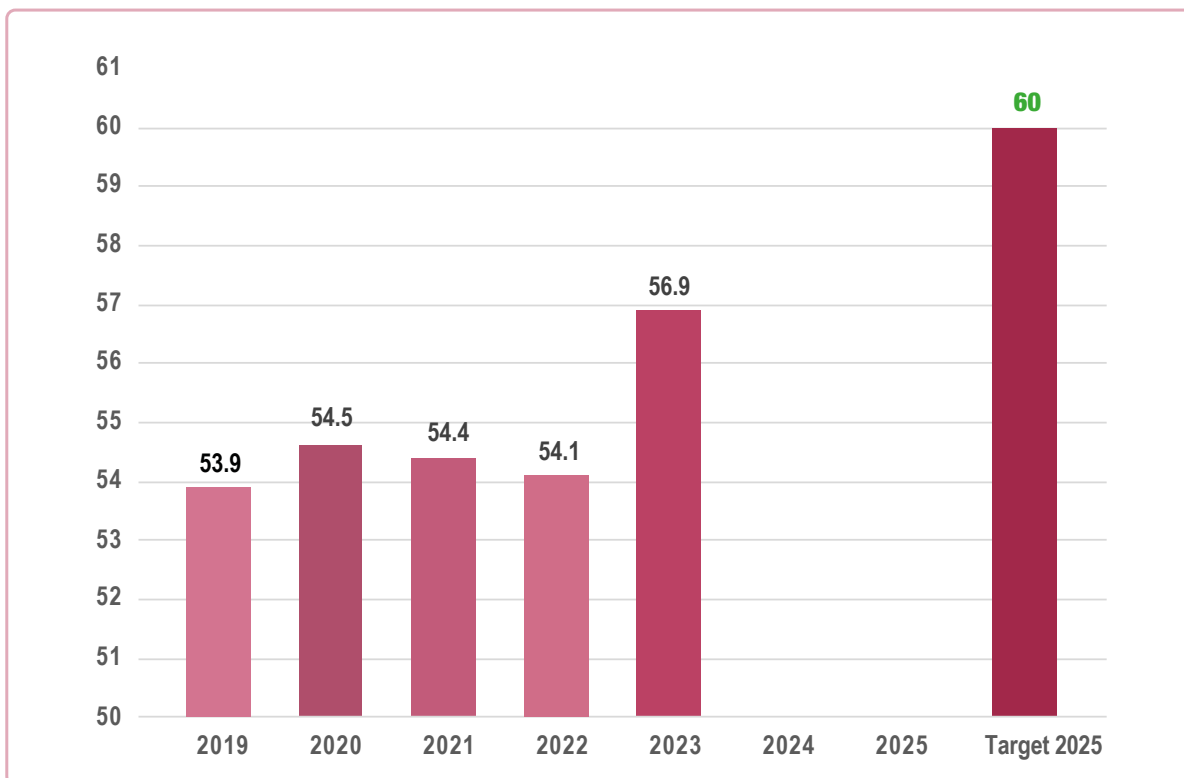
However, caution is advised when comparing between years, as noted in the OFPM report: «The data collected by the OFPM evolves over time and is not entirely comparable from one year to the next (changes in the retailers' reporting tools).»

COMMITMENT 2

IMPROVE WORKING CONDITIONS FOR AN ATTRACTIVE SECTOR

FARMING INDICATOR

Social barometer for farmers (score out of 100)



Source : Baromètre social des éleveurs Chiel – Institut Adquation Octobre 2023

The social barometer for farmers showed a significant improvement in 2023, with an increase of +2.8 points compared to the previous year. This improvement is largely driven by the increase in farmer remuneration over the past year. The perceived better profitability of their activity and the ability to earn a decent income also positively impact other aspects of the farming profession, such as hardship, workload, and free time.

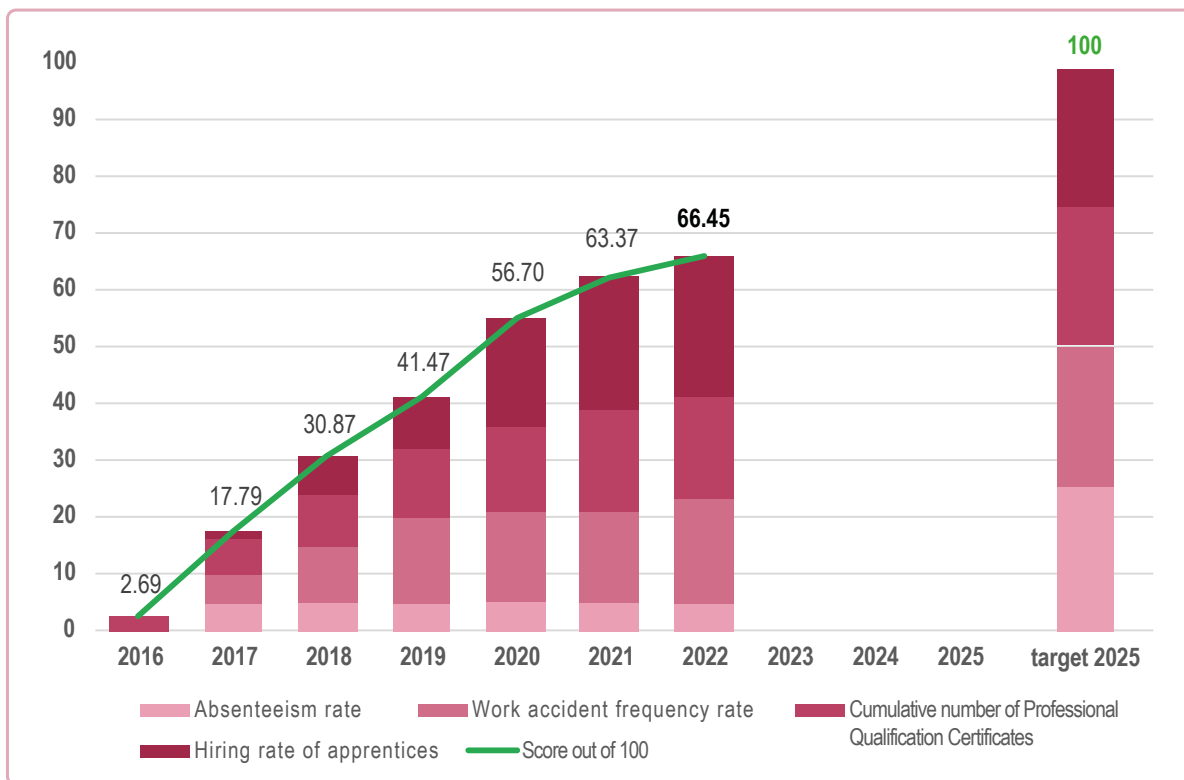
Commitment to the profession remains the highest-rated aspect by farmers and is stable over time. However, recognition of farmers by the French public is the lowest-rated aspect, and this evaluation has remained stable for five years. Thus, improvements are still needed in the sector to reach the target of 60/100 set for 2025.

COMMITMENT 2

IMPROVE WORKING CONDITIONS FOR AN ATTRACTIVE SECTOR

DAIRY PROCESSING INDICATOR

Aggregated rating of the 4 sub-indicators (score out of 100)



The aggregation of social indicators, translated into a score out of 100, is steadily improving. This is an important and reassuring element in terms of the attractiveness of dairy companies. However, the evolution of this overall indicator is hindered by the trend in absenteeism rates, a widespread phenomenon observed across all industrial sectors since the Covid crisis.

COMMITMENT 2

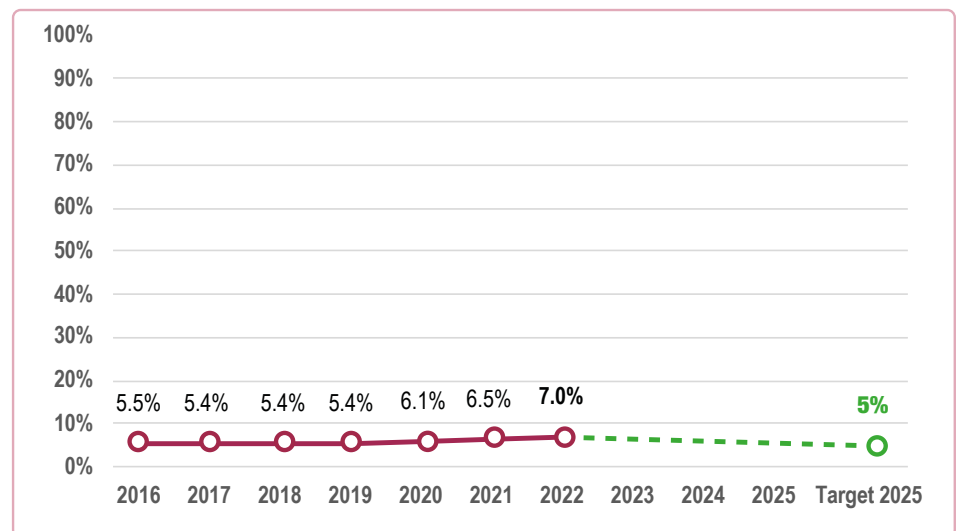
IMPROVE WORKING CONDITIONS FOR AN ATTRACTIVE SECTOR

DAIRY PROCESSING INDICATOR

Evolution of the 4 sub-indicators constituting the social indicator of dairy processing (1/2)

Absenteeism has increased by more than 20% since 2019, confirming a deterioration that began during the Covid crisis. This rate aligns with national figures across all sectors (studies by Ayming, AG2R La Mondiale, APICIL, WTW, AXA France): dairy processing reflects national trends.

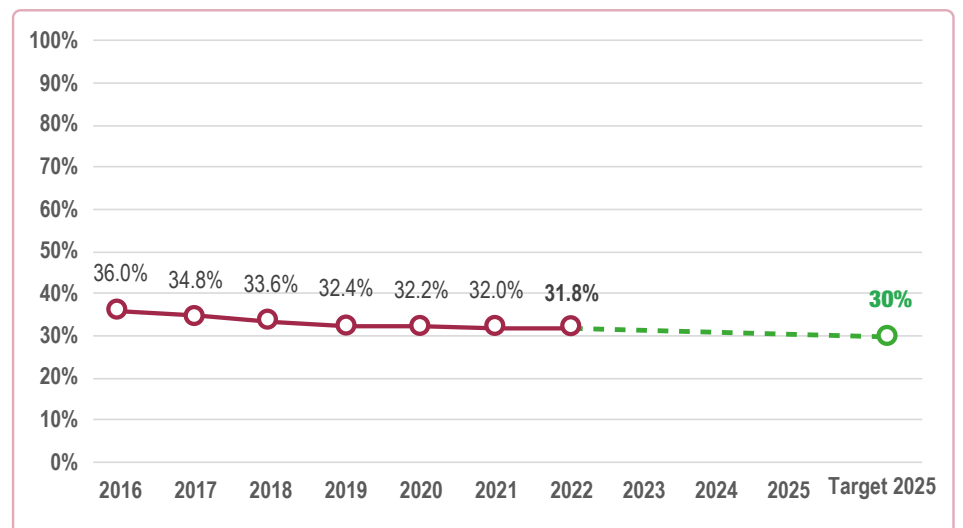
Absenteeism



Source : ATLA

A positive trend is emerging regarding the frequency rate of workplace accidents, with a steady decrease since 2016. In 2022, we reached the lowest rate recorded in the past 7 years. This significant improvement reflects the success of risk prevention initiatives within dairy companies, thereby strengthening the commitment to safety within the sector.

Average frequency rate of workplace accidents



Source : ATLA

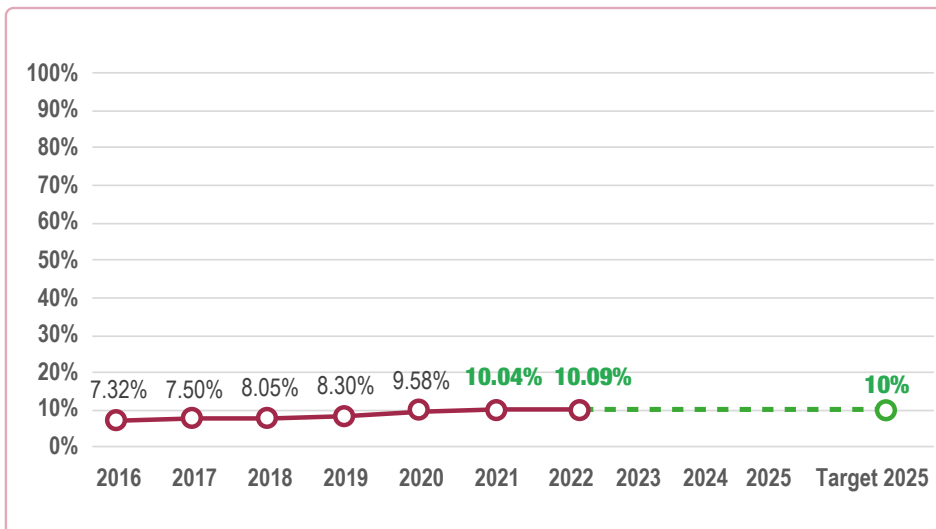
COMMITMENT 2

IMPROVE WORKING CONDITIONS FOR AN ATTRACTIVE SECTOR

DAIRY PROCESSING INDICATOR

Evolution of the 4 sub-indicators constituting the social indicator of dairy processing (2/2)

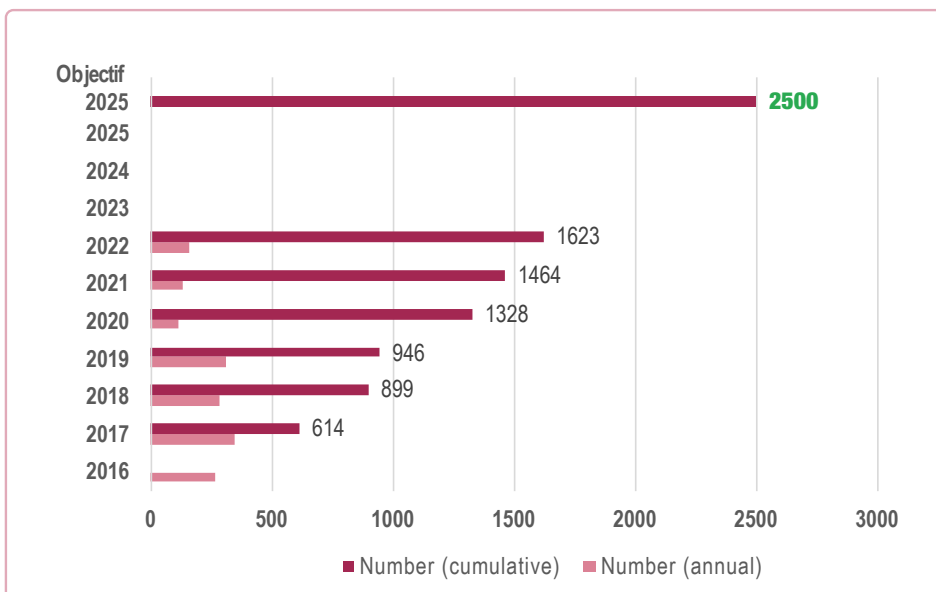
Permanent contract hiring rate following an apprenticeship



Source : ATLA

The 2025 target of France Terre de Lait was achieved as early as 2021, highlighting a major advancement in promoting apprenticeships in the dairy sector, despite a stagnation in the hiring rate of apprentices in 2022. This early success consolidates the gains made in 2022, providing a solid foundation to maintain and strengthen the commitment to apprenticeship programs in the coming years. This reflects the effectiveness of initiatives to integrate apprentices and strengthen the link between education and employment.

Number of Professional Qualification Contracts (annual and cumulative)



Source : ATLA

The number of Professional Qualification Contracts (CQP) issued by the dairy processing sector is increasing, although not reaching the levels seen before the 2018 professional training reform and the Covid pandemic. In 2022, the non-renewal of the registration in the National Directory of Professional Certifications for cross-sector Professional Qualification Contracts in the food sector presented a hindrance to some projects in dairy companies.

HEALTH PERFORMANCE

**BECAUSE CONSUMER
TRUST IS OUR PRIORITY**



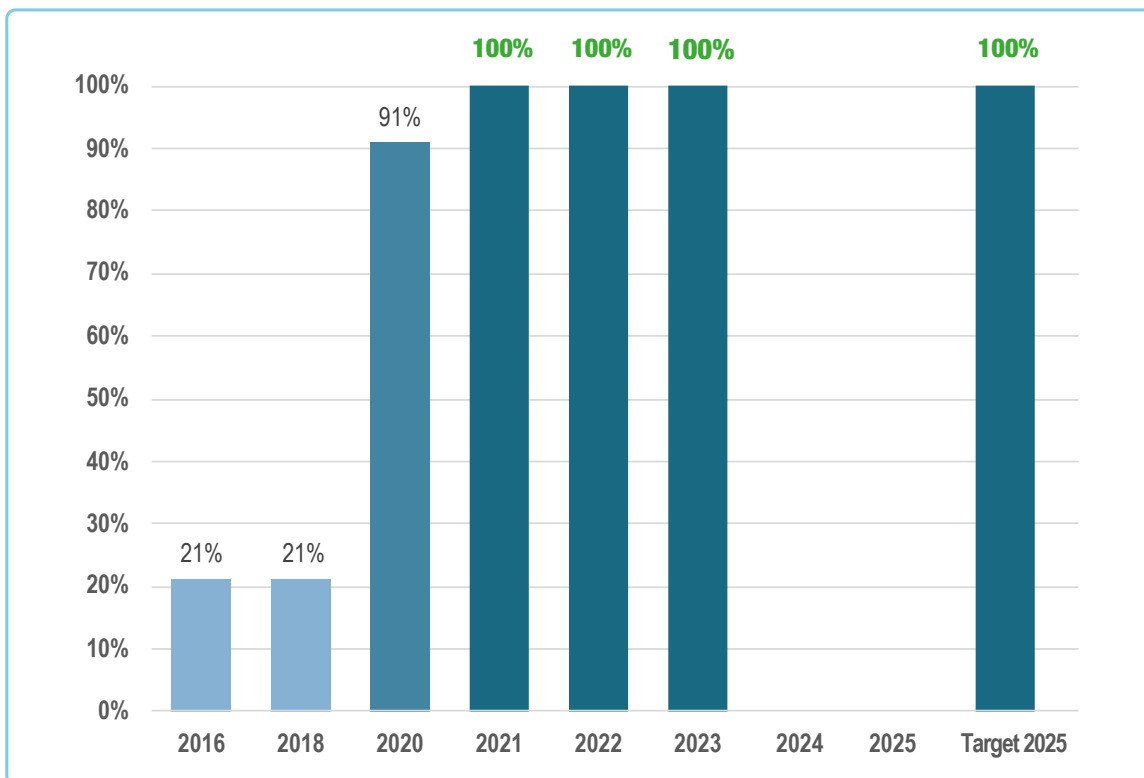
COMMITMENT 3

STRENGTHEN HEALTH SAFETY

Continue the guarantee of the absence of antibiotic residues in milk and strengthen the fight against antibiotic resistance through the rational use of antibiotics.

FARMING INDICATOR

Milk deliveries, collected from the farm, tested for antibiotics



Source : Cniel survey of laboratories

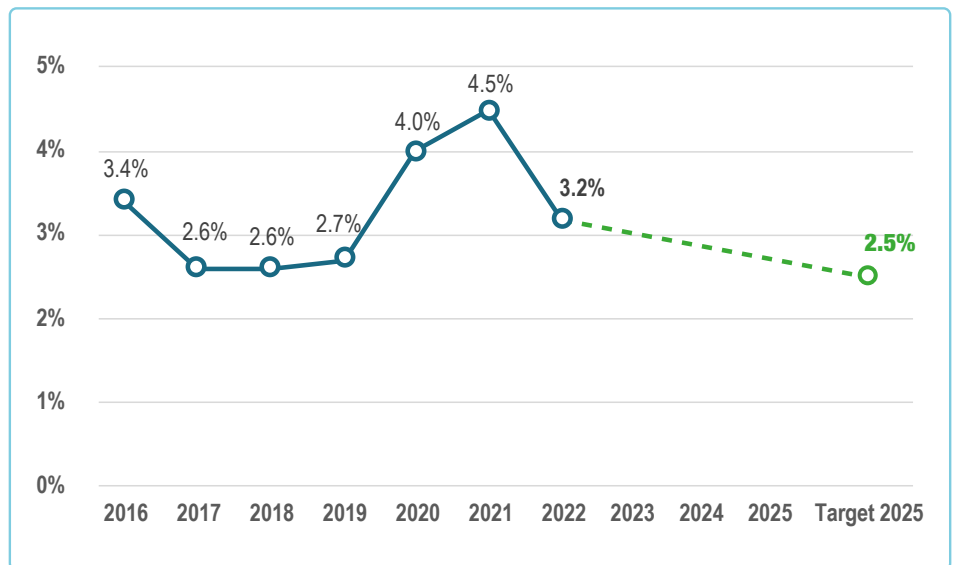
For the third consecutive year, all dairy farms were subject to systematic testing at each delivery, demonstrating the sector's ongoing commitment to the reliability and effectiveness of the monitoring system. Since January 1, 2020, systematic testing for antibiotic residues in milk deliveries at the farm level has strengthened the monitoring of milk quality. This approach reflects the continuous demand of our dairy sector for food safety and sustainability.

COMMITMENT 4

IMPROVE RISK PREVENTION BY OPTIMIZING MONITORING METHODS, CONTROL MEASURES, AND MEANS OF RESPONSE

FARMING INDICATOR

Percentage of Foodborne Outbreaks (FBO) attributed to dairy products

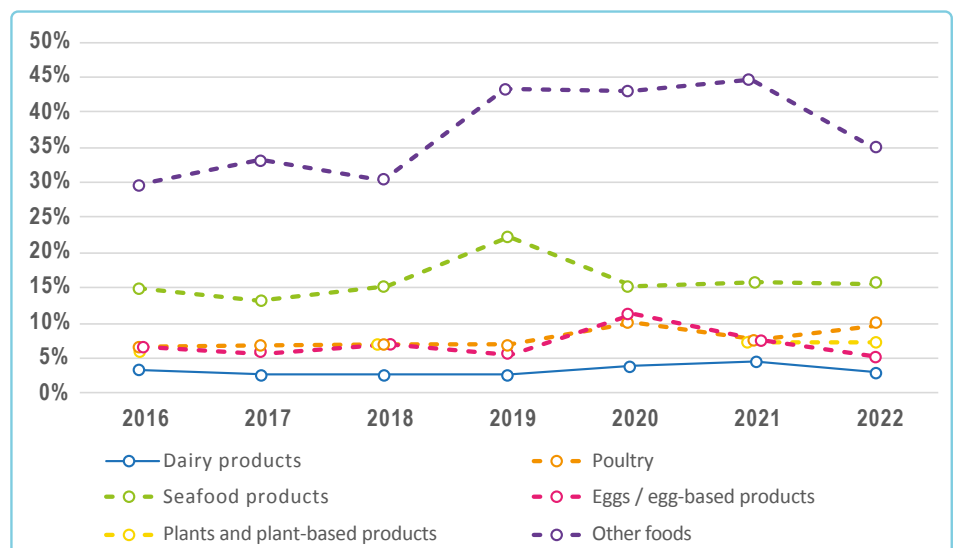


Source : Collective Foodborne Illnesses Bulletin (TIAC) - Public Health France, 2022.

After two years of deterioration in the health indicator for dairy products, an improvement was observed in 2022, with the share of total foodborne outbreaks (FBO) declining to 3.2%. This progress is particularly notable given that Santé Publique France reports that the number of FBOs notified in 2022 for all monitored foods is the highest ever recorded since surveillance began in 1987. This number had decreased during the Covid-19 pandemic due to lockdowns, the closure of collective catering venues, and better hygiene practices such as handwashing.

Interprofessional efforts and the dedication of all sector stakeholders to reduce the presence of pathogens in dairy products continue through the optimization of control and monitoring methods, the development of control measure tools, and the education of vulnerable individuals.

Number of FBOs reported by type of suspected food



Source: Collective Foodborne Illnesses Bulletin (TIAC) Mandatory Reporting Data 2022 - Public Health France.



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RESPONSIBLE PRODUCTION PERFORMANCE

TO PRESERVE THE ENVIRONMENT AND ENSURE ANIMAL WELFARE

1990-2010

Reduction of emissions by nearly 24%,

mainly due to improved herd performance and better management of effluents (GESEBOV, 2013).



Since 2015

Launch of Low Carbon Dairy Farm.

Launch of Low Carbon Dairy Farm. In 2015, Cniel launched the «Low Carbon Dairy Farm» initiative, allowing all French dairy farms to access an environmental assessment.



The initiative won the «My Positive Impact» competition by the Nicolas Hulot Foundation.

2017

Low Carbon Dairy Farm integrates into France Terre de Lait.

As part of its France Terre de Lait social responsibility initiative, the sector set a goal to reduce the carbon footprint of French milk by 17% by 2025 (compared to 2016).



2013-2018

Cniel's participation in the «Life Carbon Dairy» program.

The European pilot program, Life Carbon Dairy, deployed across 3400 farms, led to the creation of the CAP'2ER® diagnostic tool, which measures both the negative impacts and the positive contributions of dairy farming.



2015-2020

«Climalait»

Alongside its mitigation efforts, Cniel initiated the «Climalait» program, which identifies adaptation levers to climate change in 20 dairy regions.



Since 2021

« Climalait » Deployment in Regions.

Some of the regional CRIELs have implemented programs in their regions to disseminate knowledge to farmers about adaptation levers to climate change.



COMMITMENT 5

IMPROVE THE CARBON FOOTPRINT OF THE SECTOR

The Dairy Sector Commits to the Climate

Cniel's Actions for the **Mitigation** and **Adaptation to** Climate Change

2018-2023

Programs on Livestock Buildings.

Cniel consecutively funded two programs to produce recommendations for adapting livestock buildings to hot conditions.



2022

Call for Innovative Solutions.

Cniel launched a call for innovative solutions to identify new levers for reducing on-farm emissions.



2023

Decarbonization: Priority for 2023-2025.

On the occasion of renewing its interprofessional agreement, Cniel made decarbonization of the sector one of its two major priorities, alongside generational renewal.



2021-2027

Cniel is a partner in the European project «Life Carbon Farming».

The goal is to reduce the carbon footprint of 700 European mixed crop-livestock farms by 15% while implementing a results-based financing mechanism. This multi-partner project involves 6 European countries (Ireland, Belgium, Germany, Italy, Spain, France).

2022

35% of French dairy farmers are already engaged in the fight against climate change, having conducted at least one CAP'2ER® assessment on their farm.



2023

Management of the Decarbonization Roadmap for Agriculture—bovine farming section, with a deadline of 2030 under the aegis of the Ministries of Ecological Transition and Agriculture and Food Sovereignty (ongoing).



COMMITMENT 5

IMPROVE THE CARBON FOOTPRINT OF THE SECTOR

FARMING AND DAIRY PROCESSING INDICATOR

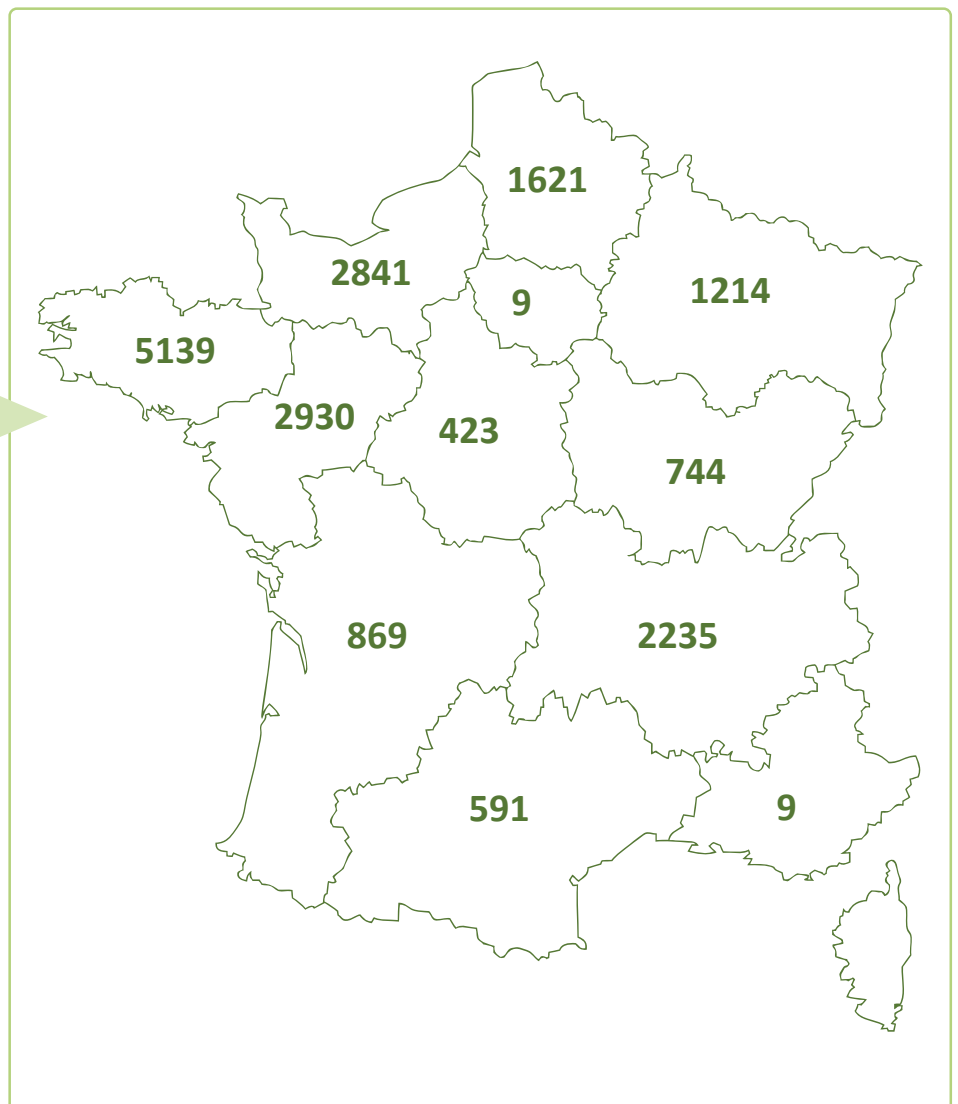
Engagement map September 2023

+ 1 800
Advisors Trained in CAP'2ER®

18,605
Farms Engaged

Nearly
40%
of French Dairy Farmers

2025 Goal
50%
of French Dairy Farmers
Engaged



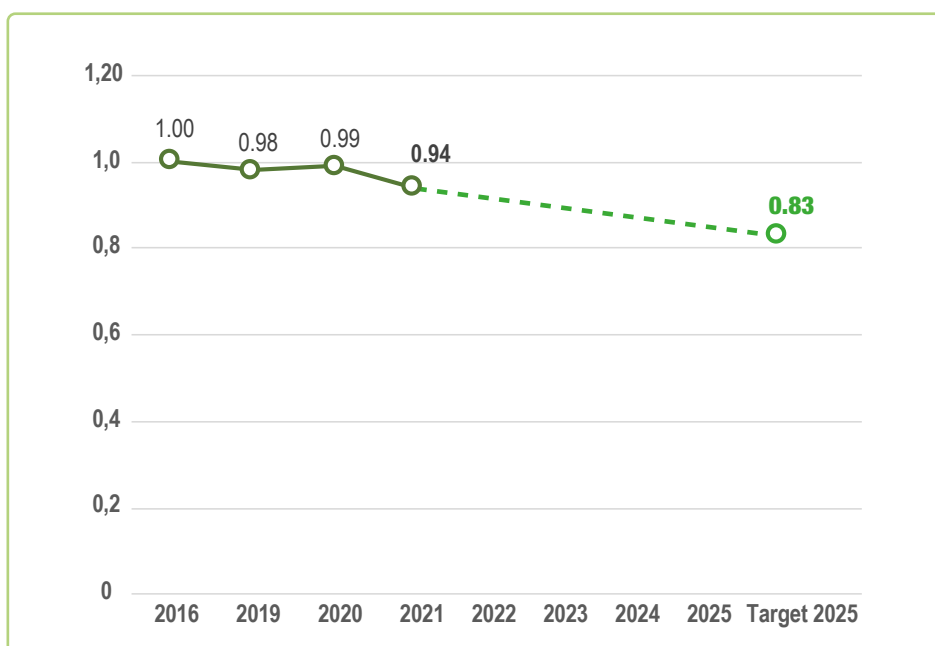
COMMITMENT 5

IMPROVE THE CARBON FOOTPRINT OF THE SECTOR

FARMING AND DAIRY PROCESSING INDICATOR

Net Carbon Footprint per Liter of Milk Leaving the Factory in kg CO₂-eq/L

In 2021, the carbon footprint of milk (at factory exit) had significantly decreased compared to 2016, with a notable reduction of 6.4%. Expressed in total emission volume, this decrease amounts to -8% with a slight reduction in milk production of 1.7%. These improvements result from the commitment of both farmers and processors. On the farming side, the carbon footprint of milk (CO₂-eq/L of milk) decreased by 6.1% due to reduced use of nitrogen fertilizers, decreased purchase of concentrates, and maintained carbon storage. **By the end of November 2023, nearly 40% of dairy farms are engaged in the Low Carbon Dairy Farm program.**



Sources : CAP2ER/tele, database RICA, BDNI, ATLA

Emissions per liter of collected milk associated with milk processing activities **decreased by 11% between 2016 and 2021**. The change in the energy mix is the main factor behind this reduction. On average, the use of natural gas and biomass increased nationally at the expense of more GHG-emitting energies like fuel oil. Additionally, the use of renewable electricity significantly increased, while emissions associated with the use of refrigerants were halved. The replacement of high-impact refrigerants used for cooling on sites is an ongoing process facilitated by the energy savings certificate system. Improved energy efficiency of processing also contributes to the observed reduction in GHG emissions at processing sites.

COMMITMENT 5

IMPROVE THE CARBON FOOTPRINT OF THE SECTOR

EVALUATION OF THE CARBON FOOTPRINT OF THE DISTRIBUTION LINK

Challenge

Integrate the distribution share of the carbon footprint into the carbon footprint of milk.

Input Data

- The Agribalyse V3 database (ADEME/INRAE) provides access to the estimated share of distribution in the life cycle analysis (LCA) of various dairy products.
- The distribution of volumes of products sold in France. This value includes both French and imported products.
- The useful dry matter (UDM) of products, allowing for weighting the volume of milk used in the composition of each product category.

Methodology

1. From the Agribalyse database: extract the distribution share for the main dairy products: consumer milk, yogurt, cheese, cream, butter, powder.
2. Define the sales share represented by each product (reference: Kantar panel) in Useful Dry Matter (reference FAM) to account for the volumes of milk used in the production of different products (see Annex 1).

%	Milk	Fresh Dairy Products/ Yogurts	Cheese	Cream	Butter	Powder	Weighted average
Share of distribution in the carbon footprint (Agribalyse 2022 ¹)	13.1	9.7	3.9	5.6	2.6	0.8	
Share of sales on total milk equivalent (see annex 1)	14.2	16	42	8.4	18	1	
Weighted value (Share of distribution x share of sales)	1.8602	1.552	1.638	0.4704	0.468	0.008	5.9966

Conclusion

The distribution share of the carbon footprint in the footprint of a liter of milk would be 6%.

Annex 1: For details on the Agribalyse 3 method, see the methodological report for food products pp. 56-63

Asselin-Balençon A., Broekema R., Teulon H., Gastaldi G., Houssier J., Moutia A., Rousseau, V., Wermelle A., Colomb V., Cornelus M., Ceccaldi M., Doucet M., Vasselon H., 2022. AGRIBALYSE 3: the French LCA database on Agriculture and Food. Methodology for the food products. Initial Agribalyse 3.0-2020 report, updated Agribalyse 3.1 – 2022 Ed. ADEME

COMMITMENT 5

IMPROVE THE CARBON FOOTPRINT OF THE SECTOR

Annex 1 - Calculation of the Share of In-Store Sales Related to UDM In-Store Sales by Volume (tonnes, unless otherwise specified)

	Sales (Kantar Panel 2016)	Useful Dry Matter coefficient	Liquid Milk Eq. 2016 (1,000l) **	% 2016 of total eq. Lait
Liquid milk (1,000 liters)	2 281 248	0.050	1 497 687	14%
Cream	236 662	0.286	888 736	8%
Butter	172 332	0.828	1 873 592	18%
Cheeses	804 801			42%
Cooked pressed cheeses	231 754	0.574	1 746 699	17%
Soft cheeses	188 277	0.430	1 063 029	10%
Uncooked pressed cheeses	145 070	0.506	963 846	9%
Salted fresh cheeses	93 991	0.133	164 141	2%
Processed cheeses	52 972	0.490	340 817	3%
Blue-veined cheeses	30 584	0.470	188 744	2%
Fresh dairy products	1 724 144			16%
Fermented milks	933 113	0.063	771 887	7%
Fresh desserts	426 012	0.063	352 405	3%
Unsalted fresh cheeses	346 044	0.133	604 312	6%
Milk powder	20 011	0.430	112 982	1%
Total			10 568 877	

** Liquid milk eq. 2016 (1000l) = $\frac{\text{Sales (Kantar Panel 2016)} \times \text{UDM coefficient}}{\text{UDM of milk collected in France}}$

Sources :
UDM coefficients:
https://www.franceagrimer.fr/fam/content/download/66171/document/Tables%20MP-MG-MSU%20des%20produits%20laitiers_CNIEL-IDELE-FranceAgriMer.pdf?version=2
MSU du lait collecté en France = 76,16 (calcul source FAM)

COMMITMENT 6

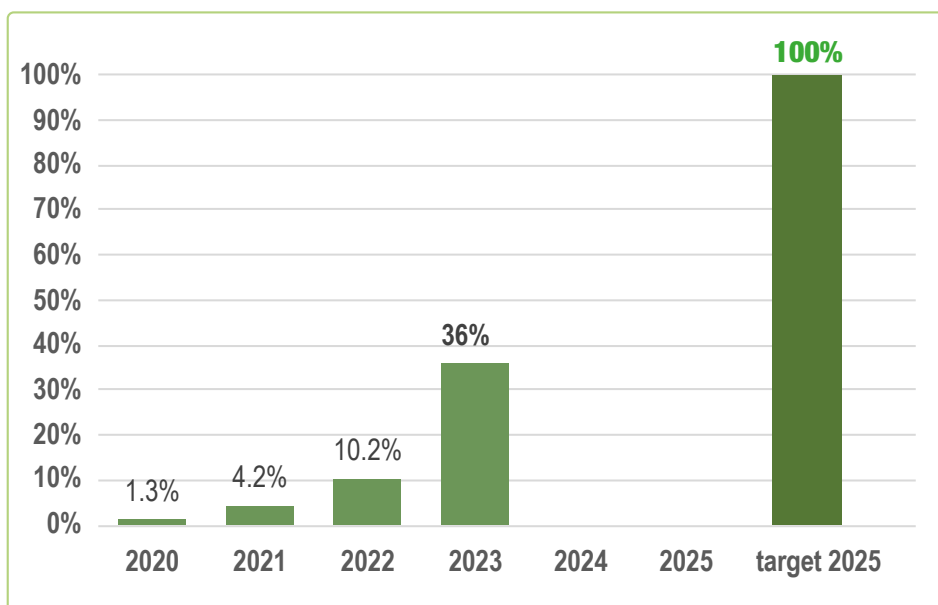
ASSESS THE ANIMAL WELFARE OF DAIRY HERDS

Assess the animal welfare of dairy herds using a scientific reference method and improve practices if necessary.

FARMING INDICATOR

Rate of farms assessed with BoviWell

By the end of December 2023, nearly one-third (36%) of French dairy farms had undergone a BoviWell assessment as part of the deployment of the «new Charter for Good Agricultural Practices» launched in mid-2022. This result aligns with the target set for the end of 2025. Information days, organized by CRIEL across various regions, raise awareness among farmers about this new diagnostic and receive positive coverage in the agricultural press.



Sources : Cniel tool BoviWell.

For more information, visit our website cniel-infos.com/



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FOOD PERFORMANCE

TO EMBRACE A RESPONSIBLE CONSUMPTION APPROACH



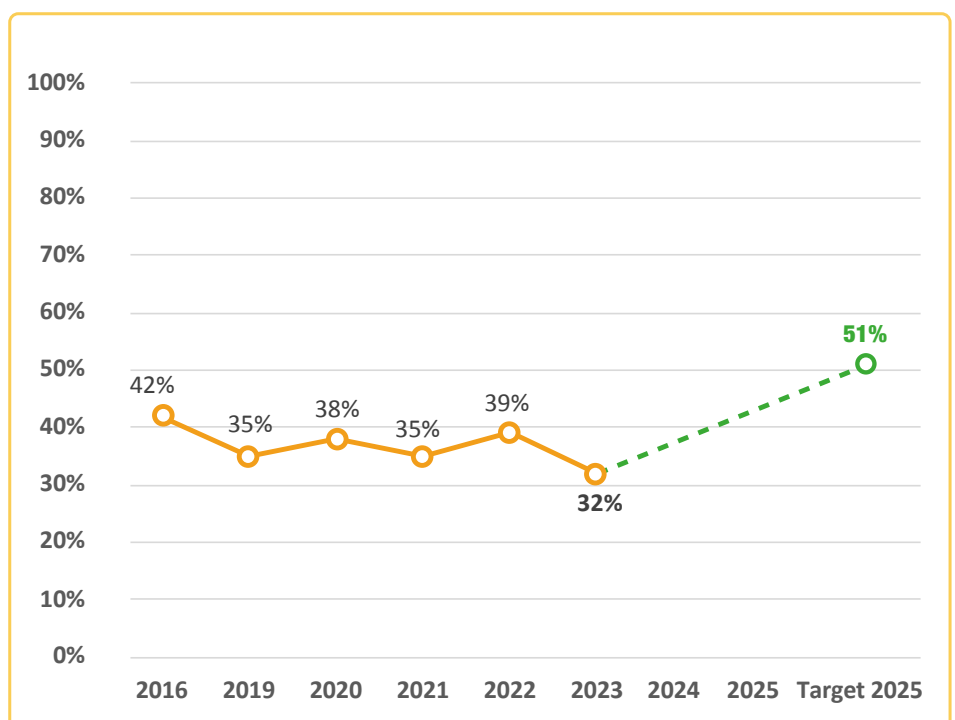
COMMITMENT 7

INFORM CONSUMERS ABOUT DAIRY PRODUCTS AND THEIR PRODUCTION METHODS

CONSUMER INDICATOR

Level of Confidence of French Consumers in Dairy Products

Since the creation of the annual INQUIETALIM survey (OCHA/CERTOP/CREDOC), dairy products have been at the top of the list of food products that inspire the most confidence among French consumers. The dairy sector aims to maintain this leading position, in addition to the indicator of the confidence level itself. This will be a dual indicator providing two types of insightful information for the sector: the ranking position of dairy products among other major food product categories and specific elements about trust and concerns. Maintaining a high level of consumer confidence in dairy products is indeed a strong marker of the success of the «France Terre de Lait» social responsibility initiative. The share of consumers concerned about dairy products increased in 2023 after having decreased the previous year.



Source: Annual InquietAlim Survey conducted by CREDOC (2019-2022) and by C-Ways since 2022. Steering Committee OCHA – CERTOP – CNRS.

The primary concern expressed in 2023 is the price of products, ahead of origin (made in France or local), hygiene, and health risks. Concern about product prices has been rising since 2022, in a context of widespread inflation. It is important to note that in this annual barometer, a consumer is considered «concerned» if they spontaneously express one or more reasons for concern. Consequently, a consumer is considered confident if they do not spontaneously express any reasons for concern.

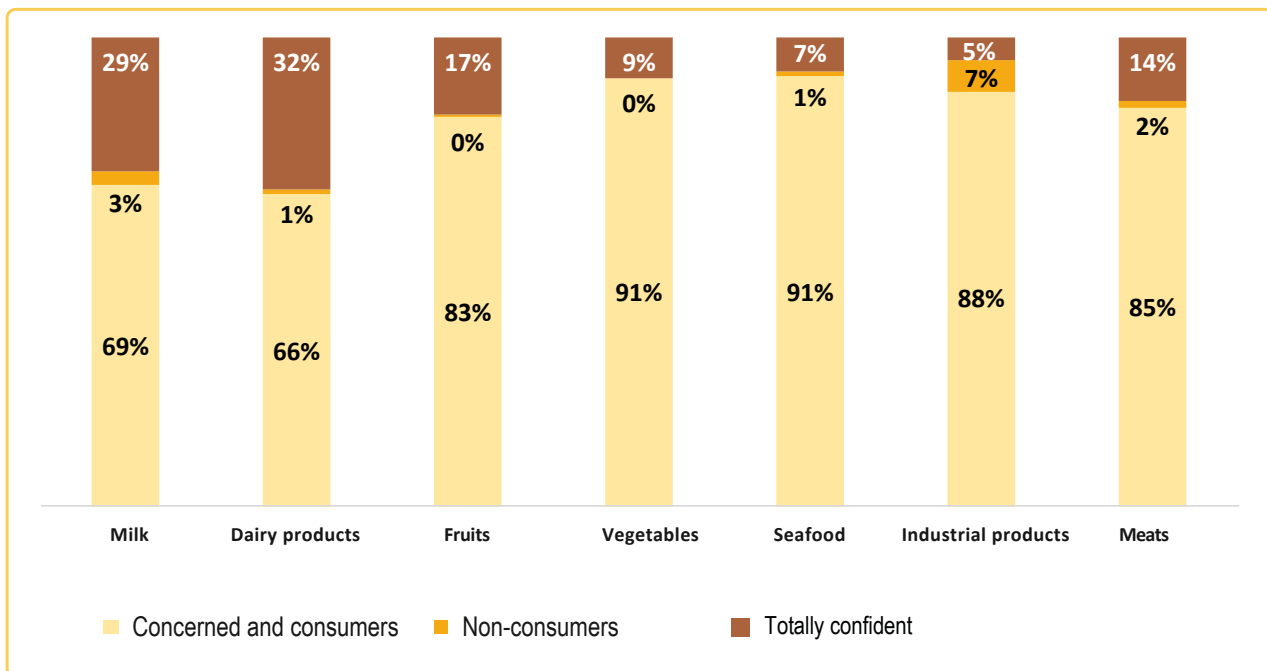
COMMITMENT 7

INFORM CONSUMERS ABOUT DAIRY PRODUCTS AND THEIR PRODUCTION METHODS

CONSUMER INDICATOR

Proportion of concerned, unconcerned, and unaffected individuals in 2023

Base: N=1533 in 2023 (18 years and older)



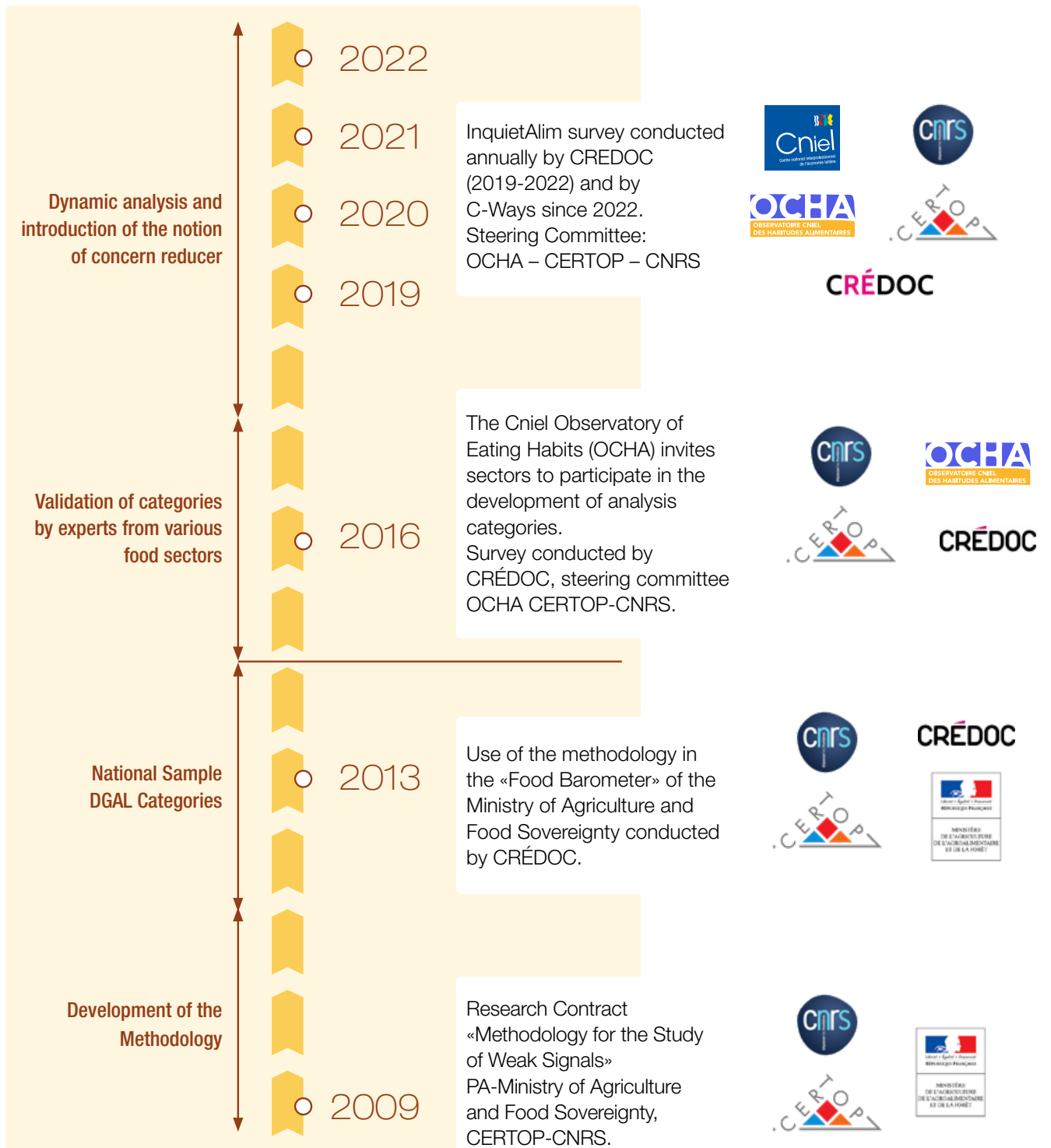
- Milk and dairy products remain the categories with the least concerns.
- 9 out of 10 respondents express concerns about vegetables or seafood, closely followed by fruits, industrial products and meats.

COMMITMENT 7

INFORM CONSUMERS ABOUT DAIRY PRODUCTS AND THEIR PRODUCTION METHODS

CONSUMER INDICATOR

Timeline – METHODOLOGY



COMMITMENT 7

INFORM CONSUMERS ABOUT DAIRY PRODUCTS AND THEIR PRODUCTION METHODS

CONSUMER INDICATOR METHODOLOGY

Surveys

- Telephone survey on a representative sample of the French population: 1505 people interviewed by Le Terrain.
- Open-ended questions: «What is the main concern for [food category]?»
- 7 categories of food: fruits, milk, vegetables, seafood, industrial products, dairy products, meat. The order of questions is random.
- Socio-demographic questions and questions about the respondents' proximity to the agricultural world.
- Survey conducted in July 2023.

Post-coding and Analysis

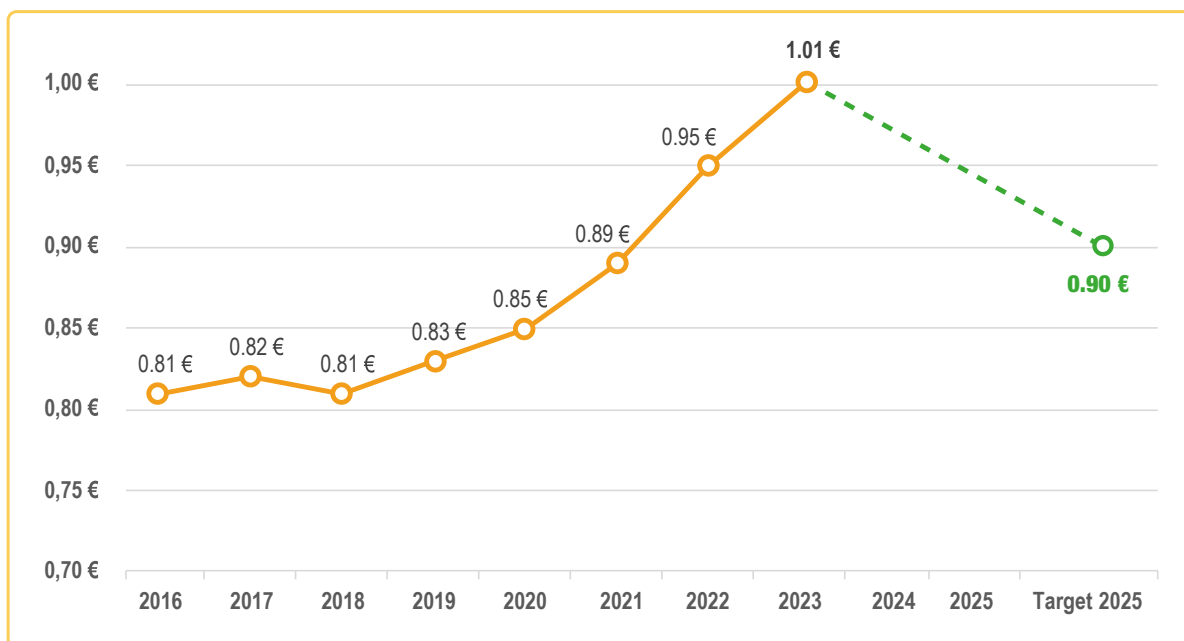
- Post-coding according to a coding plan from previous waves, updated and validated by Jean-Pierre POULAIN, CERTOP-CNRS, Véronique PARDO, OCHA - Cniel, and in collaboration with the entire project team.
- Post-coding of concerns and concern reducers expressed spontaneously.
- Cross-validation of post-coding.
- Sample weighting and analysis.
- Only samples of more than 50 people (3% of the sample) will be presented.

COMMITMENT 8

PROMOTE SUSTAINABLE FRENCH EXPORTS

SUSTAINABLE EXPORT INDICATOR

Value of dairy products exported outside of the European Union in €L



Source : Chiel - Eurostat

The indicator has been steadily improving over the past five years, so that the target set for 2025 was achieved as early as 2022. This trend, particularly in recent years (2021 to 2023), should be put into perspective due to the impact of resurgent high inflation. The average price of various dairy product categories has indeed increased significantly over the past three years, both in our domestic market and in third countries.

In this context, a methodological revision of the indicator seems essential to prevent medium-term targets from being met solely due to inflation, without requiring a qualitative evolution of the exported dairy product offerings.

LISTENING TO OUR STAKEHOLDERS

A crucial dialogue with the civic sphere to adapt to the world around us and anticipate the future.

Since 2018, the dairy interprofession has maintained regular dialogue with NGOs and associations identified as spokespersons for consumers and civil society. This dialogue takes various forms: field visits, informational meetings, technical or consultation meetings. It aims to understand societal expectations, respond to them, and anticipate potential regulatory changes.

Two major themes engaged the interprofession in 2023:

- **Animal Welfare.** Throughout 2023, representatives of the interprofession involved in animal welfare consultations held numerous meetings with NGOs on the issue of calf housing, a topic deemed a priority by stakeholders due to its impacts on calf welfare and its importance in planning future farming practices. A field visit, meetings with scientists, and animal welfare experts laid the groundwork for a document highlighting the benefits and points of caution regarding early collective calf housing. Discussions will continue in 2024 to finalize the consultation.
- **Environment.** On February 15, 2023, the Cniel Board of Directors approved the summary document resulting from consultations with environmental and civil society organizations—France Nature Environnement, the Fondation pour la Nature et l'Homme, Humanité et Biodiversité, Commerce Équitable France, CIWF, and WWF—which conducted a dialogue from 2018 to 2022 on the protein autonomy of French dairy farms. This dialogue aligns with the objectives of the National Strategy to Combat Imported Deforestation (SNDI), aiming to eliminate the importation of forest or agricultural products contributing to deforestation and forest degradation, and the conversion of natural ecosystems. The consultation identified the main benefits of protein autonomy in environmental, economic, and social terms, highlighting the levers that either do or do not reach consensus. The full text is available on the Cniel website (www.filierlaitiere.fr) and on the FNH website (<https://www.fnh.org>).







ABOUT THE CNIEL

Created in 1974, the National Interprofessional Centre for the Dairy Economy (Cniel) is the French association that brings together organisations representing cow milk producers, private dairy companies, dairy cooperatives, and stakeholders in trade, distribution, and collective catering. The Cniel embodies the common desire of its members to cooperate in building a structured, efficient, and sustainable dairy sector, rooted in local territories and open to today's society and the world of tomorrow. The missions of the Dairy Interprofessional Organisation (Cniel) are governed by European and French regulations.

**Together committed to a sustainable,
trustworthy and efficient dairy sector**

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