

# Local dairy increases the value of milk



## Göte, Olle and Kent Jakobsson, Guterud farm

### 1 Description of the innovation



#### A short distance between producer and consumer pays off

When the dairy in the county Värmland closed down, there was a lot of discussion among farmers and consumers, who missed their local dairy. The milk crisis a few years ago also resulted in many articles in the press and more interest in Swedish milk.

Profitability was low, so it was time to see how to get more money for milk. This resulted in a discussion on getting Värmland's dairy establishing. The dairy had five co-owners, one of whom was the dairyman, which was important when they decided to start up. Around 10 farms agreed to supply some of their milk production to the dairy, one of which was Guterud farm. The rest of their milk goes to Arla. That is one of the reasons why several farms had decided to deliver to the dairy, because they wanted stronger local links. The farms have to be near their customers and thus must be located within the county.

Now different products are produced and the farmers display them in grocery stores. The added value is of course very important, but the demonstration work in the shop also pays off. It has to run at a profit, while it also brings the benefit of better contact with consumers.



#### Better profits and customer contact

##### Local links and better returns for milk by supplying the local dairy

Close connections between producers and consumers are important in meeting local demand.

## 2 Farm description

### ENVIRONMENT

Soil type varies but is mainly clay loam.

Temperate continental climate.

Altitude: 120 m a.s.l.

Slope: 1 %.

The farm is located in Värmland, central Sweden.

### GRASSLAND MANAGEMENT

**Grazing:** Yes.

Temporary grassland with red clover, white clover, timothy and meadow fescue.

Silage in a bunker silo with a roof.

### STRUCTURE

Owned by three farmers à 25 %, and the dairyman and Johansson & Söner à 12.5 %. 9 AWU, working on the farm and its businesses.

650 ha arable land area, of which 350 ha and 120 ha temporary grassland area for cutting and grazing, respectively.

150 ha semi-natural grassland.

Undersowing in whole-crop barley/peas or wheat/peas gives good establishment of the ley.

### ANIMAL PERFORMANCE

400 dairy cows (Holstein and Swedish Red), producing 11,000 kg milk per year.

Fed a total mixed ration and milked by robot.

### WHY IS IT WORKING?

Everyone has different areas of responsibility on the farm. Some of the milk is delivered to the local dairy. Consumers want to buy local food and have an interest due to articles in the press during the milk crisis. Having a number of farms spread throughout the county is important in meeting local demand.