

# EuroDairy

## Communication - Video magazines



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## Communication - Video magazines

**Submission date:**

30 January 2019

**Names of the responsible authors and organisations:**

Mark de Jong (ZLTO)

**Dissemination level:**

Public

**Deliverable:**

D8.5 Six video magazines incorporating nine video case studies

**About EuroDairy**

EuroDairy spans 14 countries, from Ireland to Poland, and from Sweden to Italy, encompassing 40% of dairy farmers, 45% of cows and 60% of European milk output. EuroDairy is an international network to increase the economic, social and environmental sustainability of dairy farming in Europe. EuroDairy fosters the development and dissemination of practice-based innovation in dairy farming, targeting key sustainability issues: socio economic resilience, resource efficiency, animal care, and the integration of milk production with biodiversity objectives. EuroDairy is funded by the EU Horizon 2020 research and innovation programme under Grant Agreement No 696364.

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## 1.0 Introduction

Visual and mobile friendly communications are key to reaching out to dairy farmers in Europe. Moreover, visual communication material overcomes language barriers.

Over a three-year project period, EuroDairy produced 8 video magazines, and over 20 video case studies. Each video places a pilot farm, knowledge transfer centre or Operational Group from our EuroDairy network as the centre point of communication.

Besides visual communication, these materials also feed into proven media channels (online dairy journals, blogs and other platforms), as these kind of media are always looking for attractive and useful video content to circulate to their audiences.

## 2.0 Approach

ZLTO, the EuroDairy partner responsible for communications, created a suite of basic elements, which each EuroDairy video should incorporate.

EuroDairy logo (and cross-reference EU)

Pilot farmer / Operational Group dairy farmer as the main actor

Captured in everyday life surroundings (on farm / in factory)

Facts & figures (if possible; no-competitive information)

Context – solutions sought

Innovation / new approach / novel business models

Happy cows

YouTube friendly (for automatic translations)

To create the video, each participating region were given licence to contract their own camera crew, thereby reducing production costs, and ensuring regional tastes and colours were also factored in.

The above elements were also the basis of other EuroDairy outputs - pilot farm factsheets (WP2) and EIP Agri best practice abstracts (WP8). Therefore, all our EuroDairy video materials align with the suite of communication materials. That is the power of repeated messaging - an important factor in building (new) networks.

## 3.0 Video magazines

### 3.1 Video magazine #1

Issued: May 2017



Headline: Fattoria Rossi, Italy

Sub: UK/NL exchange visit on alternative housing systems, compact TMR feeding (live recorded webinar)

Other: Upcoming webinars, upcoming events, online network map, contact

Direct mail: <https://mailchi.mp/bac6363bda30/eurodairy-video-magazine-607443?e=80c76d6753>

Eurodairy newsletter [View this email in your browser](#)



Our EuroDairy network is growing. Most European dairy farmers struggle with high volatility and low milk prices. Fattoria Rossi (Italy) walks the dairy chain the other way around. Their reflexive

## 3.2 Video magazine #2

Issued: December 2017

Headline: Vista Alegre Farm, Spain

Sub: Opportunities and challenges in calf housing (live recorded webinar), dairy cattle welfare assessment (poster)

Other: Upcoming webinars, upcoming workshops, online network map, contact

Direct mail: <https://mailchi.mp/cb7ed1ba972c/eurodairy-your-pan-european-network-for-dairy-farming-607447?e=80c76d6753>



This video case study of our Spanish pilot farm Vista Alegre shows the quest of de-intensification of a regular dairy farm in the Spanish higher Basque region. The Vista Alegre Farm shows how to run a modern dairy farm in Spain taking all these principles in balance: resource efficiency, animal care, biodiversity and social economics on a farm level. It's a must see for every European dairy farmer.

### 3.3 Video magazine #3

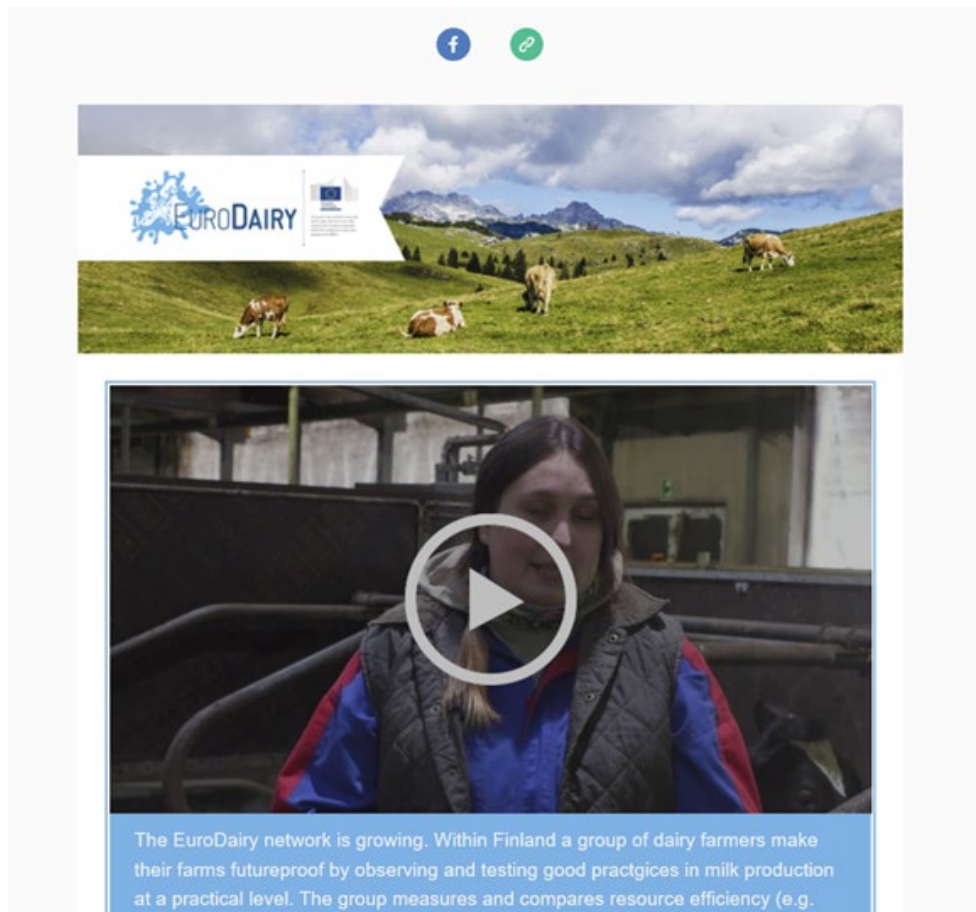
Issued: June 2018

Headline: Operational Group video EuroMaito, Finland

Sub: Dry cow therapy protocol, England; Biotex tool France (live recorded webinar)

Other: Upcoming webinars, upcoming events, online network map, contact

Direct mail: <https://mailchi.mp/7db87b2720c8/eurodairy-video-magazine-3?e=80c76d6753>



The screenshot shows a webpage layout for a video magazine. At the top, there are two circular icons: a blue Facebook 'f' and a green share icon. Below these is a wide banner image. The left side of the banner features the 'EURODAIRY' logo in blue and white, with a small European Union flag to its right. The right side of the banner shows a scenic view of a green hillside with several cows grazing under a blue sky with scattered clouds. Below the banner is a video player. The video frame shows a woman with dark hair, wearing a blue and red jacket over a dark quilted vest, sitting in what appears to be a farm or milking parlor. A large white play button is centered over the video. Below the video player is a blue text box with white text that reads: "The EuroDairy network is growing. Within Finland a group of dairy farmers make their farms futureproof by observing and testing good practices in milk production at a practical level. The group measures and compares resource efficiency (e.g.

### 3.4 Video magazine #4

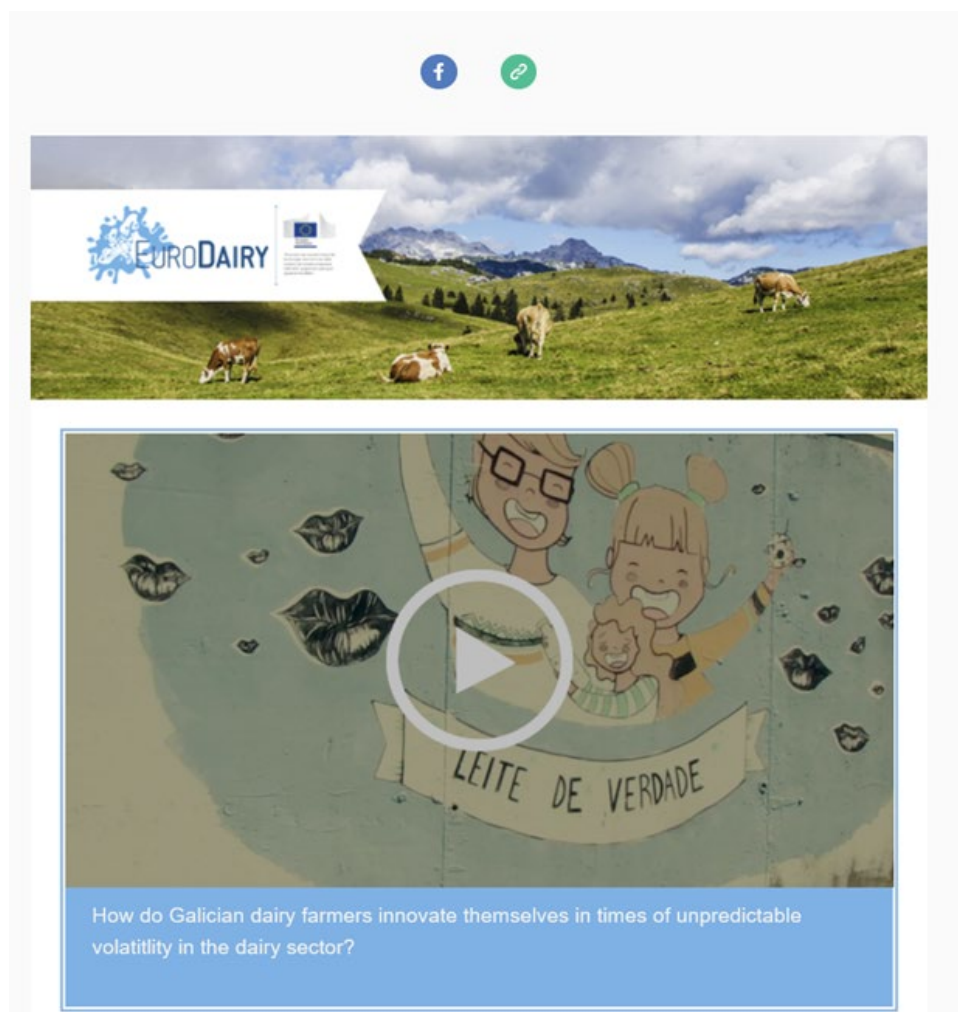
Issued: August 2018

Headline: Operational Group Cooperative Agrarica A Coruna, Spain

Sub: Dutch dairy farmer Siebe van de Crommert, Dutch pilot farmer Robert Maas, Carbon footprint of milk (live recorded webinar)

Other: Upcoming webinars, upcoming events, online network map, contact.

Direct mail: <https://mailchi.mp/0e153cb023ac/eurodairy-video-magazine-4?e=80c76d6753>





### 3.5 Video magazine #5

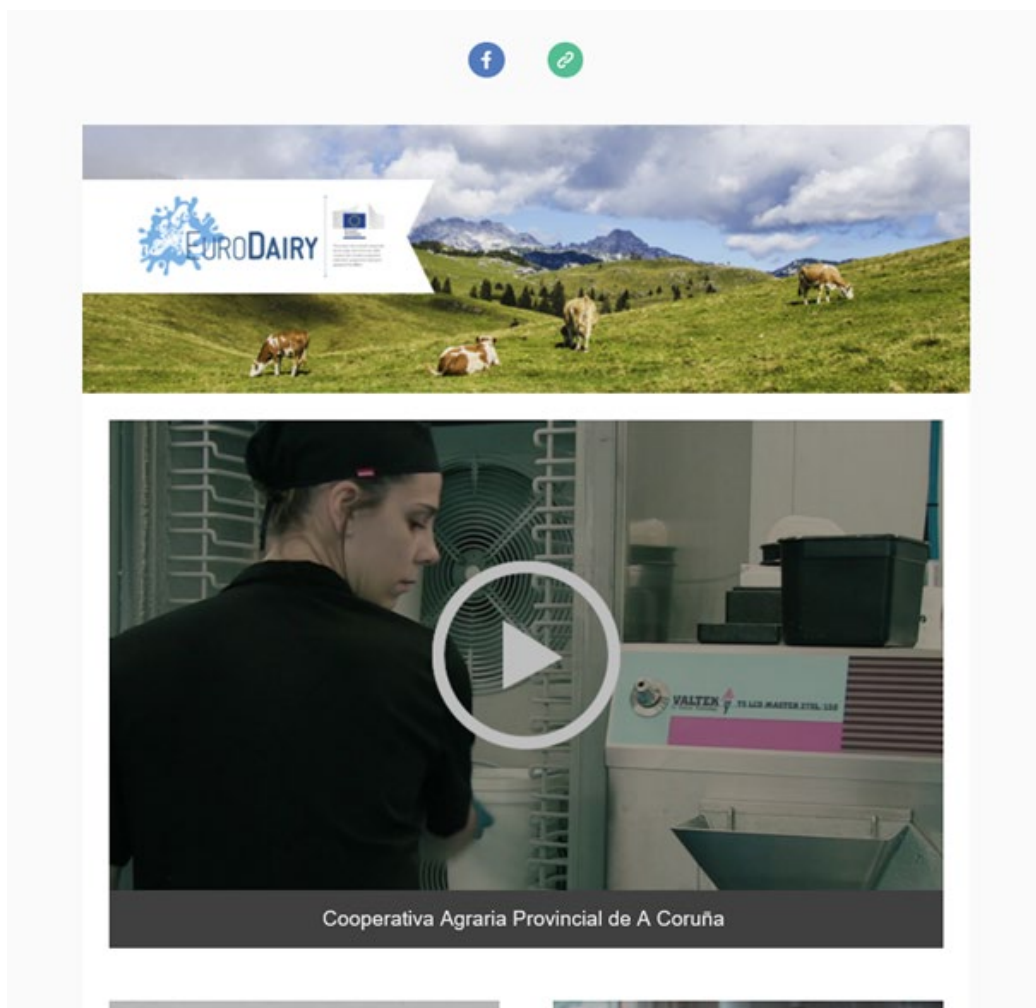
Issued: November 2018

Headline: Operational Group Galego, Spain

Sub: Operational Group Metabolic Model Italy, separated manure solids Finland, production grass, whole crop and maize silage Finland, improving feed efficiency workshop, importance of water in dairy cows diet (webinar)

Other: Upcoming webinars, upcoming events, online network map, contact.

Direct mail: <https://mailchi.mp/21eec040ab03/eurodairy-video-magazine-4?e=80c76d6753>



### 3.6. Video magazine #6

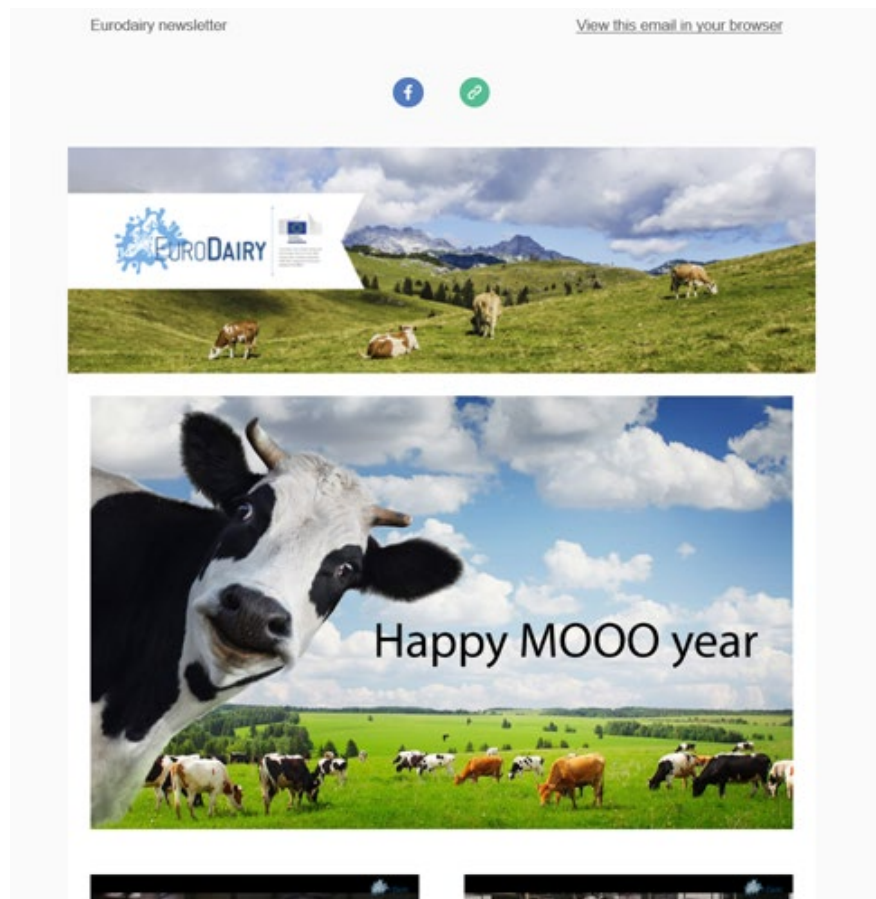
Issued: January 2018 (week 1)

Headline: Pilot farmer Alfred Scholten, the Netherlands

Sub: Dutch pilot farmer Henry Steverink, Dutch pilot farmer Stef van den Hurk, French pilot farmer GAEC de Ferm du Marjon, UK Pilot farmer Dolphenby Farm, French pilot farmer GAEC De Boisy.

Other: Upcoming webinars, upcoming events, online network map, contact

Direct mail: <https://mailchi.mp/239c3db3f3f6/eurodairy-video-magazine-5?e=80c76d6753>



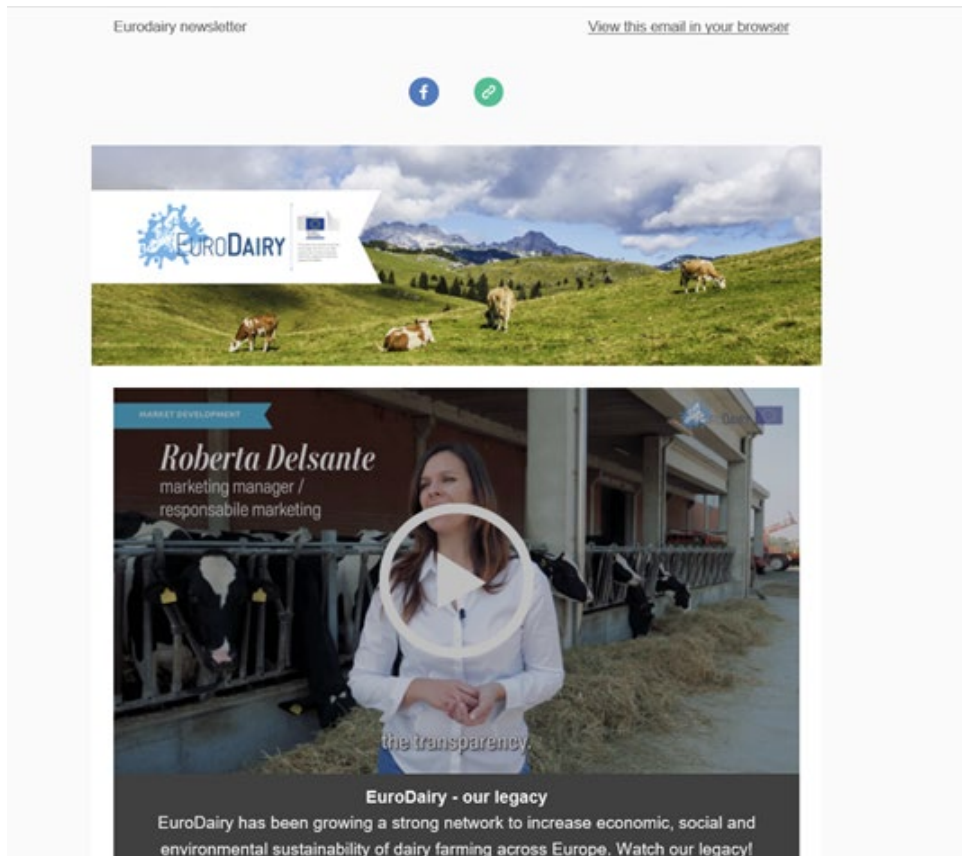
### 3.7. Video magazine #7

Issued: November 2018 (week 3)

Headline: EuroDairy network movie – our legacy

Sub: Flow map of the EuroDairy network, operational group Pas de Calais France, infographic video farmer exchange visits, farmers video journal UK-NL exchange visit, 360 virtual tours Dairy Campus NL, water efficiency workshop (live recordings workshop)

Direct mail: <https://mailchi.mp/001ffd7dad42/eurodairy-video-magazine-6?e=80c76d6753>



### 3.8. Video magazine #8

Issued: January 2018 (week 4, final project week) -> still to be circulated

Headline: EuroDairy network movie – our legacy

Sub: ALL video case studies, video recordings (webinars and workshops) and relevant video materials in one video magazine. Video wall.

## Video case studies

### Delsante farm, Italy

Learn more about Delsante farming business and their innovative programme to successfully promote their cheese making business through social media and online shops.

Watch video case study: <https://eurodairy.eu/case-studies/delsante-selling-cheese-through-social-media-vendere-formaggio-tramite-i-social-media/>

### Vista Alegre farm, Spain

How to handle de-intensification in dairy farming? In the pre-quota era, the global dairy market is all about coping with volatility, and implementing leaner management. This EuroDairy video case study from Spain shows how pilot farm Vista Alegre tackled this problem, and runs a successful dairy family business.

Watch video case study: <https://eurodairy.eu/case-studies/video-case-study-vista-alegra-farm-spanish-solutions-to-de-intensification-in-dairy-farming/>

### Fattoria Rossi, Italy

Most European dairy farmers struggle with high volatility and low milk prices. Fattoria Rossi (Italy) takes an alternative route. Their reflexive approach starting, from the consumer's perspective, is highly successful.

Watch video case study: <https://eurodairy.eu/case-studies/video-watch-fattoria-rossis-highly-valuable-short-milk-supply-chain/>

### EuroMaito, Finland

Within Finland, a group of dairy farmers strive to futureproof their farms by observing and testing best practice in milk production. This farmers' group measures and compares statistics for resource efficiency (e.g. forage yields, costs of silage, farm gate balances), animal welfare and biodiversity on Finnish dairy farms.

Watch video case study: <https://www.youtube.com/watch?v=CdZTe4fnYs4&feature=youtu.be>

### Production of grass, whole crops and maize silage, Finland

Grass production is the backbone of Finnish dairy production. This video presents researcher and farmer perspectives on the production of grass, whole crop silage and maize silage in Finland. This video was produced in association with the EuroMaito project Operational Group.

Watch video case study: <https://eurodairy.eu/resources/production-of-grass-whole-crop-silage-and-maize-silage-in-finland/>

### The metabolic model, Italy

The Metabolic Model project is a pilot initiative to promote sustainable development of the livestock sector, through technological innovation and efficient use of natural resources. The Italian

operational group “Metabolic Model” is linked to the EuroDairy network through its Italian partner, CRPA.

Watch video case study: <https://eurodairy.eu/resources/operational-group-metabolic-model-sustainable-future-for-parmigiano-reggiano-dairy-farm-tool/>

## Galego, Spain

How do Galician dairy farmers innovate in times of unpredictable volatility in the dairy sector?

Watch video case study: <https://eurodairy.eu/resources/video-case-studio-cooperativa-agraria-provincial-de-a-coru%C3%B1a-galician-confidence-in-the-rural-sector/>

## Next level Dutch farm cheese (Siebe van de Crommert), the Netherlands

Siebe van de Crommert is a Dutch dairy farmer who takes local farm cheese to the next level. This young dairy farmer combines the very best of both worlds: extensive nature farming together with high-tech robotics. That’s what makes the great taste of his new brand: Siebe’s Cheese.

Watch video case study: <https://eurodairy.eu/resources/next-level-dutch-farm-cheese-siebe-van-de-crommert-the-netherlands/>

## Feeding novel proteins (Robert Maas), the Netherlands

Robert Maas is a dairy farmer from Holland, who embraces novel automation techniques and feeds his herd with green beans. In Holland, dairy coops and dairy farmers have decided that dairy products need to close the nutrient cycle on farm. That is why many dairy farmers are experimenting with novel proteins, such as sorghum, lupins, EU-soy and green beans.

Watch video case study: <https://eurodairy.eu/resources/feeding-novel-proteins-robert-maas-the-netherlands/>

## Keep in balance (Stef van den Hurk), the Netherlands

Stef van den Hurk is a next generation dairy farmer. His dairy farm strives for efficiency using the latest agrobotics, and solid – liquid manure separation in the barn. Because expanding through purchasing more land is not the best solution for his 300 cow herd, this dairy farmer needs to progress by applying all kinds of new efficiency techniques.

Watch video case study: <https://eurodairy.eu/resources/keep-in-balance-stef-van-den-hurk-the-netherlands/>

## Best of both worlds: dairy farming in a green environment (Alfred Scholten), the Netherlands

Alfred Scholten has two jobs. He is a dairy farmer and a forest ranger. His dairy farm in Winterswijk (NL) is the core business. Growing arable crops and managing for biodiversity is the route to feeding his 155 cows, and closing the nutrient cycle on farm.

Watch video case study: <https://eurodairy.eu/resources/best-of-both-worlds-dairy-farming-in-a-green-environment-alfred-scholten-the-netherlands/>

### Foil arched stable for the best animal welfare (Henry Steverink), the Netherlands

Henry Steverink invested in a foil-arched shed that is spacious, open and light. Animal welfare is the main driver for the design, as cows love light and good ventilation.

Watch video case study: <https://eurodairy.eu/resources/foil-arched-stable-for-the-best-animal-welfare-henry-steverink-the-netherlands/>

### EuroDairy – our legacy (movie)

The EuroDairy project has brought European Dairy farmers together. Through its four key themes: biodiversity, resource efficiency, socio-economics and animal care, the project has helped to pioneer innovation in European Dairy farming. This is the legacy of EuroDairy.

Watch video here: <https://eurodairy.eu/about/news/eurodairy-legacy-video/>