Helping Farmers Reduce their Greenhouse Gas Emissions and Regenerate their Soil

Les 2 Pieds sur Terre program
Since 2017 - Present



DANONE ecosystem

The Challenges Facing French Dairy Farmers

19%[1] of **greenhouse gas emissions** in France **come from agriculture**



Appointing **French dairy farmers** as **key actors** in achieving a more **sustainable and resilient food system**

Yet...



Farmers face challenges in transitioning to regenerative farming

- Difficulties staying up to date with best practices
- Inadequate infrastructure and financing
- Aversion to taking risks
- Difficulties accessing technical expertise and networks
- Lack of time

That's why in 2017, a **coalition of partners** joined forces to accompany dairy farmers on a journey to **reduce their greenhouse gas emissions** and **regenerate agricultural soil** [2]

The ***Les 2 Pieds sur Terre*** program was born!

How it Works [3]



French farmers

join the program and benefit from an initial analysis of their greenhouse gas emissions and regenerative agriculture practices

Tailor-made action plan

Based on the farmers' willingness to go further, experts can accompany them to build a concrete and personalized action plan by selecting the right levers to reduce emissions and improve soil health



Reduce farming emissions

- Herd feeding management
- Animal care
- Herd productivity management
- Manure management
- Crop fertilization
- Energy usage management



Turn farms into carbon sinks

- Create grasslands
- Install hedges
- Practice intercropping
- Agroforestry



Improve soil fertility

- Create grasslands
- Reduce tillage
- Practice intercropping
- Extend rotations
- Reduce monoculture
- Optimize the use and distribution of livestock manure and effluents on the farm

Once they have identified actions to take, farmers can benefit **from a personalized and comprehensive support through**



Outside experts



Financing



Test and learn approach



- Group training on livestock, feed, energy, and land management
- Benefit from peer-to-peer empowerment
- Test innovative pilot practices on farms
- Discover new ways to improve farms' resilience



- Financial support from the program coalition
- Financial support from a crowd-funding platform



- Access to pilot farms
- Benefit from experts guidance
- Benefit from farmers' group dynamic
- Secure setting to explore new innovative practices



Enabling farmers to change their practices and helping them to ensure the regeneration of soils, create the optimal conditions to reduce greenhouse gas emissions, and encourage innovation around sustainability



The program's partners ensure that farmers have ready access to free information and training

Enabling the dissemination of knowledge

More broadly, ***Les 2 Pieds sur Terre*** showcases the positive impact dairy farmers can have on society

Benefits for the Whole Ecosystem[4]

Environmental impact

Reducing carbon emissions

96%

of farms have a Carbon assessment

Compared to national rate in France is ~55%



-10.7%

reduction in **greenhouse gas emission** in kg CO2 eq. per liter of milk collected from 2017 to 2022



98%

of the farms **assessed on animal welfare**, helping to identify potential areas for improvement between 2017 and 2023

Animal welfare



90%

of farms have conducted a **comprehensive evaluation of their soil's regenerative practices** from 2017 to 2025

Soils

Social impact



400+

farmers received financial support from a crowd-funding campaign through the MiiMOSA platform



765

individual support sessions carried out by external experts to help farmers define a carbon roadmap between 2017 and 2025



"The program helped me to produce more feed on the farm by making better use of grass via dynamic rotational grazing thus reducing its carbon footprint by 11%."

- Jean, a French Dairy Farmer

Partners & Roles



DANONE PRODUITS FRAIS FRANCE & LES PRÈS RIENT BIO
Supports activities
Sources the milk
Provides projects funding

IDELE
Shares insights and knowledge on milk farming practices
Coordinates operations with technical partners

MiiMOSA
Helps to attract fundings to support farmers' transition
A way to communicate and promote the farming profession

DANONE ECOSYSTEM
Brings co-creation spirit
Provides expertise & guidance
Brings systemic and sustainable approach
Provides funding support



FARMERS
Apply their passion and know-how every day to cultivate healthy and sustainable food

LOCAL EXPERTS
Accompany farmers in their transition



CHAMBRES D'AGRICULTURE
CERFRANCE,
LES SERVICES DE CONSEIL EN ÉLEVAGE
BIOSPHÈRES
PADV
GAÏAGO
COOPÉRATIVE DE CREULLY
BTPL
....

Provide knowledge on regenerative farming
Conduct trials
Ensure the link with the farmers agricultural policies

Sources:

1 Ministry of the Energy Transition, "French overview of greenhouse gases", (2023) [Online] https://bit.ly/4cdA39t

2 Ministère de l'agriculture et de la souveraineté alimentaire, "4 pour 1000 : et si la solution climat passait par les sols ?" (Nov 2017) [Online] https://bit.ly/3wlhigC

3 Danone Lait, "*Les 2 Pieds Sur Terre*, vers une agriculture régénératrice, vertueuse pour le climat et les sols", (Feb 2021) [Online] https://rb.gy/jlmueh

4 Environmental and social impacts: Results based on *Les Deux Pieds Sur Terre* program Mid 2023 reporting on activities [Online] https://bit.ly/3XOPnRR

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