



Organisatie Certificering
Melkveebedrijven

Title: Milk quality by working together

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Managing director

Dutch Organisation for Certification of Dairy Farms

OCM-organisation

- Foundation: independent
- Under supervision of COKZ
(COKZ under Government supervision)
- Only active in the dairy sector
 - > Inspection and certification dairy farms
- 18 employees

Romania –The Netherlands

- Intensive contact
- Mutual interest
- Several EU-projects
- Dutch processors:
 - Friesland Romania
 - Campina

Differences

Romania

- Many small farms
- Dairy industry: private companies

Netherlands

- Dairy industries: mostly cooperatives
- High export

Similarities

Institutional framework

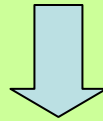
- Government responsibility:
consumer protection and fair trade
- Business responsibility:
safe food and high quality

How can you come to safe food and high quality?

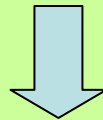
- Structured dialogue between farmers, processors and Government, and
- Respect for each other's responsibility and independence in the chain

Dairy chain

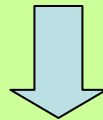
Consumer



Retailer



Processor



Farmer

Starting points

Starting points for dialogue about quality

- National and EU-legislation
- Practical solutions and cost
- Real food safety (and no paper solutions)

Preconditions for the Government

- Equal treatment in whole country with regard to
 - all dairies and farmers
 - import of milk and dairy products
- Good control system / infrastructure
 - people with knowledge of processing in dairies
 - vets for animal health on farms
- Integrity of inspectors
- Vision of Government to the dairy sector (!)

Preconditions for the processor

- Good milk price / bonus for quality
- Stimulate / help farmers to invest in quality
- Pay in time
- Independent laboratories
- Processing based on EU-legislation
- Confident partner to farmer and Government

Preconditions for the farmer

- Feasible farms
- Have one's heart in the matter
- Invest in milk quality / hygiene
- EU-legislation

Requirements of the retailer

- Quality
- Storage life
- Consistent products
- Good logistic
- EU-legislation
- Competitive price

Dilemmas in the chain

- Retailers can import products (for the same conditions?)
 - Dairies can import farm milk (for lower price?)
 - EU-legislation: resistance from farmers to dairies and EU
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- Part of the market system
 - Strengthen the economy

Summary

- Milk quality is essential in the whole dairy chain
- Quality is the base for the market
- Have respect for the responsibilities of the Government and business
 - > Government: Preconditions
 - > Business: Produce safe food



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“To deliver quality costs money,
not to deliver quality can cost a fortune”

Thank you for your attention