

HEUMILCH

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Isabella Übertsberger hay milk as a „game changer“

10th december 2021



Topics Today



1. ARGE Heumilch in figures
2. What is hay-milk
3. Advantages of hay milk production in the context of the "Farm to Fork" strategy
4. Hayfarming is included in 14 of the 17 UN Sustainable Development Goals (SDGs).

3 Dimensions

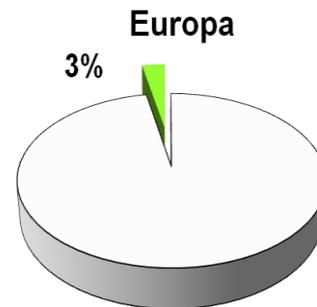
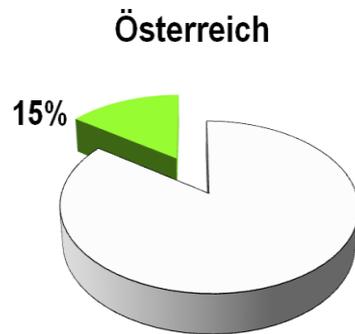
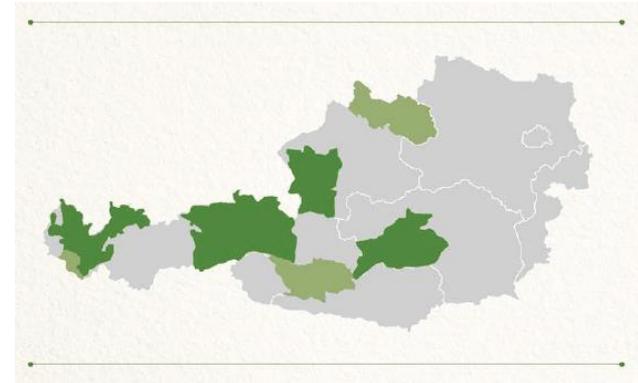
1. Environmental sustainability
2. Social sustainability
3. Economic sustainability



ARGE Heumilch in figures



- Association/representation of interests 2004
- 8.000 hay-milk farmers in Austria
- 60 hay-milk processors and marketers
- Austria, Germany, Switzerland, France, Italy, Slovenia
- 95% of family farms in the mountain area



What is hay milk



Hay-milk is

the **most original form** of milk production

Milk production **without fermented feeds**

Hay-milk cows are kept and fed in a manner **appropriate to their species (annual cycle)**

Hay-milk is controlled **GMO-free**

Hay-milk is **healthy** - more omega3 fatty acids and CLA

Haymilk production **protects biodiversity**



Hay milk production in the context of the Farm to Fork strategy and the UN Sustainable Development Goals (SDGs)



- **Objectives of ARGE Heumilch**
- **Objectives of "Farm to Fork" strategy**
 - push fair, healthy and environmentally friendly food systems
- **Evidenced by the sustainability study:**
Univ.-Prof. DI Dr. Werner Zollitsch, Head of the Centre for Global Change and Sustainability (GWN), University of Natural Resources and Life Sciences in Vienna
- Hay-milk production is **reflected in 13 of the 17 United Nations Sustainable Development Goals (SDG's)** (Scientifically proven)



Our contribution to the UN Sustainable Development Goals



Family-run farms

Haymaking ensures the continuity of small-scale agriculture in the grassland mountain regions. This benefits not only our farming families, but also their animals and the environment.



- SDG 2** Strengthen family businesses
- SDG 8** Preserve smallholder structures
- SDG 11** Protect world heritage (three-tier agriculture)
- SDG 12** Sustainable agriculture and animal welfare
- SDG 13** Resilience to environmental disasters

Environmentally compatible management

Through sustainable farming, our hay-milk farmers conserve the planet's resources. But they also promote the preservation of biodiversity on their meadows and pastures and protect the climate through the management of permanent grassland.



- SDG 2** Promote sustainable agriculture
- SDG 6** Protect ecosystems
- SDG 10** Use European feed
- SDG 12** Conserve resources
- SDG 13** Healthy soils to protect the atmosphere
- SDG 15** Safeguard alpine ecosystems and preserve biodiversity

Fair trade

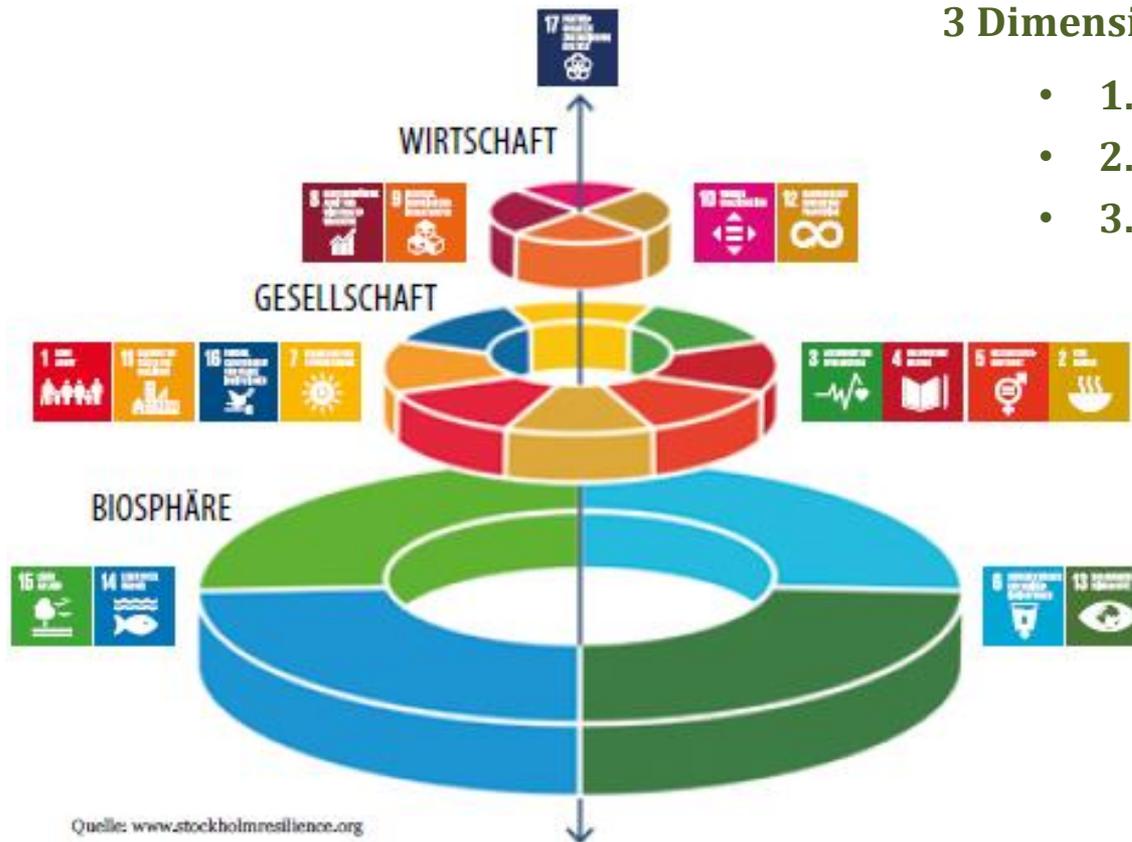
Our hay-milk is used to produce high-quality, sustainable foodstuffs that are increasingly in demand. This allows our processors to pass on a higher milk price to their hay-milk farmers. A sustainable cycle.



- SDG 1** Regional value creation
- SDG 2** Promote small-scale food producers
- SDG 3** Maintain recreational cultural landscapes
- SDG 4** Education and knowledge transfer of ARGE Heumilch
- SDG 8** Sustainable economic growth
- SDG 9** ARGE Heumilch as a promoter of research and science
- SDG 10** Equal opportunities through differentiation
- SDG 15** Safeguard alpine ecosystems and preserve biodiversity
- SDG 17** Policy coherence for sustainable development



Dimensions of the UN Sustainable Development Goals



3 Dimensions:

- 1. environmental sustainability
- 2. social sustainability
- 3. economic sustainability

Quelle: www.stockholmresilience.org



1st Dimension

Ecological sustainability of hay-milk production



Die Vorteile der Heuwirtschaft



...sorgt für Tierwohl



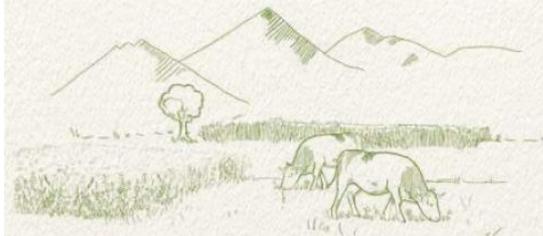
...schützt das Klima



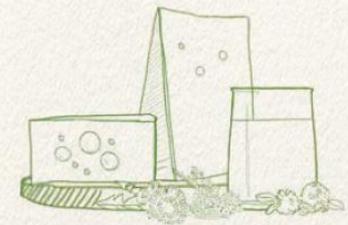
Nachhaltige
Kreislaufwirtschaft...



...fördert die Artenvielfalt



...liefert nachhaltige Produkte



...schont Ressourcen
und pflegt die Böden



1st Dimension

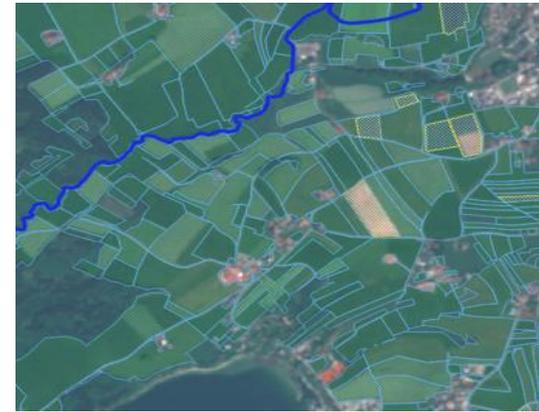
Ecological sustainability of hay-milk production „Promoting biodiversity“



- **Mosaic management**
Areas are not mown all at once
Different cutting times
Retreats for insects and small game

- **Research:**
Current study by "Suske Consulting"
confirms positive effect on
biodiversity of hay-milk farming

- **Permanent grassland has a higher plant diversity**



“Meadows and pastures of hay farms have more sites with higher vegetation as well as a higher number of different insects. The populations are also larger. This higher proportion also benefits insectivorous vertebrates such as mice, frogs, lizards or birds.”

DI Wolfgang Suske
Suske Consulting



1st Dimension

Ecological sustainability of hay-milk production „Animal welfare“



- Life in the annual cycle
- Species-appropriate feeding
 - Basic feed-based
 - Ruminants
- Species-appropriate husbandry
 - Permanent tethering prohibited
- No high performance animals
- Small herds - average 17/cows



Heumilchkuh im Schnitt
5.600kg
pro Jahr



Hochleistungskuh in Europa
bis zu 10.000kg
pro Jahr



1st dimension

Ecological sustainability of hay-milk production

"Protecting climate and environment".



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- Basic feed-based feeding
- Use and keep open the alpine pastures as a protection against avalanches and mudslides.
- Management adapted to the location
- Advantages of permanent grassland for the climate
Thanks to its high humus content, approx. 1/3 more CO² can be stored in the soil compared to arable soils.



Deeper layers of permanent grassland can even store more carbon than forest soil



2nd Dimension

Social sustainability of hay-milk production



Hay-milk farmer	Society
Future prospects	Healthy food
Quality of life	Cow Welfare - Initiative
Family businesses	Preserve tourism regions
Positive feedback from society	Sustainable farming (water, soil)
	Promoting biodiversity
	Awareness raising (open barns)



3rd Dimension

Economic sustainability of hay milk production



- **1. hay-milk achieves a higher milk price**
Quality and niche product Hay-milk surcharge is about 7 cents per litre of milk in Austria
- **2. compensatory allowance from rural development**
reduced income and additional expenditure is compensated for
- **Family farms remain economically viable**
- **Small-scale agriculture viable**





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Our hay-milk cows have always known how to produce healthy milk in an environmentally friendly, resource-saving and enjoyable way.

