

Press release

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Prospérité Fermière and Ingredia are continuing their strategy of differentiation by launching an eco-friendly “GMO-free” milk

On Friday 21 April 2017, in the presence of Marie-Sophie Lesne, Vice-President of the Hauts-de-France Region responsible for agriculture and the food industry, Ingredia and Prospérité launched Via Lacta: their new CSR strategy and the 1st eco-friendly milk produced from animals on a GMO-free diet that are guaranteed a minimum area of grassland and given straw bedding. This is a powerful and unifying gesture by the Hauts-de-France dairy cooperative, which 2 years ago committed to a strategy of differentiation for its milk by leveraging a cross-functional CSR project.

A ‘virtuous’ CSR initiative for the members of the cooperative

In April, the Prospérité Fermière cooperative launched a differentiated milking from 100 farmers, guaranteeing “GM-free grass-fed milk”. This milking will initially cover 30 million litres of milk, of the 415 million litres collected by the 1600 members. The specifications, devised in collaboration with farmers, impose three conditions:

- a minimum of 1500 square metres’ pasture per cow, accessible 170 days per year;
- feed must be guaranteed GM-free, encouraging farmers to switch to local production based on rapeseed or on protein crops;
- better quality of life for the animals, which are given straw bedding in winter.

This differentiated collection laid the way for the launch of the 1st eco-friendly milk, named ‘Via Lacta’, which will be distributed by Ingredia to its agro-industrial clients from next autumn onwards.

“The Via Lacta initiative falls squarely within the cooperative project of Prospérité Fermière. It is a unifying factor and promotes virtuous farming practices in our region. In the current economic crisis, developing a high-added-value project such as Via Lacta across our entire value chain is crucial for protecting the revenue of our members against the volatility of our markets”, explained Gilles Desgrouilliers, Chairman of Prospérité Fermière and Ingredia. In addition, farmers who adopt this approach will be entitled to a minimum price of 300 euros per 1000 litres and a bonus of 15 euros for every 1000 litres. This bonus will be added to the conventional price paid for milk by the cooperative.

A response to new dietary trends

Today, consumers need to feel confident in the quality of the products they consume, how they are produced, and that the environment and animal welfare are being respected. They are keen to adopt a healthy, natural diet. Against this background, Ingredia and Prospérité Fermière are proposing a “GM-free”, 100% natural product in



order to respond to their clients' priorities. *"This is what we are seeking to offer in the form of Via*

Lacta, the new flagship product in Ingredia's dairy ingredients range. The aim of Via Lacta is to provide added transparency for our clients and a solution for their consumers looking for natural products", according to Sandrine Delory, Managing Director of Ingredia and Prospérité Fermière. To ensure that this initiative appears legitimate to its clients, the group concluded a partnership with the WWF France Foundation for a period of three years. "The scientific approach behind the methodology of WWF France lends us international visibility and meets the eco-friendly standards of our clients internationally", she added.

A strategy of differentiation founded on innovation and responsibility

This CSR strategy, which is based on 3 core principles (the nutritional quality of the milk, local development and the preservation of the planet), involves the implementation of industrial processes that do not denature the product and research and innovation projects designed to preserve the full richness and purity of the milk at every link in the value chain. To date, Ingredia has approved 10 research projects on which a team of 40 people are working on a daily basis in order to provide innovative, responsible and high-quality products to its clients.

About Ingredia and Prospérité Fermière

Ingredia is a major name in the global dairy ingredients industry and develops and manufactures dairy ingredients, functional systems and innovative bioactives for the food, nutrition and health industries throughout the world. It is a subsidiary of the Prospérité Fermière cooperative and processes over 500 million litres of milk produced by 1600 independent farmers. Thanks to its presence on all 5 continents and the dedication of its 460 employees, Ingredia can address the requirements of its international clients at the level of their local markets, offering a range of native ingredients with a structure close to their natural structure in milk. The social and environmental commitments made by Ingredia as part of its drive to "Feed the planet better" consolidate the company's contribution as a responsible player.

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