

PRESS RELEASE

Prosperité Fermière Ingredia speeds up in animal welfare

The Prosperité Fermière Ingredia cooperative signed a partnership with the French association WELFARM working for animal welfare, thus strengthening their collaboration. The objective is first to carry out diagnoses on farms involved in the production of Via Lacta, grass-fed cow's milk, in order to make progress on the issue of animal welfare.

In Flers (62), 5 October 2018 - "We are committed to working with the WELFARM association to go even further in animal welfare with our members" says Samuel Bar, President of Prosperité Fermière Ingredia. The cooperative is particularly pioneering on this subject because its Via Lacta specifications are oriented towards animal welfare: minimum areas and grazing times, mulching, etc. It is therefore a logical continuation of the CSR dynamics initiated by the company.

This partnership is guaranteed for at least 2 years. The 1st phase is based on animal welfare diagnoses in 100% of the member breeders involved in the Via Lacta grass-fed cow's milk approach by the end of 2019. This diagnosis, carried out by the cooperative on the basis of a grid built with WELFARM, will make it possible to evaluate precisely the practices: food, milking, buildings, reproduction, etc. The 2nd phase aims to define the priority areas of work to build an animal welfare action plan based on the results of the diagnostics. "Highlighting these actions will help members-breeders to progress. We are here to support them in order to facilitate this transition to an even more virtuous model" explains Samuel Bar.

"WELFARM's role is to support the cooperative in its reflections and actions to change the practices of breeders in order to better take into account animal welfare" explains Ghislain Zuccolo, WELFARM's general manager. "As an association working for farm animals welfare, WELFARM is the partner that has naturally imposed itself on us. Their scientific approach to the needs of animals is essential to further progress" says Samuel Bar. What are the impacts of these practices on cows? What benefits on their health? What is the quality of milk production and on the safety of farmers? These questions will be addressed during the diagnosis and exchanges between the two partners.



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About - Prospérité Fermière Ingredia

The Prospérité Fermière cooperative group was founded in 1949 to develop a common tool for processing and promoting milk. Ingredia is the subsidiary of La Prospérité Fermière, which has been developing and producing dairy ingredients since 1991: milk powders, functional and nutritional proteins and innovative active ingredients for the agri-food, nutrition and health industries in 120 countries. Ingredia currently processes more than 400 million litres of milk per year, collected from its 1,500 member farmers. With a presence on all 5 continents, Prospérité Fermière Ingredia has 460 employees and is based on its strategy of innovation and responsibility to "Better feed the planet". Ingredia has become the European leader in dairy ingredients and the 3rd largest player in specialty proteins in the world.

About – WELFARM

For more than 20 years, the WELFARM association, whose mission is recognized as being of public utility, has been working to improve the protection of farm animals at all stages of their lives (breeding, transport, slaughter) and to ensure that their well-being is better taken into account in practices. The association promotes the cause of farm animals to the general public, livestock professionals, the agri-food industry and supermarkets, as well as to institutional and government bodies.