

Happy Land Farm Project

Auriane Guénant, Eugénie Guennoc and Morgane Morandea –
Master GLOQUAL 2019-2020

How might we reconnect livestock production and society's expectations to improve farming practices and to have a better understanding of farming for citizens ?

#Connection #Society expectations #Farming practices #Improvement #Understanding #Communication

Michel Dupont

45 years old



He has a wife (a nurse),
2 sons (18 years old and 15
years old).



Michel is a dairy cows farmer
in Mayenne.

Michel likes to bring his sons
to the football club.

He's fed up because
consumers want quality but
at a low price.

Gains:

- Viability and vivability
- Free time
- Recognition
- Help

Pains:

- Debts
- Working alone
- Transmission of the farm
- Diseases
- Welfarist association

Sylvie Fleur

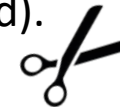
53 years old



She lives in Paris with her 4
cats and she has a
daughter (23 years old).

She is a hairdresser and she
likes go to swimmingpool.

She is aware of current
climate change issues and
she is concerned about
what she consumes.



Gains:

- Healthy food
- French food and more local
- Animal Welfare issues

Pains:

- Afraid to eat nothing healthy
- Animal welfare issues
- No GMOs and pesticides
- Afraid of the future of grand-children



Products and services



Reconnection consumer/farmers

Open days
 Develop short-circuits
 Visits on farm : show how we produce food + the costs and explain the price

Autonomy

Manure
 Pasture
 Cereal (feed for animals)
 Minimize costs of production

Societal expectation

Animal welfare
 Healthy food (local, no pesticide)
 Environment

Diversification

Rustic/local breed, mixed breed
 Cheese/yogurt transformation
 Pigs, chicken (eggs), bees, vegetables, fruit trees, hostel with conferences

Valorisation

Unsold / non-compliant food → feed for animals
 Valorise milk & meat (mixed breed)
 Sales on farm to have a better price
 Transformation (cheese & yogurt)

Social

Employment of lots of people
 Thematic visits for farmers
 Target young people (apprentices, schools)



Gain creators

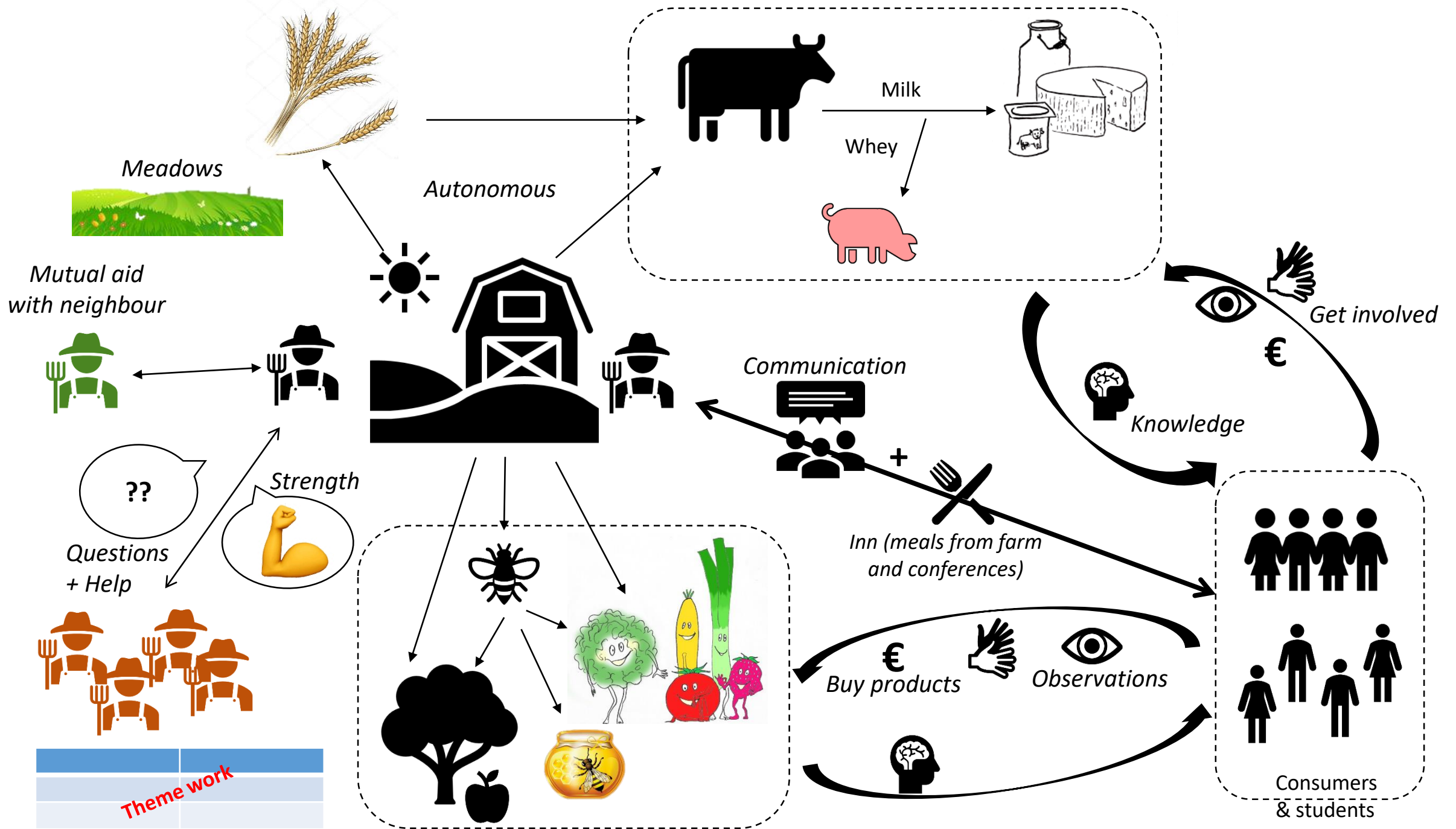
Visits on farm for consumers
 Open Days for other farmers
 Training
 Mutual aid / collective work



Pain relievers

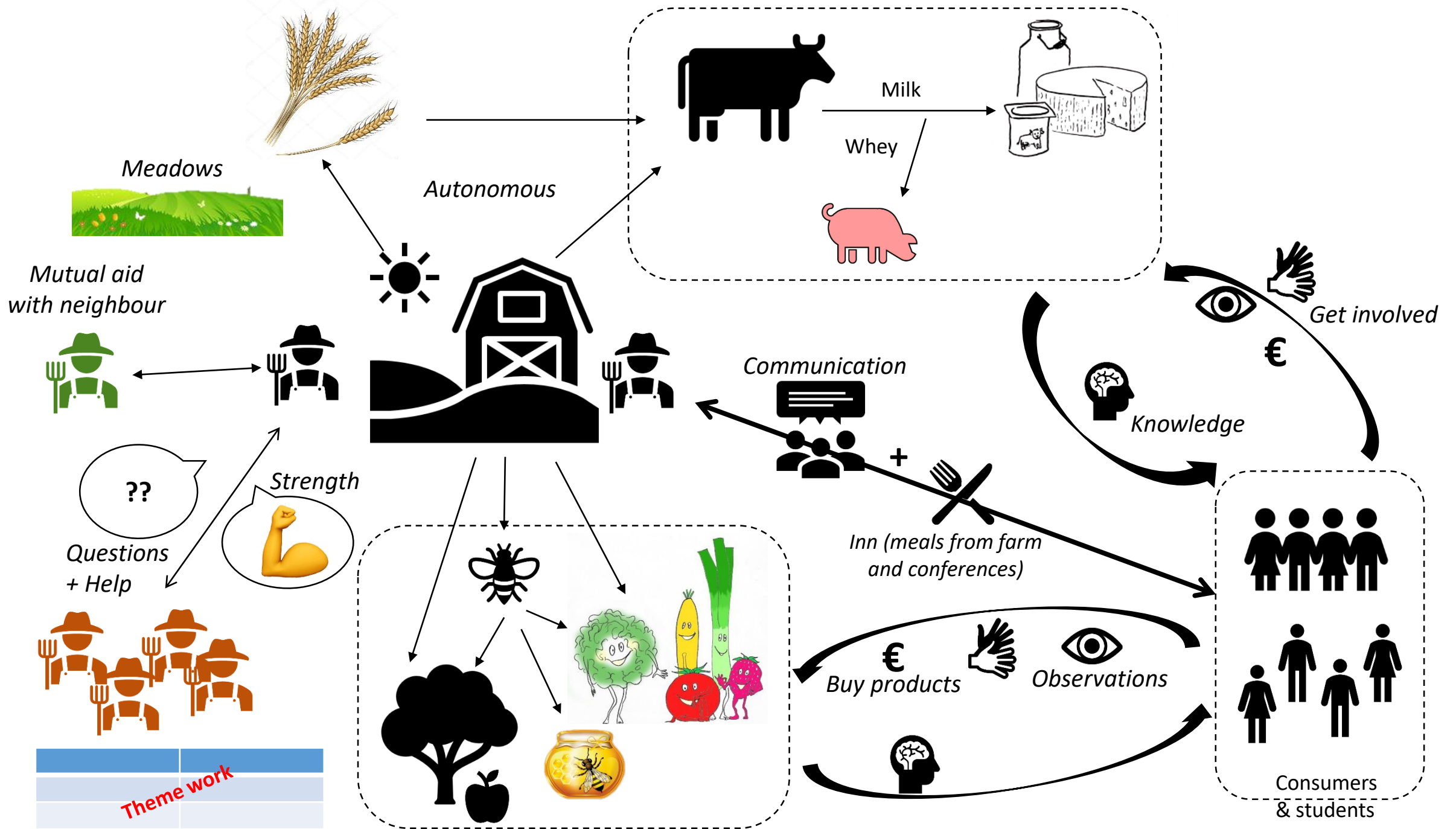


Meeting with associations
 Apprentices + school visits
 Minimize costs



Prototype of our farm





User feedbacks

Users	Positive feedbacks	Improvement/other ideas
Sylvie (Assistante for employment)	- Reconcil people	- adapted structure - open minded - Number of workers
Nathalie (professor and researcher in crop productions)	- Collective work	- Time - Medias - Can't solve everything
Isaure, Aurélie, Nicolas (Students in A2E)	- Mental health of famers	- Time - Distrust + Fear - Complicated subjects
Raphaële (Responsible of administration of VetAgro)	- Current issues - Reconcil people	- Economy - Motivation
Léa (Student in Sainnov)	- Recycling - Neighborhood reconnection	- Communication

Farmers are asked a lot of them

Even if, there is a dialogue, everything is not understandable for consumers

Are the farmers ready to welcome people on their farm?

How can we reconnect livestock production and society's expectations in order to improve farming practices and to have a better understanding of farming for citizens?

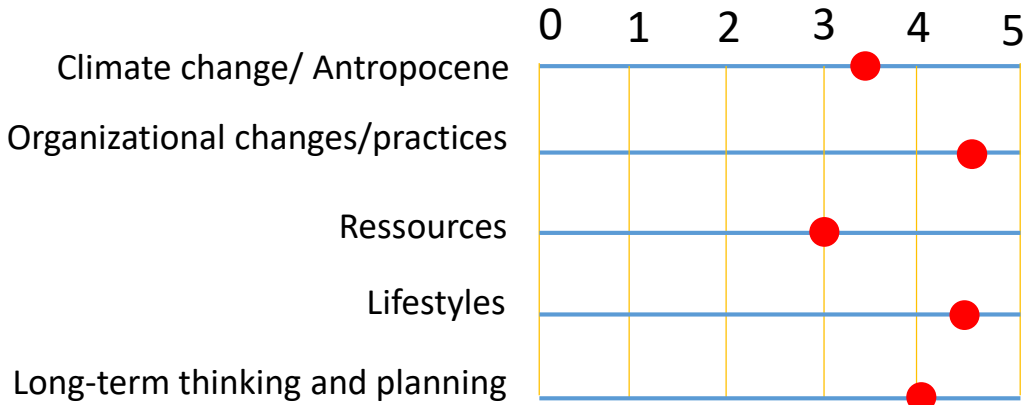
The project

- Diversification on the farm
- No waste
- Environmental issues
- Direct selling and visits on farm
- Mutual understanding & trust
- Conferences
- Reconnection between farmers

Long term objectives

- Viable and vivable farm
- Reconnection with consumers

A preview of our prototype : Happy Land Farm



User Feedbacks

Positive Feedbacks

« It brings people together » - Sylvie

« It is a real problem and it is good to try to find a solution. » - Léa

Neutral or negative

« Farmers can't spend a phenomenal time to do that. » - Nathalie

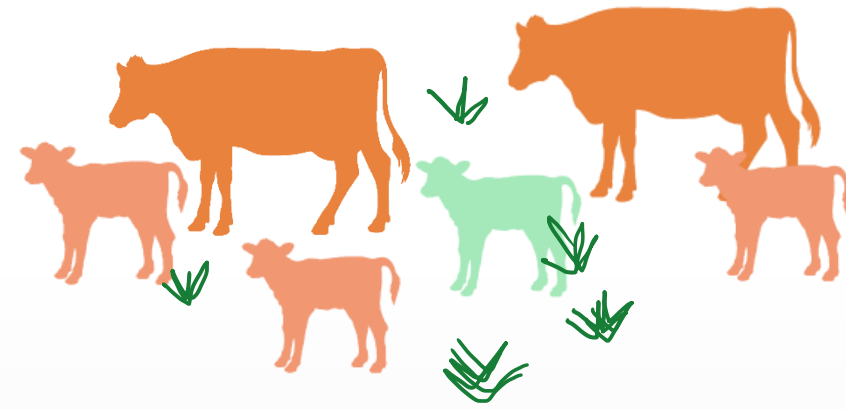
« Do visits on farm, it is not for everybody » - Sylvie

Societal changes

Change the way of production, communication and consumption

Our learnings during the week

- Feedbacks bring another point of view
- Method (VPC/Personae)
- Take a step back on a project
- Creativity



Thank you for your attention

Questions ?