

- Farmhouse and
- Artisan
- Cheese & Dairy Producers
- European Network

## **FACEnetwork**

**17 countries together for the defense and recognition of  
farmhouse and artisan cheeses and dairy producers in Europe!**



November 2017

## Farmhouse and Artisan cheese and dairy producers in Europe



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The sector that we represent is composed of two types of business:

- "Farmhouse" cheese and dairy producers: process milk from at least the **majority of their own livestock** according to traditional methods
- "Artisan" cheese and dairy producers: collect **milk from local farmers** and process it in small structures according to traditional methods

The milk can come from cows, sheep and goats...

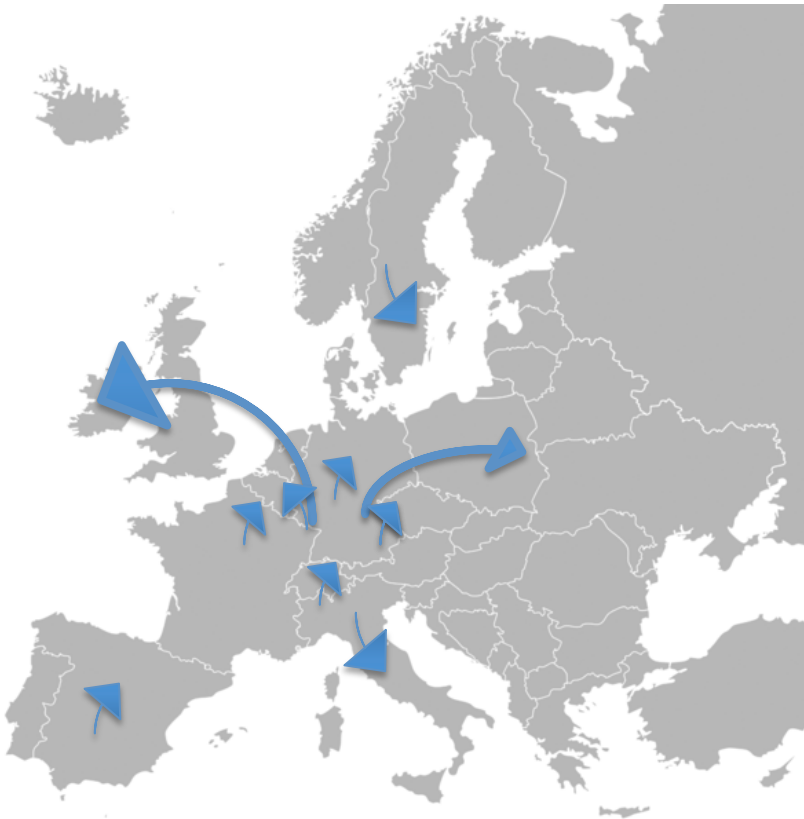
In all cases, these are generally family businesses, which make locally recognized products based on traditional, specific know-how.

# Who are the farmhouse and artisan cheese and dairy producers?

Farmhouse and  
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We are located in rural areas :

- we sell directly and locally : on farm, town markets,...
- We sell locally through retailers: restaurants, cheese retailers, supermarkets...
- **We also sell through wholesalers far from our dairies in more populated zones**





17 associations of producers (3 172 cheesemakers members) in 15 countries

## FACEnetwork Member States

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**NORWAY**  
107 small dairies represented

**UNITED KINGDOM**  
203 small dairies represented

**IRELAND**  
33 small dairies represented

**NETHERLANDS**  
272 small dairies represented

**BELGIUM**  
30 small dairies represented

**LUXEMBOURG**  
4 small dairies represented

**FRANCE**  
1306 small dairies represented

**SPAIN**  
331 small dairies represented

**SWEDEN**  
103 small dairies represented

**FINLAND**  
20 small dairies represented

**POLAND**  
20 small dairies represented

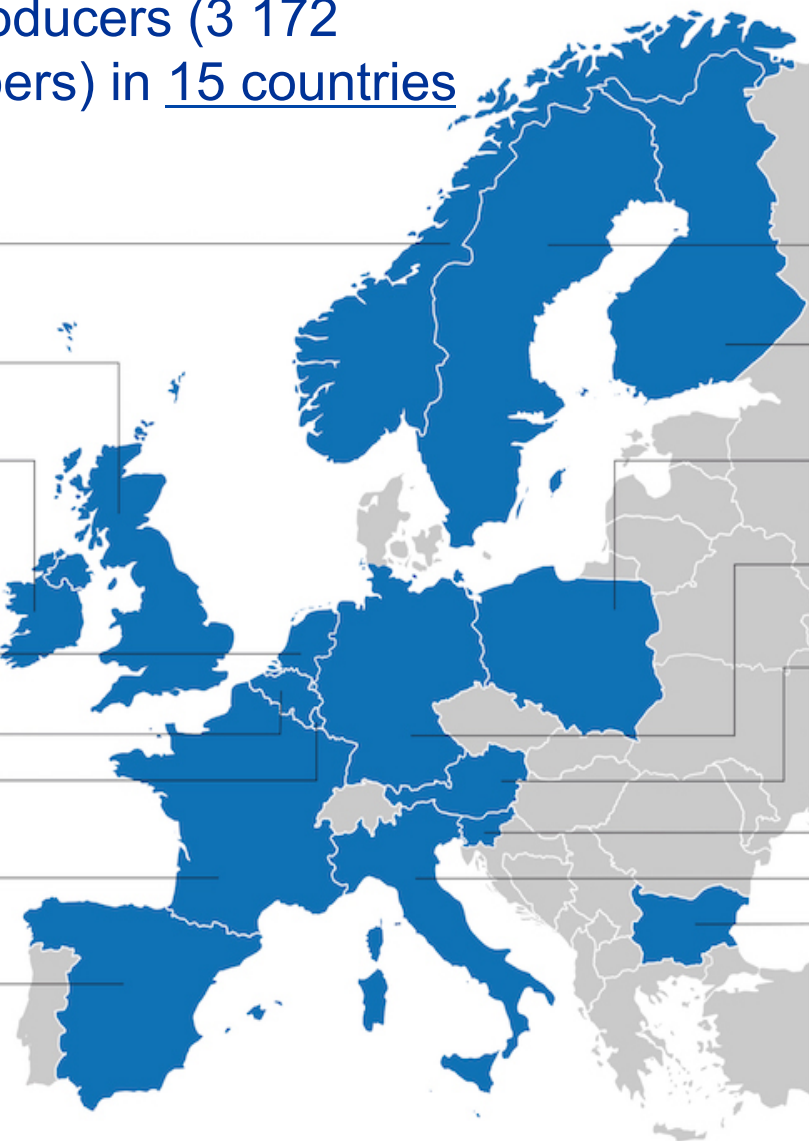
**GERMANY**  
570 small dairies represented

**AUSTRIA**  
23 small dairies represented

**SLOVENIA**  
100 small dairies represented

**ITALY**  
203 small dairies represented

**BULGARIA**  
not a FACE Full Member yet



# FACEnetwork's actions

Farmhouse and  
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**Aims: representation and defence of the interests of the farmhouse and artisan cheese and dairy producers on European level**

## 1- Lobbying at european level

## 2- Exchanges of experience and leading of common projects

- Hygiene (regulation)
- Marketing of cheese and milk products
- Cheesemaking technology

## 3- Annual meeting & congress



2009	2010	2011	2012	2013	2014	2015	2016	2017
France (Mirabel)	Italy (Mals)	Germany (Witzenhausen)	Spain (Zafra)	Ireland (Cork)	Netherlands (Gouda)	Italy (Milan)	United- Kingdom (Workshop)	<b>Austria</b> (Graz)



# **FACEnetwork's main actions**

## **Lobbying at European level**

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**FACEnetwork keeps up to date on Regulations concerning our sector and build and disseminate common positions**

**> For the recognition of our sector at European level**

## Why these lobbying actions?

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**We are often seen positively by decision-makers**

... yet, our experience is that

**They don't know WHO WE ARE**

- Consequences: regulations, and even derogations which are supposed to help us, may not be adapted to our actual needs.

Eg: derogation on nutritional labelling: for *“Food, including handcrafted food, directly supplied by the manufacturer of small quantities of products to the final consumer or to local retail establishments directly supplying the final consumer”*

> which covers only partially our needs.....

## The results obtained so far by FACEnetwork

Farmhouse and  
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### > More « visibility » for our sector Our voice taken into account

- FACEnetwork is member of **2 Civil Dialogue Groups\***: « Milk » and « Quality & Promotion »
- FACEnetwork is « observer » in the **SANTE-Advisory group\***
- The notion of “**flexibility**” is now integrated in all the training programs of BTSF ("Better Training for Safer Foods" - training program of DG Sanco for national sanitary inspectors).

*\* These groups are official forum for exchanges between stakeholders and the EU Commission (consultative role).*



## The results obtained so far by FACEnetwork

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### > The european guide for good hygiene practices (GGHP) specific of small scale dairy production

From 2015 to 2017: FACEnetwork has dedicated time and efforts to the realisation of this GGHP:

- **a reference document** to facilitate the ability of the producer to prepare his Food Safety Management System, which is a complex work (risk analysis, HACCP based procedures, ....)
- **a reference document** taking into account the real practices of the sector
- **a document with practical examples regarding flexibility**



The specificity and the strength of the GGHP:

- drafted by producers and specialists of the sector
- and assessed and endorsed by the public authorities of the 28 Member States, under European Commission's supervision.

## The results obtained so far by FACEnetwork

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> More than the guide itself, this work has given to FACEnetwork one year of constant exchanges with DG SANTE (EC)

- At each working meeting for the Guide, we had to clarify who we are, how we work, what is our economic activity.

We had to make understand (to the European Commission) that we know the regulation and that we have technical skills

- These concret exchanges about the Guide **gave us the opportunity to put forward the practical challenges that we experience each day.**

- **Our technical experience has been recognised** by the people in charge at DG Sante

## What are our next challenges?



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**Our experience is that the defense of farmhouse and artisan practices and products remains necessary**

- raw milk products (/emerging hazards...) are regularly questioned
- strategies of big industries to use names or images of artisan products with marketing goals...
- decision-makers may have “good intentions” for our sector, but they need to be more informed about our real needs

**Our lobbying topics in course are notably:**

- Better approach about “local farming / direct sales”
- Nutritional labelling
- Labelling of milk origin
- Use of traditional materials
- Regulation on official controls
- Etc...

## More than lobbying topics...

Farmhouse and  
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... a network such as FACE permits to build ambitious EU co-financed marketing campaigns

### European wide promotion campaign « Discover Farmhouse Dairy & Cheese » - from 2013 to 2016

- EU co-financed campaign
- 3 members of FACEnetwork involved: Netherlands, Germany and Ireland



BfB Bond van Boerderij-  
Zuivelbereiders



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THE EUROPEAN UNION

# More than lobbying topics...

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... **FACEnetwork** also covers technology aspects

For example,  
with « cheesy-pedia »,  
the Data base on cheese defects

**Cheese Defects**

Please choose from the following search options:

Full text search:

Processing defects:

Defects in the end-product:

Cheese types:





## In conclusion Why FACEnetwork?

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Though we have to FACE a lot of difficulties with communication between us, lack of time, differences of culture...

a European network permits to combine our strength to define objectives and develop projects together, with the sole aim of defending the diversity of artisan cheeses.

Every country is welcome to join the network, because “small scale dairies” are present all over Europe.



[www.face-network.eu](http://www.face-network.eu)