



Innovations



Farming milestones

1999: Death of his father Rene Peller

2016: Dissolution of cooperation

2016: Beginning of direct marketing with eggs

2020: Flowers to cut yourself

2021: Self picker garden

2001: Establishment of cooperation

2016: Conversion of deep litter to free stall barn

2020: Construction of a driving silo and a dung plate

2021: Construction of a new calf and young heifer barn (finalized 2022)

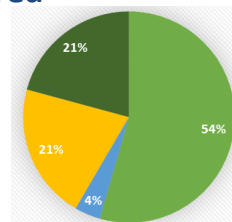
The herd

- 100 Livestock Unites (LU)
- **70 dairy cows**
Breeds : Prim Holstein
- 70 dairy heifers
- Calving period: **all year**
- Age at first: **27- 28 months**

Agricultural Area

102 ha AA

- 56 ha **perm. grassland**
 - 3,8 ha **temp. grassland**
 - 21 ha **Maize silage**
 - 21 ha **others***
 - 80,8 ha main fodder area
 - 74 % of grassland / forage area
- * triticale, spelt, vegetables, potatoes, flowers



Workforces

- 1,8 labour units (Full Time Equivalent)
- 39 dairy cows/FTE & 595.000l /FTE
- **Aims:** sustainable management, efficient use of operating resources

Areas of interest

- Effective workflows
- Sustainable management
- Integration of direct marketing into farm structure

Main buildings and Equipment

- 3-row free stall barn with 60 cubicles, DeLaval milking robot
- Calf and young heifer barn with automatic milk distributor (from 2022)
- Multi-purpose hall for fodder storage and dry cows on straw
- machine hall with workshop (from 2022)

Production/ Technical results

- 590.000 liters of milk produced (ca. 95 % sold)
- **4,1 % fat** & **3,45 % protein** content
- Stocking rate: 1,23 LU/ ha forage area
- **8.500 l of milk/cow/year** & **7.283 l/ha main fodder area**



Strengths

- very low farm-to-field distances
- high proportion of land owned by family members
- versatile interests



Weakness

- high fix cost burden due to new investments
- attention not 100% focused on dairy cattle due to the direct marketing branch



Opportunities

- favourable location for direct marketing
- equipment enables easy conversion from dairy cows to just young cattle rearing



Threats

- increasingly large cuts due to water protection areas
- liquidity bottleneck in case of prolonged low price phase

Farmer’s strategy for a “resilient” system

To be in a strong/stable position financially, as well as in the areas of nature, climate and water protection, through the diverse business branches
 “Dare the new and preserve the old”

Aspirations/Needs for the future

Learn more about different contexts
 Improve performance, efficiency and remounting

Improvement project - Objectives

- More efficient workflows



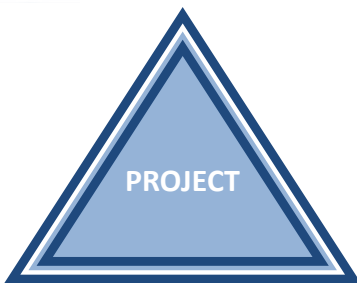
ECONOMY & LABOUR

- Integrate direct marketing into farm structure

- Efficient use of operating resources



RESSOURCE Efficiency



- Sustainable management
- Installation of a PV system

ENVIRONMENT, ANIMAL WELLBEING



Project

“Resilience 4 Dairy” is a European project involving 15 European countries and 18 partners. R4D is a thematic network on innovations and aims to support EU dairy farming in these regions where dairy farming is a main economic activity.



R4D pilot farmers are involved in a National Dairy Akis group where needs, solutions and knowledge are exchanged with other farmers, advisors and scientists on their way to build a resilient system. More information <https://resilience4dairy.eu/>