

CORENET Good SFSC Practice No 27:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title in English	On-Farm Processing and Advisory Support for Higher Farm Profitability
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	Preliminary study prior to launching the business to set up the processing workshop (Chamber of Agriculture). -Support in adopting the FNAB network's cost-price approach and analysis of product profitability after two years of operation. Participation in a three-day training course with individual follow-up between the second and third days. Ajouter CERFrance
b Distribution and logistics:	Individual support from Agrobio35 for marketing: sales analysis by distribution channel, profitability assessment, investment project simulation, and development of an action plan
c Regulatory compliance:	
d Better partnering:	
e Technology:	The main area where advice was needed concerned the glass jar packaging line (an innovative project at the level of a farm-based processing facility); this advice was provided by Agrobio35, but access to the relevant contacts remains limited ; the centralisation of specialist service providers would be helpful
f Production & processing:	
g Packaging:	
h Branding and marketing:	Marketing advice helped analyse sales channels and improve communication.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	Advice was provided mainly by Agrobio35 (a local support network for those involved in organic farming) and also FNAB and the local Chamber of Agriculture.
*See The CORENET SFSC Charter 1 4. C SFSC ADVISING.	

Short summary for practitioners in <u>English</u> on the <u>(final or expected) outcomes</u> (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i> This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	GAEC des Domaines is a dairy farm in western France that has improved its profitability by processing its own milk and selling through short food supply chains. By transforming 118,000 litres of milk per year into cheeses, yoghurts and other products, the farm captures more added value. Direct sales (markets, farm shop) ensure better margins, stable demand and strong customer relationships. Advisory support has been a key driver of this success. From the start, technical and economic advice helped design the processing workshop and define a viable business model. Cost-price analysis allowed the farmers to calculate real production costs, set profitable prices and identify the most efficient products. More recently, marketing advice helped analyse sales channels, improve communication and plan future investments such as mechanisation to save labour and increase productivity. This support enables better decision-making and reduces risks in a complex activity combining production, processing and sales. Combining on-farm processing with targeted advisory services helps optimise costs, increase margins and build a more resilient and autonomous farm business.
	Main results/outcomes of the activity (expected or final) The farm increases income by processing its own milk into higher-value products. Direct sales improve margins and strengthen customer relationships. The activity supports local jobs and SFSC. Advisory support improves pricing, marketing and investment decisions. The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? Processing milk on-farm allows farmers to capture more added value and reduce dependence on volatile market prices. Direct sales channels help improve margins and build strong relationships with local customers. Using cost-price analysis enables better pricing decisions and identification of the most profitable products. Advisory support in marketing and investment planning helps optimize sales and reduce labour constraints. However, this is not enough to put these various elements in place; a proactive approach and a strong commitment from producers are required. Further information/references: Beyond the advice received, other factors have been crucial to GAEC des Domaines' success in its processing and direct-to-consumer sales activities: -The five partners of GAEC have a strong local network, which helps to raise the profile of the business in this rural area. -Guillaume's proactive approach to promoting the business, particularly through the local press, has boosted its visibility. -Guillaume adopts an approach focused on analysis and continuous improvement, which supports the sustainable development of the business. -The quality of the products on offer, recognised by customers, is a key factor in building customer loyalty and reputation. -Investment grants have facilitated the establishment and development of the business.
Actors, stakeholders	Agorbio35, FNAB, CER France Brocéliande
Region, Country	Brittany, France
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.facebook.com/gaecdesdomaines/?locale=fr_FR

Short title in <u>native language</u>	Transformation à la ferme et conseil pour une meilleure rentabilité agricole
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Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	Le GAEC des Domaines est une exploitation laitière située en Bretagne qui a amélioré sa rentabilité en transformant son propre lait et en le commercialisant via des circuits courts. En transformant 118 000 litres de lait par an en fromages, yaourts et autres produits, l'exploitation génère davantage de valeur ajoutée. Les ventes directes (marchés, magasin à la ferme) garantissent de meilleures marges, une demande stable et des relations solides avec la clientèle. L'accompagnement par le conseil a été un facteur clé de cette réussite. Dès le départ, des conseils techniques et économiques ont aidé à concevoir l'atelier de transformation et à définir un modèle économique viable. L'approche prix a permis aux agriculteurs de calculer les coûts de production réels, de fixer des prix rentables et d'identifier les produits les plus efficaces. Plus récemment, des conseils en marketing ont aidé à analyser les canaux de vente, à améliorer la communication et à planifier des investissements futurs, tels que la mécanisation, afin d'économiser de la main-d'œuvre et d'augmenter la productivité. Ce soutien permet une meilleure prise de décision et réduit les risques dans une activité complexe combinant production, transformation et vente. La combinaison de la transformation à la ferme avec des services de conseil ciblés aide à optimiser les coûts, à augmenter les marges et à bâtir une exploitation agricole plus résiliente et autonome.
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