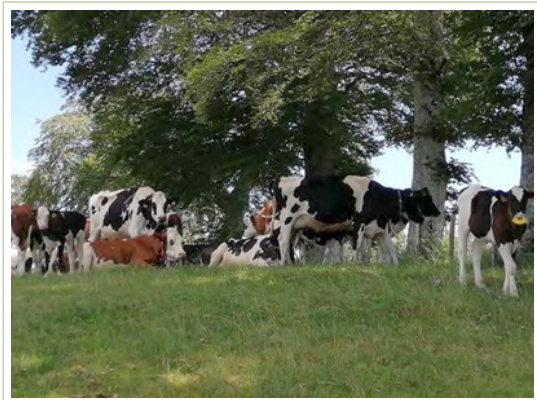


Innovation Hub Factsheets 2024

Coccinelle, France

Coccinelle was created to help bolster the dairy farming industry in France's Massif Central. While grazing ruminants provides for local employment and products, and benefits for landscape and biodiversity, the region's farmers and other agricultural stakeholders find themselves squeezed as views and demand for land changes. The solution? To collectively imagine, develop and test solutions for future eco-citizen dairy farming systems in this mountainous area.



Coccinelle – cows grazing amongst trees



Coccinelle – bees on blossom

Notable successes and challenges 2023–2024

During 2023, one major project development was to use a specially designed game, which enabled the team to facilitate discussions with citizens and collect their opinions on dairy farming practices.

This work was presented at the Annual Coccinelle collective meeting at a local dairy farm, at national and European level during two events bringing together stakeholders and scientists working on dairy production and animal sciences. Further stakeholder meetings took place alongside local organisations.

In January 2024, at the first meeting with regional Parc des Volcans d'Auvergne, the creation of a local veal supply chain was discussed.

Towards the end of 2024, the team had coverage in national press relating to livestock farming and the challenges of climate change, as well as presenting to the European Federation of Animal Sciences.

Summary

One of the key elements to the success of this project is communication with local groups – citizens, farmers and supply chain actors. Coccinelle has achieved this in a variety of ways, via social media, podcasts, website and regular newsletter.