

# Milk around the world





## A humane and athletic adventure

A lot of sweat and cramps, many joys and pains, unforgettable encounters... such are the surprises that we expect to live on our two bikes throughout this journey.

## Specialists in the agricultural world

Our professional background gives us legitimacy in the world of dairy production. We aim to open doors on new ideas all over the world in a ceaselessly changing milk industry.



## The figures

- 1 year: the duration of the word tour
- 18 countries to visit: France, Spain, Morocco, Brazil, Uruguay, Argentina, Chile, New Zealand, Australia, China, India, Pakistan, Russia, Ukraine, Poland, the Czech Republic and Germany
- 85 km: the daily distance to cycle
- 143 flat tires to repair
- 730 bowls of milk to drink
- 30 000 km: the approximate total distance to travel
- 1 500 000 Calories to burn

## Facts and figures

- Although India is the top dairy producing country, more than half of the milk production in India is ensured by small farmers owning one or two cows
- During the last 25 years, the world's global milk production increased by more than 30% while the global milk production per inhabitant decreased by 9%
- The milk demand is rising in China and other Asian countries. According to China Dairy Industry Association, the milk consumption should increase by 15% to 20% per year in the next coming years.
- These last 15 years, the dairy productivity per animal increased by 52,3% in Brazil.





## What kind of milk for tomorrow?

Dairy production is the most important branch of the agricultural activity in Europe. Today, the milk industry is faced with new challenges: a huge of the global demand, the Common Agricultural Policy reform, market ation, regulation strengthening, consumer suspicion towards animal fats, etc.

## Will the milk industry be able to answer these new stakes?

All through this tour around the world of milk, we will meet the dairy business actors. Through this direct approach, we will discover how access to milk is encountered, we will put words and faces on the existing statistical research. The proximity to the people due to our original means of transportation, our professional comprehension of dairy production, our ease to listen, to watch, to understand and to consider... all these elements will allow us to draw a fascinating inventory of an environment that is approached for the moment only through Western eyes.

## Active citizens

Our aim is to express our global citizenship throughout our study, by enriching the dialogue between dairy business actors:

- Bringing light on the evolution of the global dairy industry
- Promoting a positive image of the dairy industry
- Sharing knowledge with professionals over the world
- Taking part in international linking
- Living a great adventure



## Our journey...





### Two eager dairy specialists

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Specialist in dairy  
production  
Enthusiastic, optimistic  
and open-minded

Arnaud Baranger  
Specialist in livestock  
housing  
Proactive, honest and  
audacious

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