



## **World Bike tour – Cycling in the dairy storm**

**Martine Brouwer and Arnaud Baranger will start a tour around the world by bicycle in September 2009 in order to meet the dairy business actors. Companies active in the dairy sector will support them from end to end in this human and sportive adventure.**

Dairy production is the most important branch of the agricultural activity in Europe. Today, the milk industry is faced with new challenges: the huge decrease of global milkprice, the Common Agricultural Policy reform, market liberalization, etc. Will the milk industry be able to answer these new stakes?

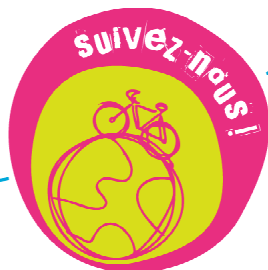
From September 2009 to September 2010, Martine Brouwer and Arnaud Baranger will try to answer this question. Their idea: Discover how access to milk is encountered – From South America to East Europe, passing through Australia, China, Russia...- by bike. "We can find a lot of information through the Internet concerning dairy discernment. The proximity to the people due to our original means of transportation will allow us to complete those studies and to put words and faces on the existing statistical research."

### **Figures**

- 15 planned farm visits over all 5 continents
- 85 km: the daily distance to cycle
- Hundreds of encounters dealing with milk
- 143 flat tires to repair
- 730 bowls of milk to drink
- 22 000 km: the approximate total distance to travel
- 1 500 000 Calories to burn

### **A start with great deal of media attention**

The adventure will start September 17<sup>th</sup> 2009 at 12:30 at the SPACE Exhibition 2009 in Rennes. A public conference that presents the adventure will be hold just before leaving at 11:00 with dairy appetizers. Their return is planned for SPACE 2010.



# Le lait autour du monde

## Two eager dairy specialists

Martine, 28 years old, is dairy advisor. Arnaud, 27 years old, is manager of Agrigam, an ArcelorMittal division specialized in steel roofing and cladding solutions for livestock housing. Their professional comprehension of dairy production will help them to draw a fascinating inventory the global dairy sector.

## 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

## Itinerary

Martine and Arnaud will travel through: France, Spain, Morocco, Brazil, Argentina, Chili, Uruguay, New Zealand, Australia, China, India, Turkey, Russia, Ukraine, Poland, Czech Republic, Germany... "The 17 countries we visit have all a dairy history or high dairy potential".

## Notre parcours...





# Le lait autour du monde

## **An adventure in partnership**

For this tour, the young bike riders get support : "A partnership with companies that represent each a link of the dairy industry, will contribute to open doors on new ideas all over the world in a ceaselessly changing milk industry. We make a win-win partnerships with in return market views, network opportunities, expositions exhibitions and conferences, communication supports... Today, we are still looking for new partners.

## **List of partners supporting the project :**

### Principal sponsor

- Lely, Innovators in Agriculture

### Continent sponsor

- ECOLAB, Expert in cleaning and sanitizing products and services
- Banque Populaire de l'Ouest, Banque of all your projects

### County sponsors

- Studio JC Roulland, Advertising agency, Lille
- PLM, practical and efficient magazine for dairy farmers
- Agrigam by ArcelorMittal, Buildings that breath
- Gènes Diffusion, Our innovations, your success
- SPACE, internationale trade fair for livestock in Rennes
- Veeteelt, Dutch magazine on cattle improvement
- TOTAL, Our Energy is your Energy
- Charriau, Leader in second hand milk cooling tanks
- Enita Clermont, College of Higher Education Specialized in Agricultural Techniques
- LTA, Farmers' television
- IFCN, International Farm Comparison Network
- Michelin, A better way forward

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Pictures available on request or on [www.suivez-nous.fr](http://www.suivez-nous.fr)