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Case Study in France (CS-Fra): Production and distribution of innovative dairy drinks based on co-products of the cheese manufacture

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Paving the Way to Sustainable and Innovative Intermediate Food Value Chains: Learning from FAIRCHAIN

EFFoST Special session
November 14th, 2024 – Bruges, Belgium





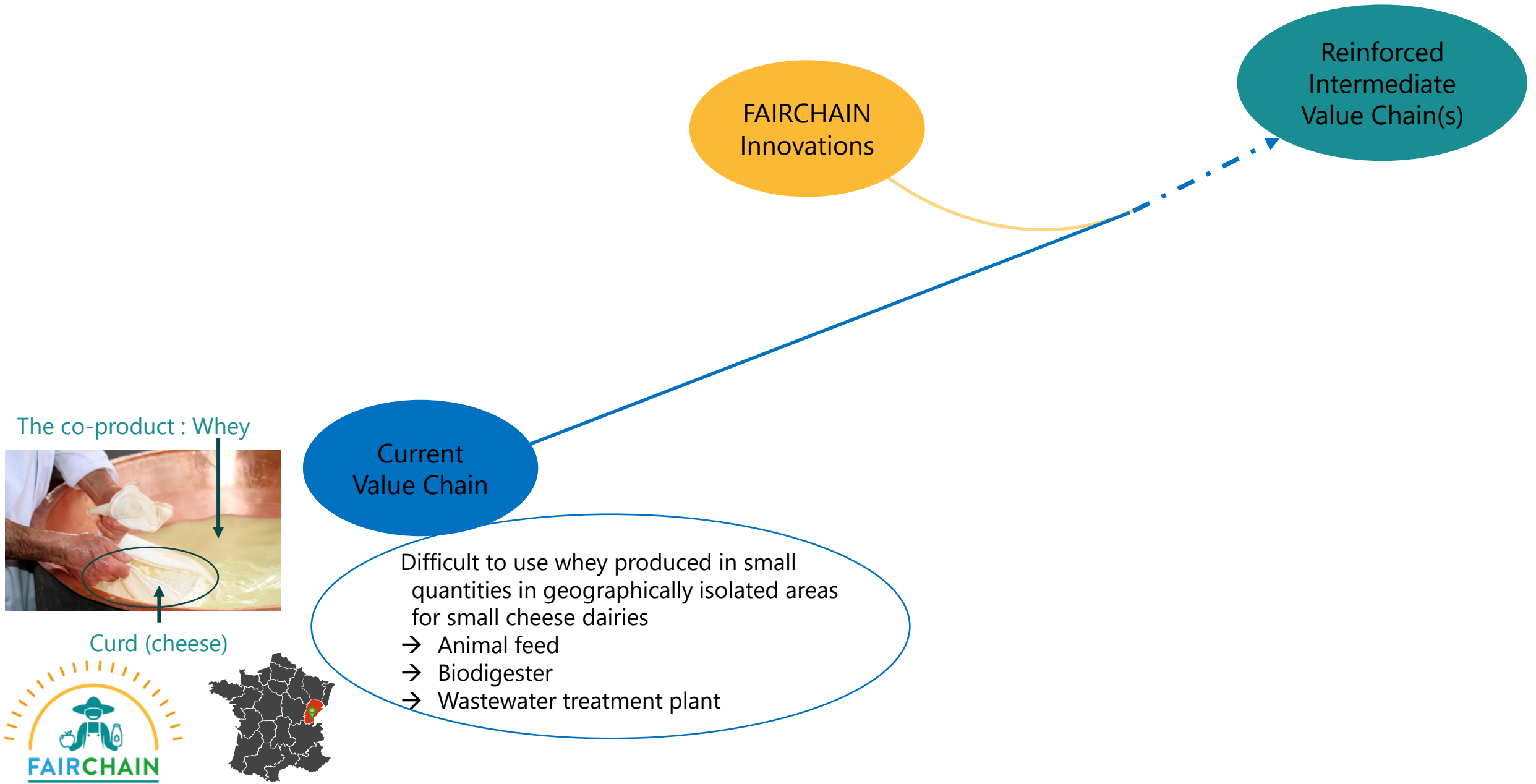
Case Study in France (CS-Fra)

Production and distribution of innovative dairy drinks based on co-products of the cheese manufacture

Geneviève Gésan-Guiziou (INRAE)

FAIRCHAIN

Contribution to Intermediate Value Chain – Assumptions & Innovations



Contribution to Intermediate Value Chain – Assumptions & Innovations

1. Production of a beverage based on a dairy co-product (whey)
2. Develop a zero-waste strategy for distribution of drinks

FAIRCHAIN Innovations

Reinforced Intermediate Value Chain(s)

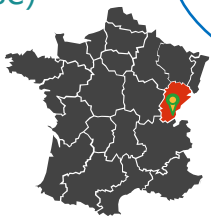
The co-product : Whey



Curd (cheese)

Current Value Chain

- Difficult to use whey produced in small quantities in geographically isolated areas for small cheese dairies
- Animal feed
 - Biodigester
 - Wastewater treatment plant



Contribution to Intermediate Value Chain – Assumptions & Innovations

1. Production of a beverage based on a dairy co-product (whey)
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FAIRCHAIN Innovations

Reinforced Intermediate Value Chain(s)

Key Intermediate Value Chain (IVC) features expected !

Reinforcement of an existing IVC :

1. Increase added value per unit of cheese sold (Better use of co-products)
2. Develop new sustainable circular and regional business models
3. Participate in territorial development of zero-waste strategies

➤ **Increase (economic) resilience of farmers, processors, and regional entrepreneurs**

Current Value Chain

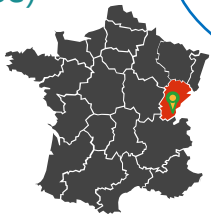
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Results and impacts

Innovations

3

- **Development and production of innovative flavored fermented whey-based beverages**
(nutritional properties; ≠ beverages sparking or not; concepts; validated by consumers)
Potential expansion to other regions using region-specific whey and juices
- **Implementation of returnable bottle distribution mode** at regional level
- **Development of a software tool SEAMPL** (Simplified Environmental Assessment of Packaging Loops)
(user-friendly, simplified and robust tool)



Room 6 at 1:30 pm



Results and impacts



Room 6 at 1:30 pm



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Business models

6

- **Creation of a new multi-actor regional business concept** for the production and distribution of innovative fermented whey-based beverages (new strategic alliances).
Potential inspiration for large dairies to develop an alternative, more regional use of whey
- **Creation** of added value and **new BMs** for the CS-Fra partners (3) and actors involved (2)

Results and impacts



Room 6 at 1:30 pm



Innovations

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Environmental dimension


No significant modification of the environmental impacts of the value chain (impacts due to production of milk at farm)

Social dimension

Job reinforcement and creation
Nutrition / health

Economic dimension

New revenues / incomes
Less vulnerable value chain
Improve local economy



Thank you for your attention!



Any questions ?

