

DYNAMICS OF SHARED *progress*

Passion for Milk® commits all the energy of Laïta – farmers and employees alike – towards achieving customer and consumer satisfaction. This quality and sustainable development approach is built, upstream to downstream, on a common base and four key improvement challenges

- Quality
- Environment
- People and the land
- Animal welfare



CUSTOMER ORIENTED *approach*



FULLY ASSUMED *responsibility*

Milk is the core activity of Laïta, a cooperative company in the western region of France.

It is the first food of newborns and symbolises purity itself. Consumed at all ages and worldwide, this natural source of well-being is universally recognised owing to its high content in essential nutrients. Much more than a product, milk is the expression of the fundamental needs of populations.

Aware of these challenges, Laïta fully assumes its responsibility as producer, collector and processor through Passion for Milk®: its quality and sustainable development approach.

From field to table, Passion for Milk® guarantees the best dairy products to enjoy in complete trust.



All committed, all passionate!

2018 edition





Quality

PRODUCT *quality* AND SAFETY

To manufacture traced and safe products compliant with their customers' expectations, Passion for Milk® stakeholders commit to:

- Improve health prevention in farms.
- Guarantee the origin of fodder and feed for the cows.
- Control the nutritional profile of the milk and optimise the nutritional composition of the products.
- Improve control of their raw material purchases.
- Improve the quality of their products and services.
- Control the risk of malicious intent for the entire processing operation.



Environment

Eco-FRIENDLINESS

To reduce the environmental impact of their activities, Passion for Milk® stakeholders commit to:

- Control the carbon footprint through a greenhouse gas audit conducted on dairy farms and milk processing sites.
- Promote energy saving approaches with milk producers and industrial sites.
- Develop water saving approaches.
- Reduce the impact of deforestation by offering milk producers a palm oil free range of dairy cow feed.
- Improve sorting and recycling on dairy farms and industrial sites.
- Work on the ecodesign of their products.



People and the land

DEVELOPMENT OF *people and the land*

To ensure a sustainable future for the families of farmers and employees on their land, Passion for Milk® stakeholders commit to:

- Develop training and information for all dairy farmers and employees.
- Implement the necessary resources and actions for health and safety at work.
- Improve the induction of new employees and new dairy farmers.



Animal welfare

TAKING *animal welfare* INTO CONSIDERATION

To guarantee the welfare and health of farm animals, Passion for Milk® stakeholders commit to:

- Encourage taking animal welfare into consideration in all farms regarding aspects of the animals' housing conditions, health prevention, pain management, etc.
- Optimise the real grazing time for each dairy farm and list the welfare information and tips implemented by the farmers.