



FrieslandCampina nl
nourishing by nature

Sustainable, family, dairy farming in The Netherlands

Wilco Brouwer de Koning, Osaka, 11 June 2025

Wilco Brouwer de Koning

- Family man: Mirjam, Jonathan, Tessa and Lise
- 3rd generation dairy farmer
- Board member: Dutch farmers organisation, International Dairy Federation (Dairy farmers representative worldwide)



Dairy farm Ter Coulster

- Started in 1954 by my Grandpa Wim
- Farming together with my brother, family, labor
- 2 Farm locations, in the heart of Heiloo
- 125 Hectares land in use, half of it is our own
- 81 ha grass, 9 ha corn, 35 ha nature land
- 185 cows, 100 calves, 45 sheep, 180 chickens



Core values of our family farm



Grazing

Cows are primarily grass-fed and enjoy grazing outdoors from April to November.



Together with nature

On the farm we have a combinations between production milk and nature.

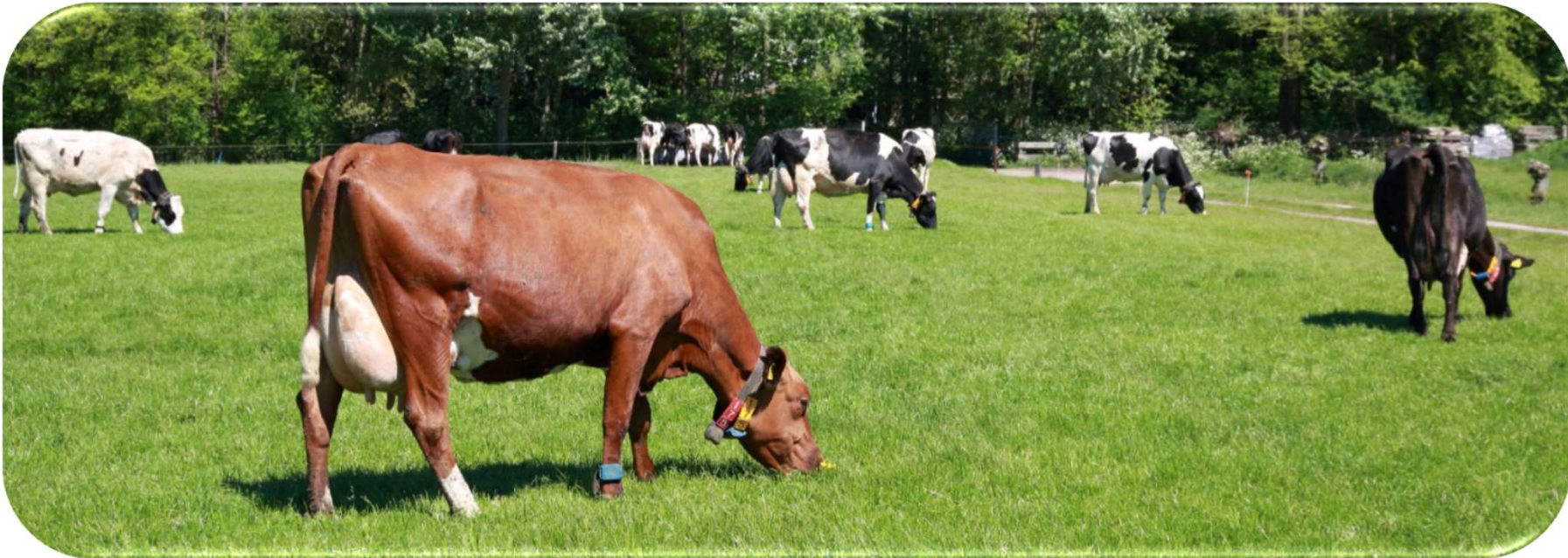


Sharing our story

social media, selling products, hosting events like the spring "dancing cows" party.

Grazing

- From April to November
- Dairy cows around the farm, young stock on the fields further away.
- Nature land with dry cows and older young stock.
- Grass, clovers and herbs.



Together with nature

Production land: Soil and water quality, closing mineral circles.



Together with nature

Production land with extra nature: Protection and measures for meadow birds



Together with nature

Production land with extra nature: protection and measures for meadow birds



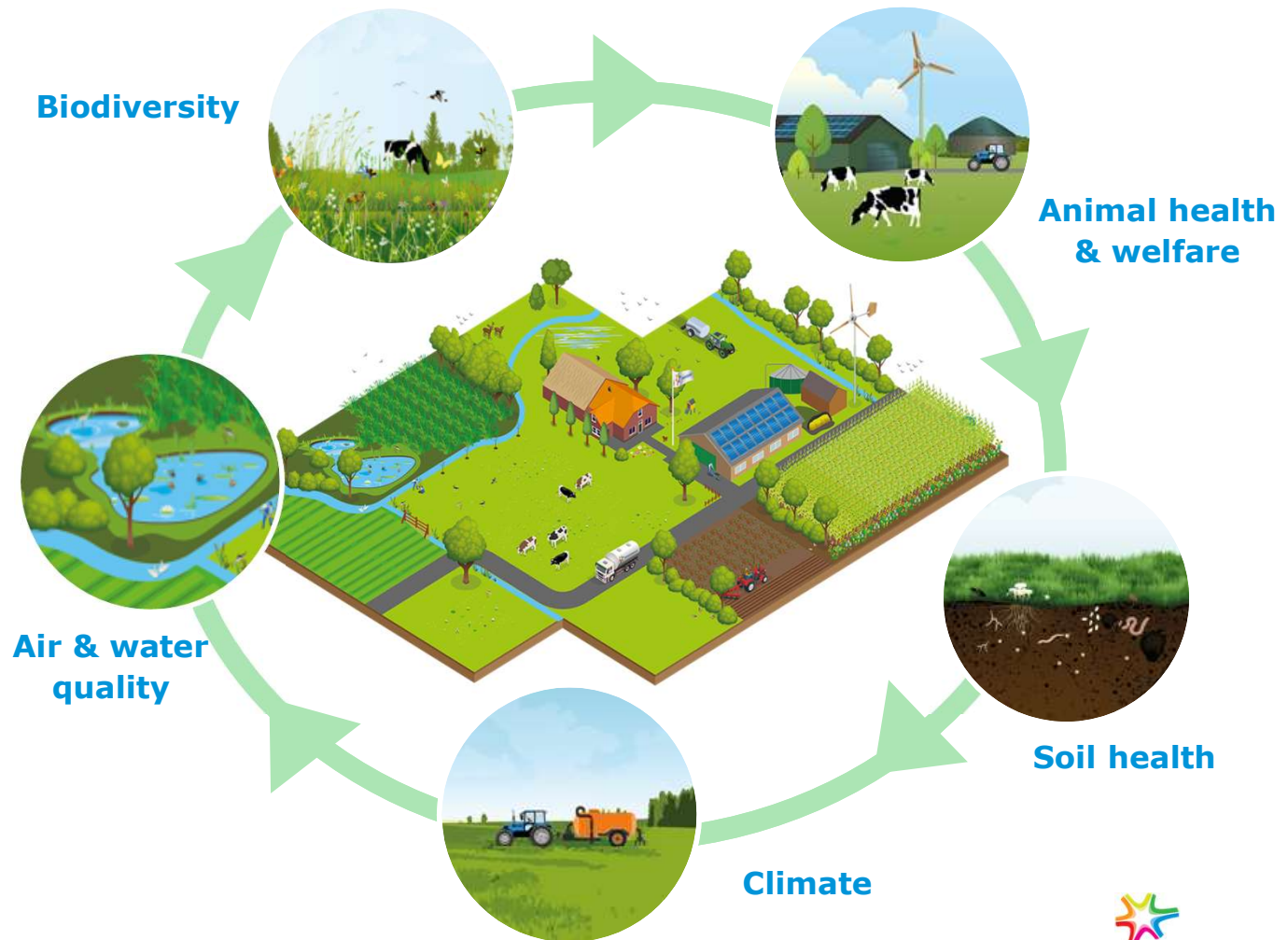
Together with Nature

Nature land: Meadow birds are the most important. No quality production.



How does my farm fit in a future-fit way of farming?

Making a **positive contribution to the natural environment** while reducing or avoiding the negative effects of conventional practices



Themes I am rewarded on
as a FrieslandCampina
member farmer

Animal health
and welfare

Longevity €
Calf rearing €

Climate

Greenhouse gas emission €

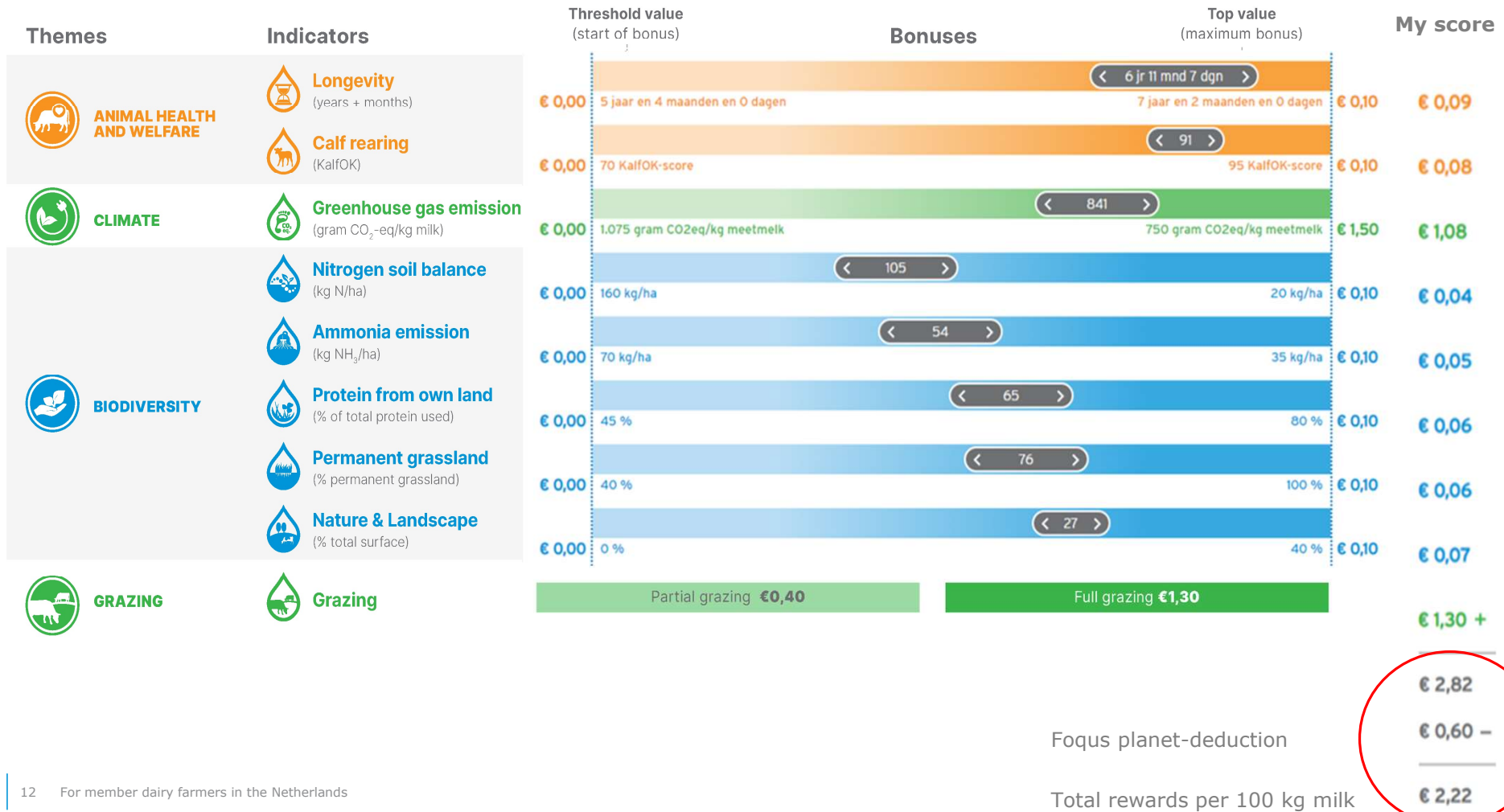
Biodiversity

Nitrogen soil balance €
Ammonia emission €
Protein from own land €
Permanent grassland €
Nature & Landscape €

Grazing

Full grazing €
Partial grazing €

Our Foqus planet rewards system is unique and our basis for rewarding sustainability: integral and results based



For sustainable farming we need a sustainable milk price!

“How can we measure and reward biodiversity in the dairy chain”

- Nuffield scholarship programme, 90 scholars, 16 countries (incl. Japan)
- Worldwide research
- Follow me: **www.biodiversityindairy.com**



Sharing our story

- www.boerderijtercoulster.com
- (Social) media



Sharing our story

Open farm day and cow dance



Sharing our story

Farm shop and vending machines



Thanks for listening



- www.boerderijtercoulster.nl
[/www.biodiversityindairy.com](http://www.biodiversityindairy.com) (Eng)
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- www.facebook.com/boerderijtercoulster
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