

## Fryslân: the dairy centre of the world

The Fryslân dairy industry generates thousands of jobs and over EUR 1 billion in revenue. Our dairy production know-how has put our province on the global map. The increasing global demand for dairy products offers Fryslân the chance to become the epicentre of dairy in the world. We have plenty of space, the best meadows, a thriving business climate, the technology and the expertise.



### Growing demand for dairy products

Between now and 2050, the global population is expected to increase from just over 7 billion to 9 billion people. The demand for dairy products will increase proportionally. Just as notably, we are already facing growing demand for dairy products, particularly from Asia and Africa. In recent years, this has already created hundreds of new jobs in recent years. The Middle East, Southeast Asia and North America will be significant growth markets in the coming decades.

**'Growing demand for dairy products is creating many new jobs in Fryslân'**

### Fryslân: the place to be for entrepreneurs in dairy

Fryslân is a major player in the global dairy market. As a province with a long dairy farming tradition, Fryslân has everything it needs to further expand its leading dairy position in the world. If the dairy sector wants to expand, developing and spreading know-how by research, education and training will be of vital importance. In Fryslân all the right conditions are in place for the education, research and industrial dairy sectors to optimally work together and as a result to extend their range of courses and to maintain this position.

International firms are setting up production plants in Fryslân worth hundreds of millions of euros thanks to our local expertise, dairy infrastructure and quality and safety assurance. New factories are popping up and there is a large part of the investments go into increasing production capacity. This strengthens our position in the dairy sector and extends excellent employment opportunities.

**'Fryslân's position in the dairy chain is enhanced by new factories and large investments'**

**'There are excellent training opportunities at all levels for professionals across the entire dairy chain'**

### Economic opportunities for Fryslân

By capturing all the opportunities that are emerging from increasing market demand, the Netherlands will gain a more prominent position in the dairy market. The abolition of the quota system is particularly advantageous for the Frisian economy, given that it is the province with the highest number of dairy cattle. Frisian milk products are sold worldwide and demand for these products is increasing continuously.

### Now is the time to invest

Given the demand for dairy is increasing, we need to invest immediately in increased production capacity, additional know-how and more highly trained people. And this is by all means possible. Fryslân has an optimal investment climate for dairy businesses and there is still plenty of room for new entrants to the market. This can generate plenty of additional jobs at various levels within our province.

**'Development and sharing of knowledge through research, education and training are of vital importance to growth'**

### Developing knowledge

Fryslân holds a leading position in the dairy industry. To maintain this position it requires continue investment in knowledge development. In addition, there are excellent training opportunities at all levels within the continuous learning pathways for jobs across the entire dairy chain.

Dairy in Fryslân

**PER KM<sup>2</sup>, MOST MILK IS PRODUCED IN FRYSLÂN**

**DAILY MILK SUPPLY IN FRYSLÂN**  
280,000 COWS = 6,160,000 KG

**22 LITRES / DAY**

**ANNUAL MILK YIELD IN FRYSLÂN 2.2 BILLION KG**

**EXPORTS AROUND THE WORLD**  
45% OF PROCESSED MILK GOES TO THE EU  
20% GOES OUTSIDE OF EU

**2,850 DAIRY FARMS IN FRYSLÂN**

**1,900 KM<sup>2</sup> MEADOW LAND**  
NEARLY 60% OF ALL LAND IS FOR AGRICULTURE

**8 PLANTS FOR DAIRY PROCESSING IN FRYSLÂN**

**FRYSLÂN HAS OVER 280,000 DAIRY COWS**

**SPECIALISED DAIRY INDUSTRY EDUCATION LIFELONG LEARNING**

2014 DATA