

## Going international?

Vlad is dairy farm manager and is responsible for a farm with 750 cows, mainly Ukrainian Black spotted cows. He has always sold the milk to a local milk processor but he is not very satisfied with the price he gets.

Vlad wonders if it would be attractive for the company to sell the milk to Danone, since some of his friends – also dairy managers – have told him that Danone and some other international operating milk companies pay higher milk purchasing prices. However, if he wants to do so he will have to meet high production standards and Vlad is not sure about the profitability of such a change.

On the other hand, continuing in the way he is doing now is not an option. Vlad wants to know more about foreign dairy breeds to increase milk production and other production methods to increase milk quality, including hygiene requirements. And Vlad is interested in benchmarking, to find out strengths and weaknesses of his farm. But which countries are most interesting for him to focus on? Germany, France or the Netherlands since these EU countries are nearby and relatively easy to access? Russia, still the most important trade partner from Ukraine? Or countries like the US, Canada or New Zealand where dairy farms have more or less the same size as in Ukraine? Vlad decides that this choice is the first he has to make, in the interest of the future of his farm.

