



Kalverliefde - *Marketing CCC products to consumers* -





What if compassion had a price?

- From ethical choice → viable business model



What's Kalverliefde?

- First cow-calf contact dairy brand in NL supermarkets
- Ethical, small-scale, organic and biodynamic dairy farms
- Calves stay with the cow: 35+ days (bulls), 2.5+ months (heifers)
- Sold in major Dutch supermarkets



What's more?

- Literally translates into Love for the Calf
- Dutch expression for “Puppy Love”



Making Ethics Pay: The Calf-at-Foot Bonus

- Compensate farmers for the loss in milk
- Bonus of €0.12 per liter above the Demeter price
- Highest market reward for welfare



Building public support:

- Iconic pink packaging
- Positive tone and building bridges between farmers and consumers
- Working together with NGO's, like Eyes on Animals

prijsfavoriet

0.79

Kalverliefde biologische melk komt
van koeien die hun kalfje na
de geboorte bij zich mogen houden.
Hierdoor groeien de kalfjes blij en
gelukkig op.

prijsfavoriet

0.69

Challenge is to stay on shelf

- (Much) Higher price point
- Fresh products require high rotation



Build awareness

- Need for strong media presence: national + agri press



Does it work?

- Available in 1,000 supermarkets + horeca
- Expanded assortment to yoghurt
- Grew from 3 farmers to 8 farmers
- Almost 2 million litres sold in 2025



What's next? The rest of Europe?

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Two day program especially for farmers interested in CCC

- Presentations from experienced CCC farmers around the world
- Farm visits 3x
- Science, farming practice, business
- Good food and great company!
- Go to [www.kalver-liefde.nl/conference](https://kalver-liefde.nl/conference)



LIMITED NUMBER



Thank you!

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