

Case Study

Multinational dairy company | Italy | Agriculture, Food & Beverage

From corporate ambition to farmer-led implementation

Combining farm data, financial incentives and farmer engagement to turn climate targets into action.

The company is one of the world's largest dairy companies, working with a broad network of independent farmers. To support a major emissions reduction commitment (-34% from its 2024 baseline by 2031), the organisation sought to establish a credible emissions baseline and identify a practical pathway to achieve its target.

The challenge

Achieving the target required better farm-level evidence to guide investment decisions and the active participation of a large and diverse farmer community. Time-intensive data collection and varying levels of farm digitalisation further increased complexity.

The approach

dss⁺ built a comprehensive bottom-up emissions baseline using detailed farm and field-level data, complemented by extensive soil sampling. The project combined emissions modelling with direct farmer engagement through site visits, surveys and workshops to understand which measures farmers could realistically adopt. A financial incentive mechanism was also designed to encourage adoption of decarbonisation measures and support implementation at scale.

Impact on the ground

34%

GHG reduction
target by 2031

Financial incentives
designed to support
adoption

~65million

kg of milk across
the farmer base

The inflection point

"We quickly realised that a -34% target would remain theoretical without reliable farm data and genuine farmer engagement. The turning point was shifting from top-down ambition to co-developing solutions with farmers on the ground."

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