



Our team of experts consists of highly experienced dairy farmers, veterinarians, trainers, and consultants who are true specialists in farm management. They possess in-depth technical knowledge of ruminants, including dairy and beef cattle, sheep, and goats. Beyond their expertise in farming, our experts understand the entire value chain of the dairy and meat production sectors. Many of them have worked as consultants in these industries for years, bringing a wealth of practical and strategic experience to every project.

Ruminants

The Netherlands may be small, but it's bursting with life and home to 18 million people and millions of farm animals packed into a remarkably productive landscape. With around 3.5 million ruminants (cattle, sheep, and goats), the country is not just known for its windmills and tulips, but also for its world-class farming. In fact, it ranks as the second-largest exporter of agricultural products globally, a true powerhouse in smart, intensive agriculture. This rich farming environment has produced a deep pool of expertise, especially in ruminants health and production.

At PUM, our experts are drawn from this vibrant sector and bring hands-on experience in everything from animal health and milk production to young stock rearing, roughage conservation, farm economics, fertility, and mastitis control. Whether you're looking to boost performance, solve on-farm challenges, or rethink your strategy, our team offers practical, tailored support to help your livestock operation thrive.

Our primary ambition is to assist our colleagues elevate their farming practices and improve animal welfare. We take a holistic approach, considering all aspects of farming, such as regional development, value chain integration, animal welfare, and environmental sustainability.

In addition to supporting individual farmers, we collaborate closely with cooperatives and farmers' organisations. By working alongside their extension workers, our goal is to empower as many farmers as possible to achieve higher standards and greater success in their operations.

Veterinary services for private farmers in the Netherlands are provided by private and independent veterinarian practitioners. Besides individual health care veterinarians have an important role in disease prevention programs, mastitis control, calf rearing and livestock farm management, they are the main advisors of farmers in Herd Health Management.

Farmers' cooperatives, Farmers organisations and commercial enterprises form the backbone of the infrastructure for livestock production. The sector ruminants provide input and services for the whole value chain such as seeds, semen and AI, compound feed, farm machinery, equipment and the construction of farm buildings, and take care of the collection, processing and marketing of products. Thanks to efficient infrastructure of the animal production chain, the Netherlands is one of the world's leading exporters of dairy products and high quality meat. The Netherlands is famous for its cheeses like Gouda and Edam varieties, milk powder and other dairy products.



Atoussa Koulaba and Saïd Louafi
AD, Morocco

“The project enables farmers in Tadla to learn from the Dutch approach to proactive management of dairy cattle. This is achieved through the detection and management of animal welfare, as well as through knowledge sharing based on production data records. The dissemination of the knowledge to other farms in the country would undoubtedly contribute to the gradual adoption of more sustainable farming in Morocco.”



Areas of expertise

Farm management & data registration

- Dairy farming; Reproduction, animal health, and nutrition
- High-quality feed production
- Complemented by well-balanced compound feed
- Housing and equipment tailored to local conditions
- Effective management by accurate registration of all key farm data

Cattle reproduction

- Reproductive management at the farm level and offer specialised training in artificial insemination (AI).

Animal health & veterinary services

- Disease prevention
- Comprehensive animal health programs
- Hoof trimming
- Animal welfare

Sheep & goat production, beef, and dairy

- Production
- Management
- Feeding
- Reproduction
- Health care
- Milk and meat production

Dairy and Meat Value Chains

- Processing: milking systems, meat processing, hygiene, and quality control
- Cold chain and logistics: cooling, storage, packaging, and traceability
- Market readiness: meeting standards, consumer preferences, and adding value
- Business links: connecting farmers, processors, and retailers for stronger value chains

Ecosystems and programmes

We are increasingly involved in programmes that operate within business ecosystems, where we connect multiple related sectors within a regional context. Our focus is on creating resilient, long-lasting impact. For example, we invest in “train the trainer” initiatives, empowering local experts to share knowledge and best practices throughout their communities. This integrated approach ensures sustainable development and strengthens the entire agricultural value chain.

Additional Areas of Expertise

- Buffalo dairy farming
- Clean milk production & mastitis control
- Livestock and nature management
- Climate and animal welfare considerations
- Organisational development and cooperative governance

Our specialists are skilled in working with both individual farmers and groups, including cooperatives and educational institutions. Their experience encompasses a wide range of climatic conditions and includes both intensive and extensive farming systems.

Professional people for positive impact



PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community. Check PUM.nl for more information and criteria, and apply for advice.