

Eco-Methane

Reducing the methane emissions of cattle



The Eco-Methane solution is marketed under the brand VISIOLAIT®

The Eco-methane project dealt with the origin of one of the main sources of greenhouse gas emissions. It brought to the market a simple and economical service which determines the enteric methane emissions from cattle and assesses the impact of reduction measures, such as diet alteration. The project gave farmers the tools necessary to make cattle breeding more sustainable.



Cattle breeding

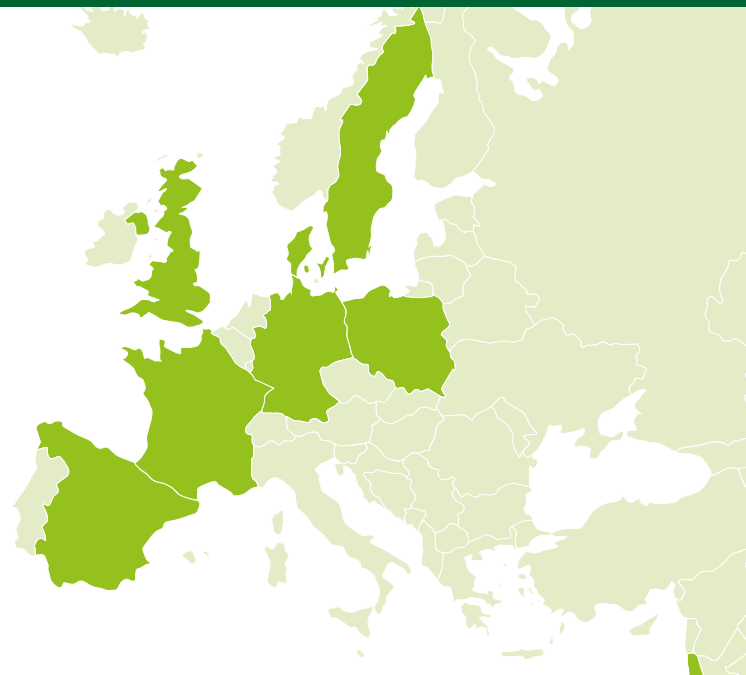


Resource efficiency

Furthermore, the reduction of greenhouse gas emissions from the animals correlates with an increase of quality fatty acids in their milk and meat. The production of methane also leads to a loss of energy intake. Thus, besides cutting methane levels, the deployment of the project's solution can result in the greater profitability of the herd through healthier animals, an increase in productivity and improvement of the fatty acid profile of the milk or meat.











Patented and developed by European SME Valorex, the measurement service has become an irreplaceable part of the company's product portfolio. It supports the sales of associated feed products and results in the desired emissions being reduced.

- **Product deployed in Israel, Germany, Denmark, Sweden, Spain, Poland, the UK and France. Available across the EU.**
- **Focused on the B2C sector**
- **Contact: contact@valorex.com**



eco-innovation
WHEN BUSINESS MEETS THE ENVIRONMENT

Commercialisation results & areas of success

-  Annual turnover: €10–50 million
-  112 000 milk samples analysed
-  Expected revenues in 5 years: €50–100 million
-  Expected market share in 5 years: 51–100% home country, 11–25% EU
-  Expected no. of employees in 5 years: from 120 to 150
-  2 956 European farmers track the monthly volume of methane produced by their herds
-  617 of them are redeemed through carbon credit schemes for their effort
-  Average reduction of 15% in methane emissions after deployment and related alterations implementation
-  28 109 tons of CO₂ spared over the years 2018 and 2019 by the 617 redeemed farmers only
-  Entry of two equity investors in 2019 to accelerate company growth



Launched in 2008, the Eco-innovation initiative was part of the EU's Entrepreneurship and Innovation Programme (EIP), set up to support innovation among SMEs and to improve their competitiveness. It was included in the EIP's annual work programmes.

The eco-innovation initiative bridged the gap between research and the market. It helped good ideas for innovative products, services and processes that protect the environment become fully-fledged commercial prospects, ready for use by business and industry. In doing so the initiative not only helped the EU meet its environmental objectives but also boost economic growth.

The LIFE programme has financed green innovation and clean tech solutions since its start in 1992. One of today's key priorities for LIFE is to support close-to-market projects delivering innovative environmental solutions, ensuring that they are sustainable and capable of being widely taken up by society in general, and the economy in particular.

The Close-to-market initiative's aim is to help and assist the LIFE projects with market potential to develop towards successfully maintaining project results via commercialisation and upscaling of the proposed innovative solutions.

LIFE can help you to sustain and thrive even after the end of the LIFE project.

HOW TO APPLY FOR LIFE FUNDING

The European Commission organises annual calls for proposals. Full details are available at <https://ec.europa.eu/easme/en/life> <https://ec.europa.eu/easme/en/section/life/life-close-market-projects>

LEARN MORE

-  ec.europa.eu/life
-  LIFE programme
-  @LIFEprogramme
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Print - ISBN - doi: -
 PDF - ISBN - doi: -