

1. My name is Thomas Blanquart and it's my great pleasure to introduce you to CITIZEN COW, an international project of farming and services developed by ZEBULAIT France.

2. So who are we?

Myself, I am a cultural engineer and I am the founder and coordinator of this project.

I share my enthusiasm with a team made of

2 Agronomists and Zootechnicians

an Architect

A Farmer

an IT engineer

A People Manager

A Power and Environmental Engineer

And an Expert in Renewable Energies and Urban Planning.

3. The base of our project is to integrate farming activity within urban centres: After the recent explosion of urban gardens, we support the development of what we call multiplex ranches in the periphery of inhabited centres.

4. Today indeed, if 50% of the world population lives in the cities, this part will be of 80% en 2050. So we must prepare and anticipate this evolution by bringing activity to where customers and labour force dwell.

5. In the detail, what we are promoting today is not a classical farming activity but a total new urban farming concept.

On the one hand, not only is the first step of our farming project based upon the creation of dairy lodges, it also implies the respect of a circular economy planning, through the upcycling of 2 organic fractions that may be incorporated to animal feed: organic food waste plus the cities green spaces by-products.

On the other hand, and in order to secure our financial margin, we want our farming project to be connected to a set of for-profit activities linked to the spirit of the country: A hairdresser, a Bed&Breakfast, a concert hall, a clothing store, and a milk bar and restaurant.

6. Our project is inspired by traditional family farming, a United Nation world-wide program in 2014, and brought back to the banlieues where we believe a farm holding with recreational services may stand for a project with a vision and fulfil the youth expectative for motivating and meaningful professional ends, respecting everyone's convictions AND fighting local unemployment by training local labour forces (with a special effort towards young people).

7. We believe that the project has a huge potential of possible implementations over the coming years:

-On the agricultural side: After the milk, we plan to extend our activity to the

Transformation of extra-milk (cheese, lben, raib..),

Selling of ecological fire-logs and pellets

Wool transformation,

Urban gardens

-On the services side: We plan a further development of

a common children playground and retirement house

A sport centre

A beauty institute working with milk-based treatments

8. Our competitive advantage

Diversification of sources of income

Lower operating costs

Customers and labour-force available on-site

Our added value is this
New shopping experience we offer and above all the
Meaningful & long-termed professional project we offer to the suburbs Minorities
with empowerment to healthy and green working and shopping methods

This capacity to provide a set of green local services adapted to all socio-economic levels in Europe and the Mediterranean is without competition to this day.

9. Our business model

A For-Benefit Food and Services Corporation

After the implementation of the 2 first French ranches, we aim at selling Turn-key ranches with a venture contract. We calculated that each western European multiplex ranch will need a 310K euros investment.

From the third unit onwards, ranches will need a lesser investment and will thus self-finance themselves. The venture contract we will offer will link the farm owner to Zébulait Services. Charging a monthly fee, Zébulait will be in charge of branding image, maintenance and procurement. Each farm viability will rely on existing expenditures and will be achieved within two years.

10. Our first followers are municipalities and private investors.

Our 2 most advanced customers are The French city councils of Courdemanche and Plaisance le Touch which have requested a feasibility study for the implementation of 2 urban ranches in the Greater Paris and the Greater Toulouse areas.

In Sfax, we are discussing the creation of a zebu ranch with services focusing and promoting mozzarella cheese production.

In Marrakech, the project is to set up a multiplex ranch within the range of a food-processing industrial cluster, so as to benefit and focus on the upcycling of all the co-products into feeds.

In Saudi Arabia, we are studying the possibility of a camel multiplex ranch, as you will see an illustration here.

11. Our Internationalization politics aims indeed at the creation of a consortium of peri-urban multiplex ranches around the Mediterranean, because, for the sake of a fair feed-back of savoir-faire in the very locations that inspired our project, we plan to extend our cluster around the Mediterranean, developing a consortium of multiplex ranches in Europe, Middle East and North Africa.

12. For now, we are in search of an extra-investment for the 2 first ranches feasibility studies, so as to set up our 2 pilot ranches in France, and be able to fast up our international spreading in Morocco, Egypt and Tunisia.

13. In the meanwhile, we need a particular assistance for the building of best financial practices for the sizing of our business plan for each international project

The partners we would be happy to meet are:

local partners interested in the green and sustainable economy (individuals, firms or associations)

local cooperation with actors involved in green/organic waste upcycling, eco-building, and industry entrepreneurs willing to start upcycling their co-products (sugar-refineries, industrial mills, biscuits factories, market gardeners...)

We are also looking for municipalities willing to rent us public farmlands or/and former warehouse buildings.

14. Here you find our contact if you would like to request any more information.

Thank you.