



May pasture cheese



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1 Description of the innovation



The production of pasture-based cheese on the farm. The name of the cheese Kreuzer is reserved in the Patent Office. The special, limited production is promoted through the website www.ekosery.pl.



Added value:

Economic results

Job creation on the farm

Contacts with customers



The farmer's strategy

The farmer processes milk at the farm level and sells cheese under her own brand. This practice is very rare in Poland, while the number of people looking for good quality products manufactured on a local market is rising systematically in the country. It is just the beginning of changes in consumers buying behavior. This trend has been noticed by larger players operating on the organic food market. The organic market is developing.

In order to distinguish her product, she advertises the cheese as organic as well as the pasture-based. The name of the cheese Kreuzer refers to pre-war name of the commune. At that time, there was a big dairy plant in the region, where ripened cheeses were manufactured. It was destroyed during the Second World War. The source of roughage for cows are only semi-natural grasslands, located in the NATURA 2000 area. All farmer's meadows are covered by the agri-environmental programme (Protection of natural birds nesting places).

2 Farm description

ENVIRONMENT

Soil types :

Peat

Climate:

Warm-summer humid continental

Altitude :

39 m a.s.l.

Slope:

0 %

GRASSLAND MANAGEMENT

The sward is conserved by making hay and haylage.

Cows are grazed 24 hours per day in the growing season.

Grazing management type:

Rotational stocking

STRUCTURE

Annual Work Unit 6

Agricultural Area : 32 ha UAA

Main forage area: 32 ha

Permanent grassland area: 32 ha

Average stocking rates:

- agriculture area 0.8 LU/ha
- main forage area 0.8 LU/ha
- grassland area 0.8 LU/ha

ANIMAL PERFORMANCE

Dairy cows: 20

Breeds Polish Black & White x Simental

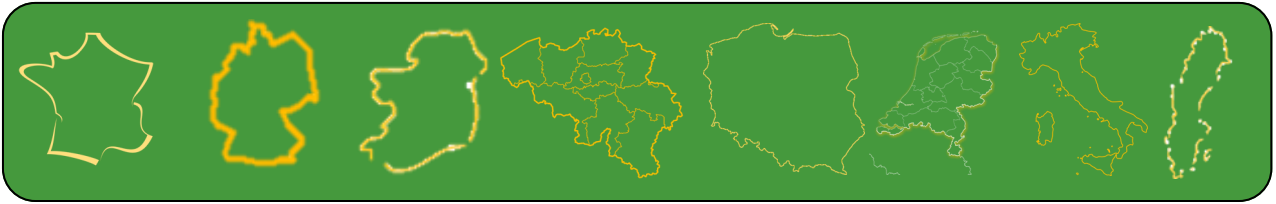
Total Livestock Units: 26.75 LU

Milk production per head: 5000 (l/year)

WHY IT IS WORKING

The farmer constantly analyzes the dairy market trends and makes the decisions with respect to her farm accordingly.

Country shapes



Domains of innovation



Machinery, tools



Forage mixture



Forage conservation technique



Grazing management system



Legume management



Animal feeding management



Animal type (breed)



Product processing



Marketing



Farm system



Landscape

Main types of animal

