



 Alexander Agethle - family farm



Alexander Agethle



12 hectares



improvement of marketing

## OPTIMIZING CHEESE PRODUCTION AND SUCCESSFUL MARKETING THROUGH SEASONAL SHORT-SWARD GRAZING AND LOCAL ADAPTED BREEDS

Alexander Agethle and his family run an organic dairy farm at 1,000 metres a.s.l in "Mals", located in in South Tyrol (Italy). Currently, they manage 12 hectares of grassland. The milk from their 13 local Tyrolean Brown Swiss dairy cows is processed into cheese and directly marketed.

The grazing management is challenging. The land belonging to the farm is highly fragmented, with small non-contiguous paddocks surrounding the farmstead. Despite the land fragmentation, Alexander drives his cows to the short-sward pasture early in spring. The farmer's passion for seeing animals grazing is his motivation for undertaking the daily cattle drive.

During the summer months, the animals graze on a mountain alpine pasture. Throughout this period, the pastures around the farmstead are fertilised with compost and mown at least once.

Grazing also offers economic advantages for the farm, as it reduces the need for machinery. The animals feed themselves, offering an economic advantage to the farm. The family's commitment to grazing reflects their dedication to sustainability, as proven by the successful direct marketing of their cheese products.

### Farmer Interview

<https://www.youtube.com/watch?v=7gPE3HA0tHQ?>



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