

ORGANIC COW CHEESE PRODUCTION





COUNTRY/REGION

SPAIN

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MORE INFO

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The demonstration in the farm of organic cow cheese production "Jauregia" was organized by the owners who are two brothers and their wives. They settled more than 15 years ago on the farm of their father. The objective of the visit was to train young farmers to the possibilities offered by organic cow's milk production, to know the transformation and the direct sale of the products on the farm. **The demonstrations covered a wide range of topics related to dairy cattle farming in organic production, topics such as fodder autonomy, to manage grazing, organic management of pastures, extensive management, and regenerative agriculture.**

The owners vary the content of the topics developed in the demonstration based on the profile of the visitors. During the demonstration, the **young group of visitors were guided through a walk on the farm while the farmer explained in a very professional way.**

At the end of the demo, after a short break with a tasting of the farm's products, the dynamics of the **Focus Group are launched to evaluate the experience.** After the demonstration, the attendees had to complete an online survey evaluation of the visit. The visit was very well organized, the farmer connects very well with the attendees, there were many interactions with him, and the assessment was very positive.

The main recommendations for a farmer to organize a demonstration would be: Before the visit, you should know the group of people coming and his main interest. During the visit: **Change settings, provoke interaction with the group and offer your products.** After the visit: Evaluate the degree of satisfaction, the possible areas for improvement.

ABOUT PLAID

The project has been designed to encourage farmers and farm employees to embrace innovations in agriculture by accessing high quality demonstration activities on commercial farms. Demonstration activities may also contribute to network building in agriculture communities, leading to longer term sustainability and economic development in rural areas. However little has been documented on agriculture demonstration activities in European countries and the lack of an inventory or on-line resources have been identified.

All practice abstracts developed by PLAID H2020 project are available in EPI-AGRI official website:

<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/peer-peer-learningaccessing-innovation-through>



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 727388