

Society  
FriendlySocio-Economic  
Resilience

## Background

Many farms have invested in fresh milk vending machines as a means of diversifying and getting more money for their milk. While these can be very successful there are the lot things that need to be got right and pit-falls that need to be avoided.

## How does the strategy work?

- Vending machines have been on the market for many years and are becoming increasingly popular.
- Most machines need the milk to be pasteurised before it is placed in the vending machine. While in some countries it is possible to sell raw (unpasteurised milk) this comes with a lot more requirements and is riskier
- Farm location is also vital, as passing traffic is needed to generate a regular income and repeat buyers.
- Most farmers with a milk vending machine usually have a second machine which dispenses reusable glass bottles.
- It may be necessary for the farm to become an “approved premises” for selling food under EC 853/2004.
- It is good practice to get a consultant to prepare a HACCP document.
- Many farms also use this as an opportunity to sell other goods at the same site.

## Positive features

- Helps diversify the business and protects against milk price shocks.
- Can be used as an opportunity to sell other farm produce
- Improves engagement between farmers and the general public

## Be careful, especially on these points

- Make sure your current milk contract with your processor will allow you to sell milk directly to the public.
- Make sure you obey food hygiene rules

## Specific advice

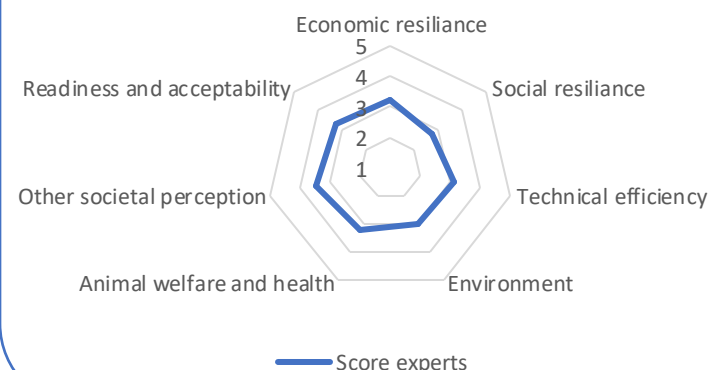
- Vending machines close to tourist areas often do particularly well.
- Make your vending machine area as attractive as possible.

Equipment involved?  
Investment?

- Milk vending machine
- Pasteuriser
- Bottle Vending Machine
- Consultants to draw up HACCP procedures and to obtain necessary approvals from the authorities
- Some form of shelter
- Access from road and car parking
- Planning permission may be needed.



## Assessment of method



## Quote of the farmer:

*“Our vending machine has provided our farm with a valuable source of extra income”*