

Environment



Socio-economic resilience



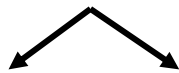
**Background**

The dairy market is volatile and very much linked to world dynamics of supply and demand. To limit price volatility, a possible solution is to sell agricultural products directly to the final consumer to be able to recover added value along the supply chain. This is currently made possible because the necessary technology is affordable for small scale dairy family farm businesses.

**How does the strategy work + Equipment involved**

Milk can be:

1) sold as **liquid milk**, that can be



**RAW MILK**

by using a dispenser



Consumers can bring their own container. No processing of milk is needed.

NB: it is not permitted in all European countries.

**PASTEURISED MILK**

in bottles or tetrapack cartons

Consumers buy it from the vending machine or in the farm shops. Pasteurised milk has a longer shelf life and therefore can be also distributed to local shops.



2) processed into **fresh products**, such as;



**YOGHURT**

milk fermented by *Lactobacillus bulgaricus* and *Streptococcus thermophilus*

**ICE CREAM**



3) processed into **cheese**

There are several categories of cheeses which vary with their production process and ripening period, from **FRESH** (no rind) to **HARD** (crusty) or **BLUE**.

(see: Juliet Harbutt <https://www.thecheeseweb.com/7-types-of-cheese> )

**Positive features**

- The farmer can control the whole supply chain from the field to the final consumer and can keep the added value, which is otherwise shared with processors and retailers.
- The cash flow from direct selling comes in daily to the farmer without waiting for monthly payments from the dairy processor.
- Specific niche markets can be explored.
- Some ripened cheeses are microbiologically stable and can be marketed online!

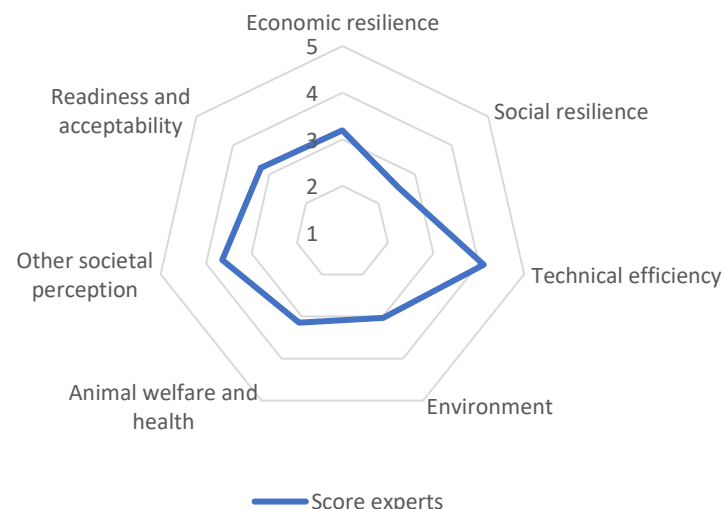
**Be careful, especially on these points**

Specific **equipment and skills** are required! They are essential in the case of liquid milk production. They are also important for the marketing of fresh milk products and cheese.

**Specific advises**

- The shorter the shelf-life of products is, the more efficient the retail system must be to avoid waste and losses!
- Investing in marketing and packaging strategies can maximize benefits.

**Assessment of method**



**Quote of a farmer:**

*“Farm milk processing is challenging, but also economically and professionally rewarding!”*

More info:

[European Guide for Good Hygiene Practices in the production of artisanal cheese and dairy products \(2017\)](#) – by FACE network