

Valorisation of dairy products from native regional breeds

Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

Biodiversità

Tematica

Mercati locali e filiere corte

Information

Time frame

2017 - 2020

Durata

36 months

Partners (no.)

4

Regione

Emilia-Romagna

Comparto

Zootecnia - bovini/bufalini

Localizzazione

ITH52 - Parma

ITH53 - Reggio nell'Emilia

Costo totale

€326.793,91

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP003: Italy - Rural Development

Programme (Regional) - Emilia Romagna

Parole chiave

Animal husbandry and welfare

Farming/forestry competitiveness and diversification

Supply chain, marketing and consumption

Biodiversity and nature management

Food quality / processing and nutrition

Sito web

<http://biodiversità.crpa.it>

Project status

completed



Objectives

The overall objective of this GO is the valorization of dairy products produced from milk of local breeds, like Reggiana, Modenese, Garfagnina, Ottonese e Pontremolese. In fact, this plan has two main objectives: the first one is to increase the sustainability of farms with native breeds through the characterization of milk and the development and characterization of new dairy products. The second is related to the opening and expansion of an innovative sales channel for these companies, that is the GDO, through a short chain project.

Activities

The first objective is to characterize feed used in the farm to be compared with the quality and quantity of the milk produced and verify any correlations.

Subsequently the breed effect will be studied on the chemical, nutritional and technological composition of the milk to collect specific breed data aimed at developing new dairy products.

2 new dairy products per race will be developed thanks to focus groups and consumer tests that will identify the strengths and weaknesses of the products and produce them on an industrial scale.

A milk processing center for local breeds will also be organized.

The final phase is dissemination and coaching

Context

The interest of the project is linked to different factors. First of all, the conservation of the local breeds, the number of which is very limited. In addition, supporting farms from an economic point of view giving the opportunity to enhance dairy products.

The main objective is the recovery of local breeds at risk of extinction by providing the consumer with a unique product in its qualitative characteristics. The second goes through the future of farming systems in disadvantaged areas able to accommodate the stimuli deriving from technological progress and innovation. From a zootechnical point of view, the objective is to allow the mountain company to get out of the logic of economies of scale to open up to a reality based on the use of local breeds, the diversification of production, the qualitative enhancement of products and techniques of production attentive to environmental and social sustainability.

The social sustainability of farms will depend more and more on the attention to the environment, but also, and above all, on animal welfare and health.

In general it is very clear that this presence has important effects on the territory: for example, the maintenance of a human presence and the contrast to situations of neglect and degradation.

Today, in fact, there is a continuous reduction of farms in the area.

The plan intends to promote the link between local producers and consumers in the city, through the GDO. Consumers will have the opportunity to purchase products in a conscious way and support a type of production linked to the territory.

Partenariato

Role	Azienda	Address	Telephone	E-mail
Leader	C.R.P.A. S.p.A.	V.le Timavo 42/2 42121 Reggio Emilia RE Italy	0522 436999	info@crpa.it
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Partner	Coop. Alleanza 3.0	Via Virgilio 20 41123 Modena MO Italy	059892111	filo.diretto@alleanza3-0.coop.it
Partner	Università degli Studi di Parma - Dipartimento di Scienze Medico- Veterinarie	Strada del Taglio 10 43126 Parma PR Italy	0521 902111	giacomo.gnudi@unipr.it

Pratiche abstract

Description

The expected results are:

1. For all breeds involved in this Plan it is foreseen the physical - chemical, nutritional and technology characterization of milk and dairy products developed;
2. the development of two new products for each breed;
3. the opening and/or upgrading of a new sales channel (Mass Retail)

The plan will allow the increment of knowledge about the distinctive characteristics of the milk from the different breeds and those of the products developed, leading to the increase in the number of sales channels and the market shares. In fact, it is intended to increase the market share, in terms of type of products and sales volume, through the creation of a short chain that will involve the mass retailers of the territory. To confirm this, the working group involves, as an associate partner, Coop Alleanza 3.0, very attentive to the valorization of local products and producers. It intends to sell locally the products developed in the Plan ensuring the visibility of breeds, products and producers to increase consumer awareness.

The main actions of the project are aimed at:

- the management and coordination of the Plan (Cooperation Exercise)
- the realization of the plan (Act.1-Evaluation of qualitative characteristics of the milk produced in different farming conditions; Act.2-Characterization of milk: chemical,nutritional and technological; Act.3-Assessment of the potential use of milk - developmentof small scale products, Act.4-Creation of a center for the processing of native breeds and Act.5-Process scale-up and characterization of dairy products);
- dissemination
- coaching

Link utili

Titolo/Descrizione	Url	Tipologia
Biodiversità CRPA	http://biodiversità.crpa.it	Sito web
GOI CRPA	http://goi.crpa.it	Altro
CRPA	http://www.crpa.it	Altro
presentato il GOI Biodiversità in un seminario il 26 ottobre 2018	http://biodiversita.crpa.it/nqcontent.cfm?a_id=18531	Materiali utili
Biodiversità al workshop dedicato ai gruppi operativi europei attivi nel settore lattiero-caseario	http://biodiversita.crpa.it/nqcontent.cfm?a_id=18555&tt=t_bt_app1_www	Materiali utili

Titolo/Descrizione	Url	Tipologia
I primi risultati del progetto pubblicati dalla rivista Informatore Zootecnico	http://biodiversita.crpa.it/nqcontent.cfm?a_id=20613	Materiali utili
Un articolo su L'Informatore Agrario	http://biodiversita.crpa.it/nqcontent.cfm?a_id=21503	Materiali utili
Un articolo su L'Informatore Agrario	http://biodiversita.crpa.it/media/documents/biodiversita_www/documenti/pubblica...	Materiali utili
Biodiversità in TV	http://www.acieloaperto.com/	Materiali utili