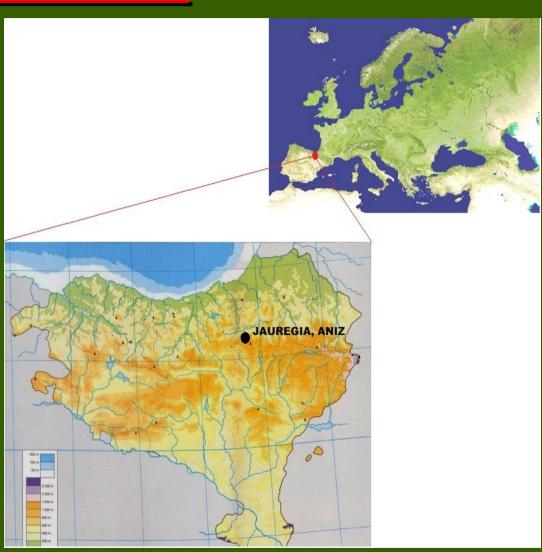


<u>LOCATION</u>

Navarra:

Baztán: Population 8.000

Aniz: Population 70



<u>CHRONOLOGY</u>

Until 2004, 100% sale to industry.

Milking cows 47. 2 UTH. Share milk 400.000 l

July 2004 Cheese factory:

Making dairy products (cheese and yogurt). Surplus milk sales industry.

2009-2016... ORGANIC Production.

Milking cows 27. 6 UTH. Production 180.000 l

100% making dairy products (cheese, yogurt, fresh milk and ice-cream)





MARKETING

O KILOMETER

- In the factory
- Guided visits

Content: Culture, Traditionts, Organics livestocks, Making dairy products, Tasting...









DIRECT SALE

Vending (Elizondo 24h)

Markets

Consumer groups

Internet

Schools

RETAIL SALE, 40 km

Small shops

Specialized stores

2008 VENDING









