

JAUREGIA



LOCATION

Navarra:

Baztán: Population 8.000

Aniz: Population 70



CHRONOLOGY

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

0 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





reas
red de redes de economía
alternativa y solidaria

SME Organics 30/11/2016

