



VON GRUND AUF GUT





# **The project „Haymilk“**

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# What ist Haymilk?



## Origin:

- Raw milk cheese - from cows only be fed by hay and fresh grass, but no silage.
- The cows have to be fed daily on the pasture (during growing season) which is also controlled.
- This traditional type of production corresponds to the guidelines of Haymilk g.t.S. (Europe).



# Statement



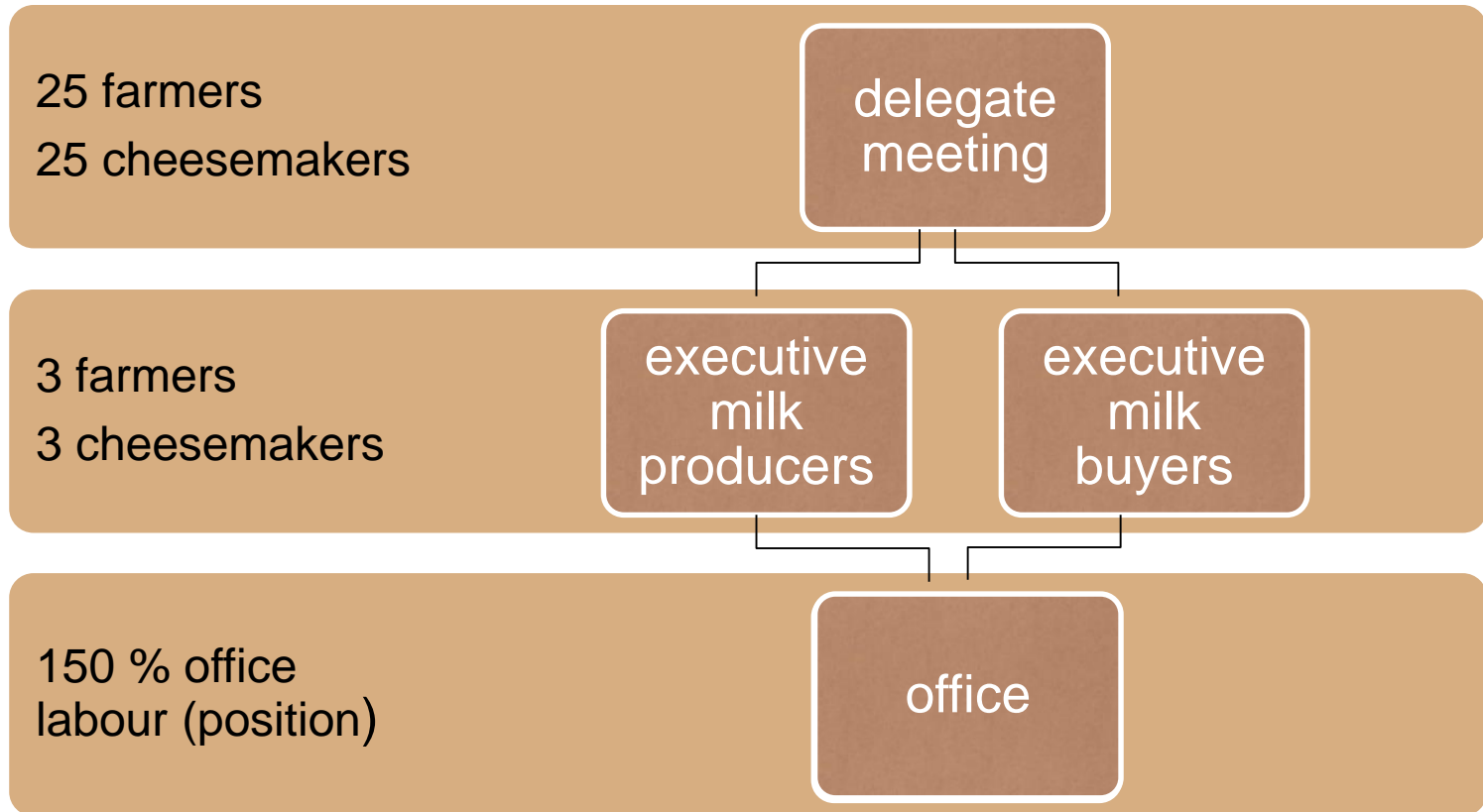
- Animal feeding has been adapted to the cycle of the seasons.
- Haymilk cows enjoy a variety of grasses and herbs.
- Hay and grass is supplemented by mineral-rich grain.
- Fermented forage (silage) is strictly prohibited.
- The original form of dairy production makes a key contribution to protecting the environment and biodiversity.

# Statement



- The more varied the forage is, the higher the quality and flavor of the milk is.
- The high quality of Haymilk is ideal for producing cheese specialities.
- All Haymilk products are controlled GMO-free.
- Haymilk is controlled by independent, state-certified organisations.

# Organization chart



# Tasks of the club



- brand building in Switzerland
- set-up of sale channels
- marketing in exporting countries
- qualification and control members

**No direct sale!**

# Goals of the club



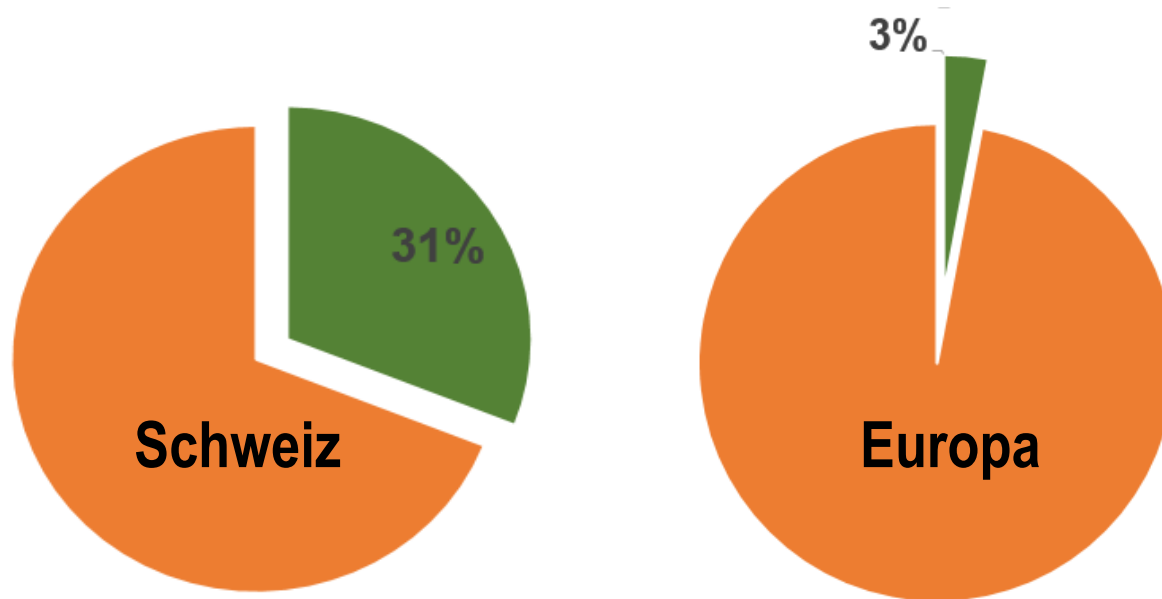
- preservation of the silage-free milk production
- sale support to the members
- increase the value added for all partners
- remain workplaces
- produce high quality products (cheese)
- preservation of small and commercial cheese factories







# Haymilk in Switzerland and Europe







# Cooperation agreement



## Cooperation with Haymilk Austria

- start 10 years ago in Austria
- The same production standard in whole Europe.
- the same label for marketing
- the same marketing content
- cooperate marketing activities in exporting countries

# Differentiation features



The basis is European regulation (g.t.S)

- + RAUS (animals have to be fed on the pasture daily during growing season)
- + high animal welfare level
- + no preventive use of antibiotics
- + maximum 10% concentrate

High quality is more important than high quantity,  
to the well-being of man and animals!



# Benefit to the farmers



- better milk price
- support on the market
- long-term existence for the next generation

# Haymilk products















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**Thanks a lot!**

