



Planika
MLEKARNA

Z energijo neokrnjene narave.



Planika dairy

Local mountain supply chain for a higher added value

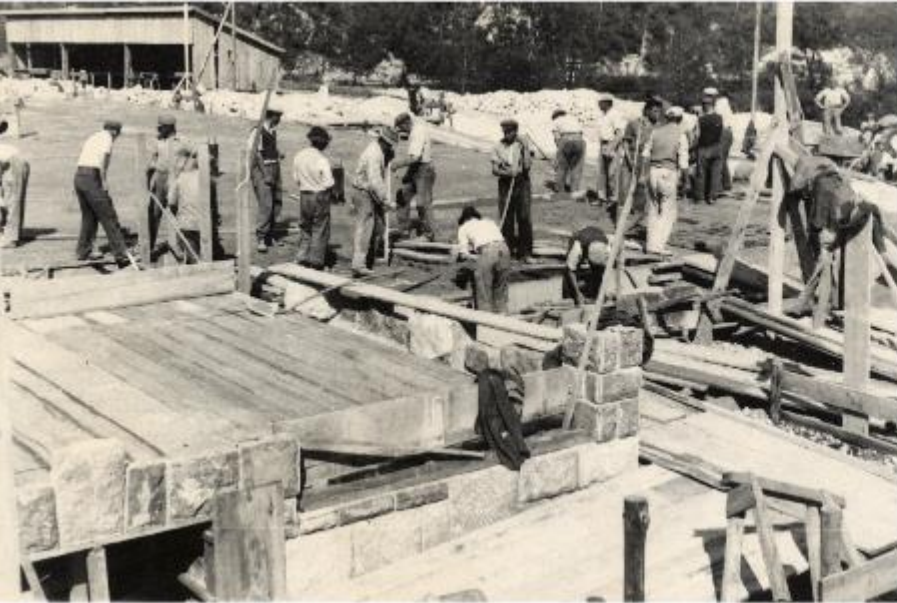
Miro Kristan, Soča valley development centre, SI
Bilbao, 23.10.2014



Posoški razvojni center

1957...

...milk powder production in cooperation with a large consortium



1995...

...collapse of the consortium and a new company established by the farmers cooperative



today...

- 100% owned by the farmers cooperative
- 9 -10 mil. liters of milk processed from the region
- ownership of organic farm with 130 cows
- 54 employees
- Museum of dairy tradition in Posocje region





Muzej


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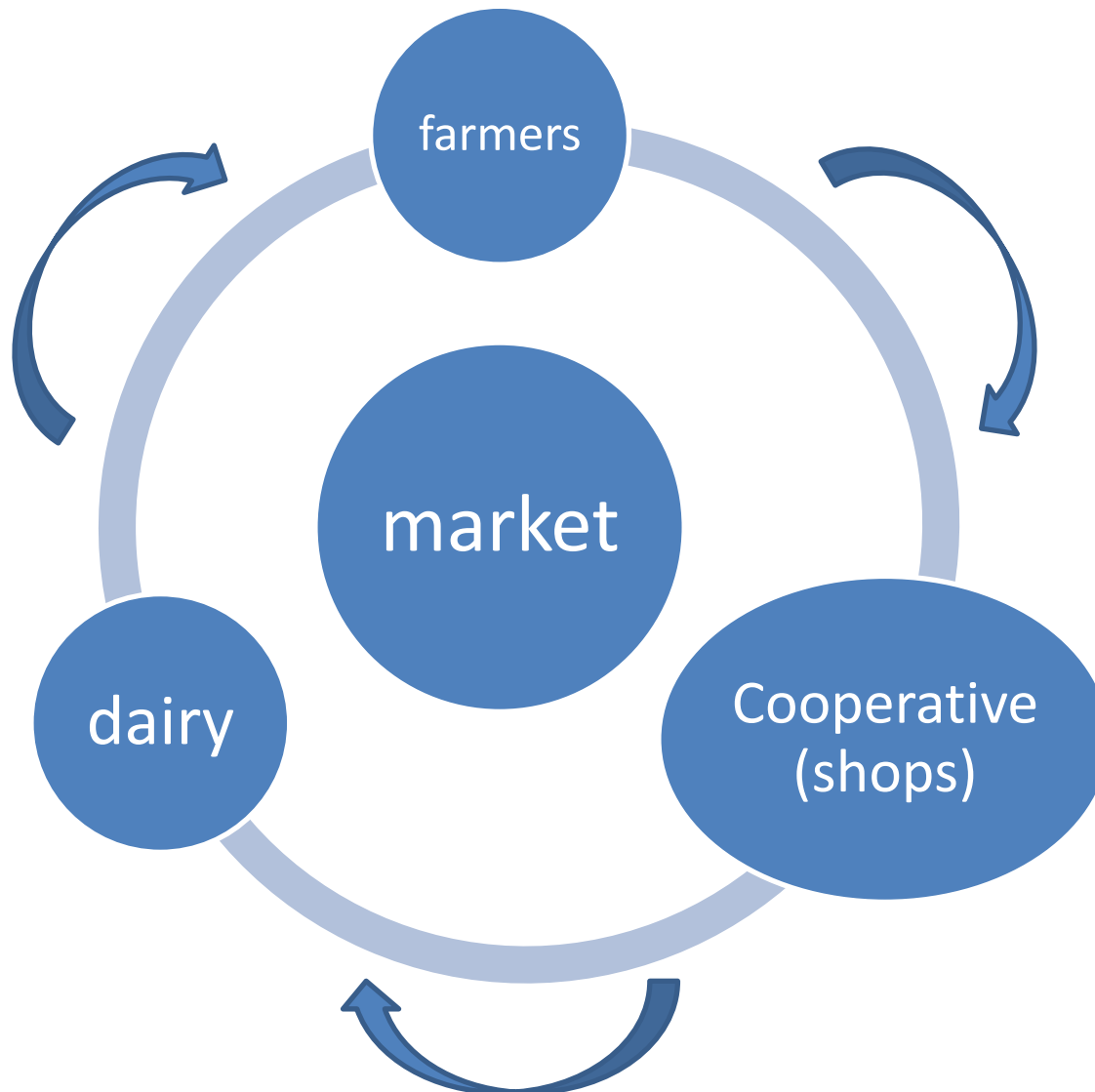
innovative aspects...

- decision to avoid global market – traditional mountain products



innovative aspects...

- added value chain from farmer to the customer



innovative aspects...

- cultural landscape, reduction of depopulation, jobs



innovative aspects...

- cooperation with destination branding



Posoški razvojni center

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