

## SLOVENIA

### Farm's performance, restructuring & modernisation

**Location**  
Ljubljana

**Programming period**  
2014 – 2020

**Priority**  
P2 – Competitiveness

**Measure**  
M16 - Cooperation

**Funding (EUR)**  
Total budget 388 656.40  
EAFRD 278 511.66  
National/Regional 69 627.91  
Private/other 40 516.83

**Project duration**  
2018 – 2021

**Project promoter\***  
Chamber of Agriculture and  
Forestry of Slovenia

**Contact**  
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**Website**  
[www.seneno.info](http://www.seneno.info)

A European Innovation Partnership (EIP) Operational Group was set up to ensure the viability and continuation of the traditional farming method for hay fed milk and meat production.

### Summary

Meat and milk production by feeding animals hay (without silage) is a traditional farming method which is in decline. Ensuring that this type of farming does not disappear is very important since it has minimum environmental impact and limited labour requirements.



An EIP Operational Group was set up to establish a stable system of production, processing, promotion and marketing of hay fed meats and milk, and to develop a collective brand (SENENO) to increase the recognition and market penetration of the products.

### Results

The demand for hay fed products is increasing, and most small providers do not have any surplus products.

At the time of the project application in 2018, approximately ten breeders in Slovenia produced hay fed meat and milk. In the last year of the project, hay fed meat and milk were being produced on approximately 30 farms. It is expected that 100 farms will produce hay fed meat and milk on approximately 2 000 hectares (ha) before the end of the project.

Some 27 farms are included in hay fed milk certification, four new farms were included in the certification programme with production and processing in 2020, and two were included in production.

### Lessons & Recommendations

- ❑ Suitable information, promotion and selling points are needed to increase sales by reaching open-air markets, online and through home delivery.

\* The Project promoter/beneficiary is an EIP-AGRI Operational Group (<https://ec.europa.eu/eip/agriculture/en>)

## Context

Meat and milk production by feeding the animals hay (without silage) is a traditional farming method which is in decline. Ensuring that this type of farming does not disappear is very important since it has minimum environmental impact and limited requirements in terms of labour. These factors make this type of production ideal for less favoured areas where the environment needs protection and there are limited human resources. However, preserving this type of production requires making it economically viable. This could be achieved by ensuring better purchase prices for these products.

A study carried out in the first half of 2018, called *'What does the Slovenian consumer say?'* showed that consumers were willing to pay more for high-quality produce/products. The study also showed that consumers were familiar with the word 'hay. This was the basis on which to create a logo and a brand for the farms involved in hay production/processing.

## Objectives

The objective of this EIP Operational Group was to bring hay producers and processors together under a single brand, enabling them to penetrate the market and through joint promotion, to improve the competitiveness and viability of this type of production.

## Activities

The Hay Meat and Milk Institute was established to bring hay producers and processors together under a single brand, enabling them to penetrate the market and jointly promote this type of production. All activities planned as part of the project are managed by the Institute and include:

- establishing the SENENO collective brand;
- establishing promotional tools (on YouTube, Facebook, etc.);
- drafting a manual for hay fed meat and milk production for advisers and producers;
- defining the standards for curing and cheese-making facilities. This will support the decision-making process of interested parties in producing hay fed meat and milk; and
- providing private funds (independently of tenders) for the promotion of hay fed meat and milk.

The AGRA 2019 and Agritech 2020 fairs were attended by all project partners, where they gave presentations on the

complete hay fed milk and meat production chain.

An open day was organised at Zadavec Organic Farm on hay production and the processing of meat. The event was attended by farmers who were considering starting hay production, as well as by consumers of hay products.

The dairy Mlekarna Celeia published a booklet entitled 'Life on a Hay Farm', in which hay production is described and which includes interesting recipes for meat and milk.

The Hay Meat and Milk Institute also organised a few discussions aimed at informing the public, farms, and experts about the project, hay production and certification amongst others, and including all project partners.

In the last year of the project, an expert from the Chamber of Agriculture and Forestry of Slovenia (KGZS) will visit all the farms that produce hay fed meat and milk and offer them technical assistance for improvements. At the same time, the expert will record examples of best practice on experienced farms, which will be transferred to other farms through the activities of the Institute.

As part of the project, a strategy for the supply and sale of hay fed meat and milk to public institutes, households and families, as well as to the HORECA (hotels, restaurants and cafes) sector will be drafted.

The project team also set up a Facebook page and a website through which to inform the public about the project's activities and including interesting facts on hay production/processing.

## Main results

The demand for hay fed products is increasing and most small providers do not have any surplus products.

At the project application stage, in 2018, approximately ten breeders in Slovenia produced hay fed meat and milk. In the last year of the project, hay fed meat and milk were being produced on approximately 30 farms. Before the project ends, some 100 farms are expected to be producing hay fed meat and milk on approximately 2 000 ha.

Twenty-seven farms are included in the hay milk certification process, with four new farms included in the production and processing certification programme in 2020, and two included in production.

## Key lessons

Suitable information, promotion, and selling points are needed to increase sales by reaching open-air markets, online channels and through home delivery.

## Additional sources of information

[www.facebook.com/pages/category/Agricultural-Service/106185204062120/](https://www.facebook.com/pages/category/Agricultural-Service/106185204062120/)

[www.youtube.com/watch?v=u8vV0cd7Cyl](https://www.youtube.com/watch?v=u8vV0cd7Cyl)