

MARKETING INNOVATIONS IN GREEK TRANSHUMANCE



Valorizing premium quality milk
Developing the identity of sheep and goat transhumance

9,8€/H

Is the additional labor wage that a transhumant farmer can ensure by adopting alternative marketing and joining short supply chains - also depending on other organizational factors



A CERTIFIED TRANSHUMANCE-SPECIFIC DAIRY PRODUCT COULD BE AN IMPORTANT INNOVATION FOR GREECE

Sheep and goat transhumance is still practiced in most parts of Greece and accounts for almost 7.5% of the national flock.

The milk produced by such flocks in summer is of premium quality due to grazing in mountainous grasslands from April/May to September/October. However, it is not rewarded in markets up to its true potential. The absence of local infrastructure for milk processing forces farmers to sell their milk to dairies in the lowlands, which mix this milk with that produced in other farms (i.e. intensive).

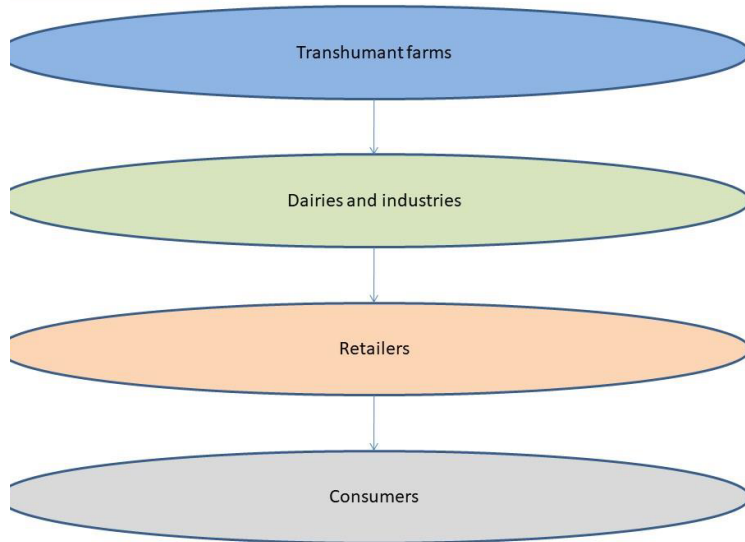
Dairy products made exclusively from transhumant flocks are very limited and are produced either on-farm or in small local dairies.



Three uses of transhumance summer milk

Interviews with three farms and two dairies

SUMMER - WINTER



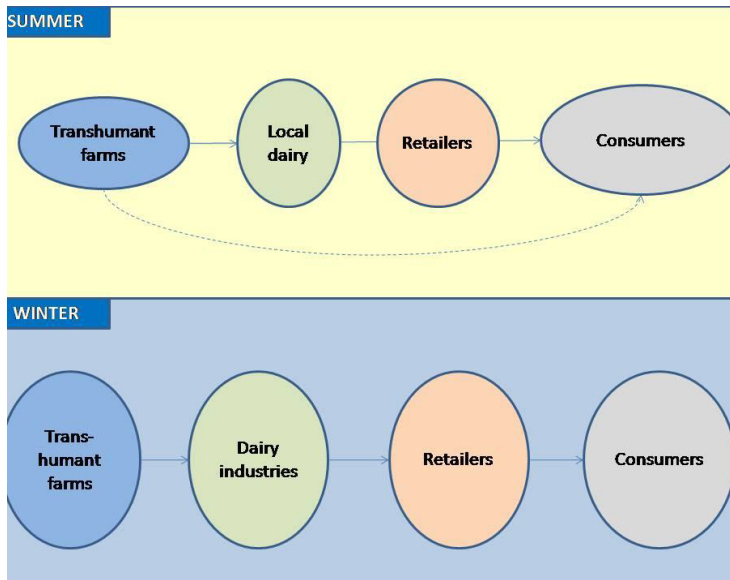
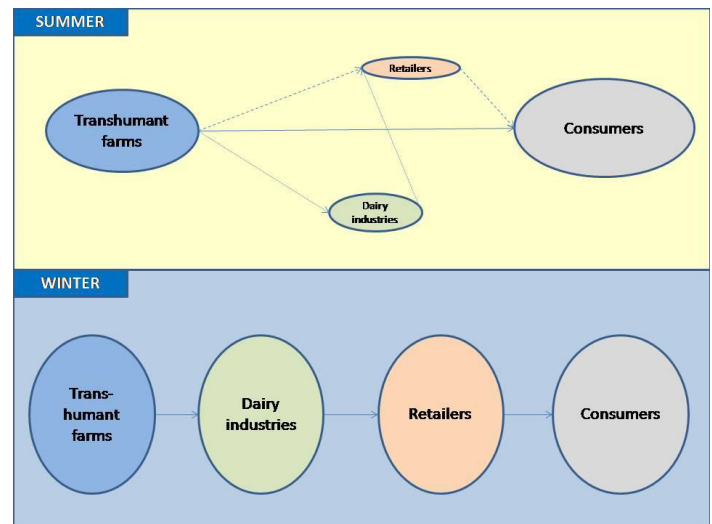
APPROACH 1

The study farm sells milk to the same industry throughout the year (winter and summer). The farm moves to Kalarites in summer



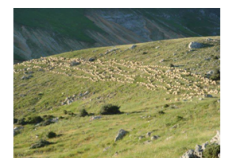
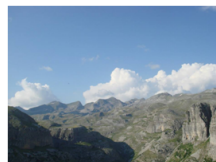
APPROACH 2

The farm sells milk to a small dairy in the highlands (Chaliki) which operates only in summer. Cheese is produced solely from milk of transhumant flocks.



APPROACH 3

In summer animals graze on top of the mountain. The farmer produces local cheeses (e.g. galotyri) using traditional know-how and sells directly to consumers



Economic implications of three different uses of transhumance summer milk

FINANCIAL RESULTS

The financial results in [Approach 1](#) are worse due to low yields but also because summer milk receives lower price due to transportation costs

[Approach 3](#) achieves the highest added value for summer milk but does not contribute much to financial results as the activity is not systematically organized

[Approach 2](#) performs best as it requires less labor

SIGNIFICANT DIFFERENCES DUE TO THE ORGANIZATIONAL REQUIREMENTS OF EACH APPROACH

	Farm 1	Farm 2	Farm 3
Net profit	-17,566.2€	21,887€	3,312.2€
Gross margin	7,355.8€	43,830€	28,612.2€
Labor wage	-0.73€/h	8.89€/h	3.67€/h
Farm income	975.8€	37547€	22,122.2€



	Farm 1 (567 ewes/dams)	Farm 2 (600 ewes)	Farm 3 (660 ewes)
Milk yield (kg/ewe/year)	89,4	52,6	93,7
Milk sold to industries (kg/year)	52000	29500	56000
Milk transformed to cheese (kg/year)	7000	500	200
Milk price (Winter) (€/kg)	1,02	0,95	1,00
Milk price (Summer) (€/kg)	1,02	0,90	1,00
Labor requirements (h/ewe-dam)	9,8	8,3	6,2
Family (h/ewe-dam)	3,1	4,5	4,5
Hired (h/ewe-dam)	6,7	3,8	1,7

LABOR IS THE MOST IMPORTANT FACTOR AFFECTING THE SUCCESS OF EACH APPROACH

Short supply chains and organizational adjustments to increase performance

IN NEED OF SUPPORT

Farms require support, advisory and training in order to choose the correct

Innovative marketing approaches should be undertaken alongside with changes and adaptations in management - especially of labor.

Family labor is an asset which needs to be carefully allocated in farm tasks. The use of family labor in cheese-making on farm will disrupt the implementation of other tasks (e.g. milking,) and will require additional use of hired labor.

TRANSITION FROM ONE APPROACH TO THE OTHER IS A DECISION AFFECTING THE OVERALL OPERATION AND PERFORMANCE OF FARMS



1

Short value chains pertain to transhumance semi-extensive production pattern

2

The economic performance of each choice is heavily dependent on farm management decisions and less on market unpredictable conditions

3

A combination of approaches can increase economic performance and diminish uncertainty

4

Investment on quality and marketing strategies building on 'true' quality and culture features may provide efficient responses to farmers in this time of low market prices

SHORT VALUE CHAINS AND TERRITORIAL APPROACHES ARE IMPORTANT FOR THE SURVIVAL OF GREEK SHEEP AND GOAT TRANSUMANCE

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