

BUFFALO MOZZARELLA AND CHEES PRODUCTS

**D2.1 Template for description of innovative solutions for
Short Food Supply Chains (draft prepared by Campden BRI
Hungary)**

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Template for good practice cases

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PU	Public	
PP	Restricted to other program participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	

1. Title of the case description

BUFFALO MOZZARELLA AND CHEESE PRODUCTS

2. Indicate your role in the Smart Food Supply Chain:

- individual member of the chain:
- chain operator:
- network operator:
- association:
- technical, scientific, or management expert:
- advisor:
- policy maker:
- other:

3. Indicate the region (if applicable): world-wide supplier network

4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

		Individual steps of the SFSC							Short food supply chain as whole						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Needs of the consumers (citizens)	food safety	X	X		X			X		X	X	X			X
	food quality	X	X		X			X		X	X	X			X
	trust	X	X		X			X		X	X	X			X
	ethical aspects														
	accessibility														
Needs of the chain actors	fair price														
	increased negotiating power														
	shared use of available resources														
	product development support														
	access to markets and consumers														
	access to infrastructure	X	X		X			X		X	X	X			X

- 1: Farming**
- 2: Primary production**
- 3: Transport**
- 4: Processing and packaging**
- 5: Storage**
- 6: Logistics**
- 7: Sale**
- 8: Product integrity, authenticity, transparency**
- 9: Marketing concepts**
- 10: Food chain management and networking for enhancing cooperation among chain actors**
- 11: Business modelling**
- 12: Policy environment**
- 13: Legal requirements**
- 14: Labelling**

5. Short description of the innovative solution

- **Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution**

Macroom Buffalo exemplifies a novel approach to **farm diversification**. It will also be interesting to find out how they maintain a constant flow to distribution to their wide array of stockists.

- **Describe the enabling function(s) and the practical benefit(s) - (e.g. for which types of problems and opportunities is used and can it be used, and how)**
 - Learning & Empowerment - Reduction in dependence of powerful actors/direct relationship with consumers
 - Efficiencies & Process innovations - Logistics and distribution
 - Internal - Contractual agreements between producers/ between chain partners
 - Efficiency - Reliable distribution

- Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organizational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.

Macroom Buffalo has Ireland’s first and only herd of milking water Buffalo. It produces a variety of cheeses including mozzarella, greek style salad cheese and haloumi. Their cheeses are available at a number of farmers markets and a wide range of selected retailers. Furthermore, their brand 'West Cork Fresh Buffalo Mozzarella' is available exclusively at Aldi stores. All of the milk produced is converted into cheese on the farm in a state of the art production facility on the farm.

The company’s fresh cheese factory is BRC Food certificated.

technological

non-technological



1. Figure: The Buffalo and the different types of buffalo cheeses

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

The success of the company is in the diversification from other fresh cheese producers. The farm owner started with 31 Buffalos to purchase in 2009. Now he has a herd over 200 animals on his farm. They now milk over 75 Buffalo, which are calving every year to ensure a consistent supply of milk.

The farm is individual with its special location in Ireland, with the belonging climate and rainfall.

The company can be individual due the location's microclimate produced Irish buffalo milk, made of it fresh cheese products, e.g. high-quality Mozzarella (which origins from Italy), salad cheese (white cheese) like Greek Style Chees, and Haloumi (firm, brined, slightly springy, white cheese).

- **Describe the distribution channels of the product(s)**
 - There are some distributors (4 people, contact on the website) who can you make contact and inform you about the details of the purchasing.
 - There are a lot of stockists worldwide (e.g. Aldi, Tesco, Markets and Stores)
 - Restaurants and Cafés (in Dublin and in the UK)
- **Describe what makes the innovation work.**
 - Diversification from the other market participants
 - Special, high quality Buffalo milk products
 - Individual, local, Irish Buffalo fresh chees quality
 - Own-breedded Buffalo stock
 - Specific developed livestock- and processing system
 - BRC Food certification
 - Products availability in Restaurants and Cafés in the UK
 - Products availability in lots of stockists worldwide
 - Products availability due distributors
 - Other program opportunities: Buffalo Farm Tours

- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**
- a: List the relevant necessary resources (including the estimated cost) for the specific innovation.
Please list the relevant ones only (list is annexed)**

MATERIALS:

- fresh Buffalo milk of the own breded livestock animals
- fresh, local Buffalo cheese products

HUMAN:

- human resource for operation

TECHNOLOGY:

- equipment for the livestock
- equipment for the chees production

FINANCIAL

- estimated cost: depends on the size of livestock and on the volume of the production

- b: List the relevant necessary capabilities for the specific innovation.
Please list the relevant ones only (list is annexed)**

FOOD SAFETY:

- due the local production food safety is granted

FOOD QUALITY:

- the special local conditions ensure high quality for the Buffalo chees products

- **The method/technology was established by**

NAME: MACROOM BUFFALO MOZZARELLA

ADDRESS: Dromanallig, Ballingearry, Macroom Ireland

6. Describe the results, achievements and typical failures

Buffalo chees products aren't ordinary, common ones. They give special pleasure for its consumers. Buffalo products are consumer goods in high quality for a special consumer society.

7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)

The innovated animal husbandry and belonging Buffalo chees products, the system itself is a good practice to show the possibility for diversification, how the business can be different from other market participants. It shows how to make high quality product in a different country than the origin.

8. Aspects, methods for transfer of methods for other SFSC members

The methods can be set up in many other local farms, connected to farm breeding and farm production.

9. Recommendations for members of other SFSCs for further applications

Farm production can be offered for small and medium entrepreneurs, who wants to produce special, artisan, differenced products in high quality.

10. More information is available at (web), if it is relevant

<https://macroombuffalocheese.com/>

Annex

1. Checklist for necessary resources (tangible and non-tangible):

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials)
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial*

*: estimated cost:

0 - 10 000 Eur
10 001 - 50 000 Eur
50 001 - 100 000 Eur
100 001 - 300 000 Eur
300 001 – 1 000 000 Eur
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

2. Checklist for the necessary capabilities

- **food safety:**
 - basic skills to comply with the EU food safety regulations
 - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
 - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP

- **food quality:**
 - ability to define the target segments of consumers for SFSCs
 - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
 - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
 - food quality culture (motivation, responsibility for food quality);
 - production experiences which help to provide the expected quality reliably, uniformly;
 - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
 - meeting (local) legal requirements, application of the labelling rules;
 - ability to access the consumer willingness to pay for specific products of SFSCs.

- **trust:**
 - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
 - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
 - application of the labelling rules and branding (mandatory and voluntary);
 - ability to meet third party certification requirements

- **ethical aspects**
 - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
 - culture for ethical food production and supply;
 - ability to implement necessary measures to ensure ethical food production and supply;
 - ability to access the consumer willingness to pay for products meeting ethical aspects

- **accessibility to consumers:**
 - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
 - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
 - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
- **shared use of available resources:**
 - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - the level of value chain management culture;
 - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
 - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
 - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
 - access to innovative technologies; distribution and marketing solutions and methods. management systems;
 - access to local input for R+D covered by other aspects

- **access to markets: and market success**
 - effective promotion, customer service, efficient and innovative sales methods;
 - ability to understand consumer's needs;
 - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
 - unique value propositions;
 - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
 - stock control;
 - ability to access to required raw materials within a restricted geographical area

- **access to infrastructure:**
 - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;

- **management:**
 - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
 - improving; ability to motivate, authorize staff;

- **production, processing:**
 - management system, production experience, specific controlling, monitoring, continuously;
 - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
 - any additional specific resources necessary for the application of the specific innovation.