

# EIP Hay meat and milk

**Leading partner:** Chamber of Agriculture and Forestry of Slovenia

**Other partners:** KIS, P-ino d.o.o., IKC UM, Dairy Celeia d.o.o., Organic farm Kukenberger, Organic farm Zadavec, Organic farm Kršinar, Tourist farm Apat, farm Ovsenik

**Type of project:** EIP project

**Project topic:**

Production, processing and promotion of hay meat and milk in LFA areas

**Duration period of the project:** 18.12.2018 – 17.12.2021

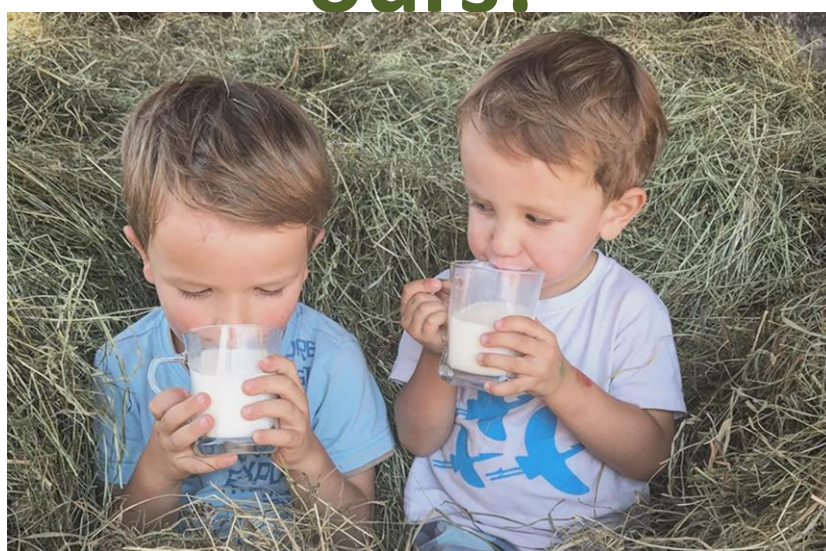
**The amount of appropriations:** 348.139,57 EUR

**Practical issue:** Maintain milk and meat production in areas with limited opportunities for farming

## Project objectives:



**Delicious and traditional - this is ours!**



- Database of hay suppliers and their products
- Business plan for on-farm processing
- Develop 2 new products from hay meat and milk
- Organise open days on farms
- Optimize drying hay and feeding technology
- Make advanced technological instructions
- Models of supply for public institutions, families, inns, restaurants, hotels
- Quality scheme TSG Hay meat

## Project results:

- Establishment of the HAY MEAT AND MILK Institute
- Establishment of the SENENO brand
- Website SENENO
- Implementation of promotion at consultations, fairs

**Hay meat and milk origin from animals which are not fed with silage. Meadow fodder predominates in feed rations, mainly as pasture and hay.**

## The view of the farmer:

We are very happy and proud that customers recognize our quality and taste and return regularly. A healthy animal and the smell of hay make your day happier.

## The view of farm advisory service:

There are many farms in Slovenia on which the feed ration is based on meadow fodder. The inclusion of modern methods of grazing and drying greatly facilitates the production of hay and milk.

## Researcher's view:

If farms are willing to listen to our advice and take advantage of natural resources, they can produce excellent quality of hay comparable to silage.

Contact details of the lead partner: KGZS, Klara Otoničar, klara.otonicar@kgzs.si, seneno@kgzs.si

Project website: [www.seneno.info](http://www.seneno.info)