

QUALITY ORGANIC PRODUCTION CHAIN AND BUFFALOES WELLBEING IN ITALY

In the framework of the European Union's Horizon 2020 research and innovation programme, the European project Agrispin recognized the [organic Vannulo dairy Farm](#) (Tenuta Vannulo) as a good Italian breeding practice among others interesting practices developed in various European countries.

[Awarded in 2012 with a Green Oscar](#), the Tenuta Vannulo, is located near Paestum in the Province of Salerno and associated in the Cilento Bio-district. Vannulo is an organic farm certified by ICEA (Ethical and Environmental Certification Institute), with 600 buffalos for the production of mozzarella cheese at "Km 0" and derived products.



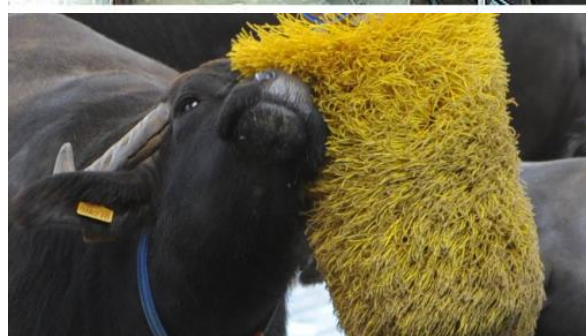
The activity which started in the family property of the end of the century, has become completely organic in 1996 and certified in 1998. When at the beginning they had a loss of production (of about 15%), they could recover by adapting the production to new strategies and techniques on housing, control of food, new milking systems, always guaranteeing the respect for animals and the environment. The AIAB/ICEA Warranty System (100% Italian, GMO free, local) has given more opportunities for qualification, development and promotion of the product.

Six hundred animals free to graze on 200 hectares of land, 15 quintals of milk per day, 27 years of experience are the data of what is called the *Beauty farm of buffaloes* at Km 0.

The whole milk chain is internally developed, from fodder to milk, without any external products. The mozzarella is produced with the wisdom of skilled workers with the most advanced robotic technologies to serve the values of quality. The milk at Km0 goes through only a short milk line and directly into the expert hands of the cheesemakers, who prepare the very famous mozzarella under the eyes of the customers thanks to their production secrets handed down for generations.

The whole production cycle is entirely natural, from cultivation of pastures fertilized only with natural products, to nutrition and care of the buffaloes.

Production is limited and the company's decision is rigorous: the sale is directed only to the consumer/visitor, who can see the entire production cycle. This also enables a fair price. The farm's rules do not provide



wholesale or sales to restaurants, the sale is up to five pounds of mozzarella per customer and when the milk ends it starts again the next day. Recently they open a small tasting point/restaurant where it is possible to taste the fresh products on the place: mozzarella, yogurt, ricotta cheese and butter.

No intensive farming no soil overexploitation, reduced environmental impact and a manufacturing processes in the name of eco-sustainability and stress zero.

And a great respect for the welfare of the buffaloes, which are milked only when they wish and treated with homeopathic remedies. Vannulo was the first company to introduce the Ums system for buffaloes, thanks to which the animals are milked when they feel like it. The Buffaloes can also self-manage a massage with automatic brushes if they want it, make a shower activating the photocell with their passing, listen to New Age or Mozart music, eat organic home-produced pasture.

The small dairy, producing 15 quintals of milk per day with the ambition of quality production instead then big quantities. An employee checks on remote the productivity of each buffalo through microchips and sensors connected to monitors where is possible to control in real time if an animal shows some problems. In this case that milk is put apart and the animal goes to the doctor immediately. All visitors appreciate cleanliness appearance of all rooms and stalls.

Vannulo also closed the production chain of mozzarella with yogurt, puddings to buffalo milk, transforming the skins of the animals and creating a signed chain of bags and crafted objects. Their entrepreneurship means thousands of visitors a month, thirty employees, four robots for the milking, new age piped music, 200 ha of soil devoted to organic agriculture are also used to relaunch local traditional craftsmanship.

Multifunction, the innovative organizational approach widely adopted in the [Cilento Bio-district](#), is shown during the didactic visits to the farm and *the Permanent museum of rural life* with the exposition chain of leather products that are organized in four languages. The green Farm, visited by about 16,000 people a year, where animal husbandry and welfare coexist, has become one of the symbols of the Cilento Bio-district for its quality and its environmental sustainability.

To know more

[Vannulo Farm webpage](#)

[Vannulo Farm gallery](#)

[Article in nytimes.com](#)

[Article in washingtonpost.com](#)



[Article in Japantimes.co.jp](#)

[Article in cronachedigusto website](#)

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