

SKIN Good Practice Recording Template

Ievas siers	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)* CATEGORY 1	<u>Valorisation</u> : A novel product or product range; Value: nutritional value, different taste from new ingredients; <u>Branding & labelling</u> : Innovative way of communicating to consumers product characteristics/product range; <u>value</u> : Gourmet, superior taste, different taste
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<u>Learning & Empowerment</u> : Networking along the supply chain and in the region
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<u>Internal</u> : Contractual agreement between producers/between chain partners
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<u>Connection</u> : 'Meet the producer' brokerage events, Reconnection and relationships
EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the	Short description of the 'good practice': The Vecsiljāņu farm is in the Bebru parish of the beautiful Koknese region. The farm produces dairy products and grows wheat, barley, oats, rye, corn and various greens. The farm employs around 30 workers whose average age is around 30. The farm is spread over 900 hectares and grazes approx. 330 cows. In 2010, the farm started producing hard cheese under the Ieva's Siers brand.
	Main results/outcomes of the activity (expected or final):

understanding of the practice itself should be avoided.

„levas siers cheese is made from the most valuable unpasteurised milk from the morning milking. As soon as the cows are milked, the milk is taken to the dairy where production is started while the milk is still warm. Master cheese makers add cheese ferment to the milk, cheese clumps start to form which are then placed in the special cheese forms characteristic of levas siers. Each round of cheese is the result of skilful hand work by the master cheese makers. Each round is made with careful attention to the quality of the cheese and the enjoyment of its future consumer. Then the cheese rounds are put in the warehouse on wooden shelves with a constant temperature that helps them to successfully mature. The cheese will be ready for the buyer in two months from the point of preparation when it has developed the best qualities of its taste.

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?

The taste, aroma and quality of the cheese are dependent on the skill of each specialist working there. The great success of Vecsiljāņi comes from being able to follow each section of the process and achieve the highest quality. The Master Cheese Maker works hand in hand with the farm vet to ensure the best quality milk is produced and that's what makes the most flavoursome cheese. Ieva, the cheese maker travels to trade shows and exhibitions to meet with cheese lovers and talk about her products. Quality is always at the heart of Vecsiljāņi's activities – there is no greater compliment than returning customers.

Further information/Reference:

<https://ievassiers.lv/en/>

Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).

This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.

Short description of the 'good practice' (LV)

Zemnieku saimniecība „Vecsiljāņi” atrodas skaistajā Kokneses novada Bebru pagastā. Saimniekošanas pamatnozares ir piena lopkopība un kviešu, miežu, auzu, rudzu, kukurūzas un zālāju audzēšana. Saimniecībā strādā 30 atbildīgi darbinieki, kuru vidējais vecums ir ap 30 gadiem. Saimniecība apsaimnieko vairāk kā 900ha zemes, un kopj ap 300 piena gotiņas. 2010.gada martā ZS „Vecsiljāņi” sāka cietā siera ražošanu ar nosaukumu „levas siers”.

Main results/outcomes of the activity (expected or final) (LV):

„levas siers” tiek gatavots no augstākās vērtības, nepasterizēta rīta slaukuma piena. Tikko gotiņas izslauktas, pienu ved uz ražotni, kur to sāk apstrādāt, kamēr tas vēl ir silts. Meistari pievieno pienam siera fermentu, no kura sāk veidoties siera lodītes, kuras vēlāk tiek pildītas levas sieram raksturīgās siera formās. Ikkatrs siera ritulis ir meistarū prasmīgo roku darbs, ikkatrs no tiem ir veidots ar lielāko atbildību pret siera kvalitāti un tā nākotnes baudītāju. Gatavie siera rituļi tiek novietoti noliktavā uz koka plauktiem, kur tiem tiek nodrošināta nemainīga temperatūra, kas palīdz kvalitatīvi nogatavoties. Pie pircēja siers nonāks pēc diviem mēnešiem no gatavošanas brīža, kad būs ieguvis savas labākās garšas īpašības.

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results? (LV)

	<p>Siera garša, smarža un kvalitāte ir atkarīga no katra saimniecībā strādājošā speciālista, un „Vecsiljāņu” lielākā veiksmē slēpjas tajā, ka paši var izsekot līdz visiem procesa posmiem, lai sasniegtu augstāko kvalitāti. Siera meistars sadarbojas ar saimniecības veterināru, lai panāktu labāko piena kvalitāti, no kura ražot garšīgāko sieru. Siera meistare leva pati brauc arī uz gadatirgiem un izstādēm, lai tiktos ar siera cienītājiem un stāstītu par savu produktu.</p> <p>„Vecsiljāņu” darbības pamatā vienmēr ir kvalitāte- nav lielāka komplimenta par pastāvīgu pircēju.</p> <p>Further information/Reference: https://ievassiers.lv/</p>
Pearls, Puzzles, Proposals?	<p>1) <u>Pearls</u>: New ideas and interesting product, quality and innovative tastes are important for new customers</p> <p>2) <u>Puzzles</u>: It is important to involve more regional stakeholders and new customers, so there is a need to raise awareness of such activities.</p> <p>3) <u>Proposals</u>: Cooperation with high-quality product retailers, cooperation with restaurants, Cafés and other stakeholders, who value genuine, healthy and natural products</p>
What needs did the ‘good practice’ respond to?	<p>High quality hard cheese made from unpasteurised morning milked cows’ milk. levas siers cheese gets its unique taste, which distinguishes it from other cheeses, from the quality of the milk and the special production process. Their products are available in Supermarket chains and small eco product shops. They actively participate in regional fairs and exhibitions to meet our clients and hear their opinions. Gourmands can taste leva’s cheese in restaurants, hotels, guest houses, which are known by placing a premium on genuine, healthy and top-quality products.</p> <p>We are looking for cooperation with high-quality product retailers in Latvia and abroad, international distributors, as well as cooperation with restaurants, cafés and any stakeholders who value genuine, healthy, and natural products.</p>
Methodology Used:	Desk - based research
Actors/Stakeholders:	<u>Actors</u> : Farmer, retailer. <u>Stakeholders</u> : consumers, tourists, restaurants
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5 - Consumers and society
Sectors	Processed Dairy
Region, Country	Latvia, Koknese region
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice ‘Hot Topics’ Directory

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 728055



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