

## Selling dairy products from a milk van

Stanislav Nemeč runs a dairy farm in the Czech Republic. He originally produced feta cheese, but in 2008 during the economic crisis, his business partner pulled out and he lost 70% of his turnover. What appeared at first to be a serious threat for the further existence of his farm, turned out to be a great opportunity.

### A mobile shop

Seeking for solutions, he talked to a colleague who is a mountain farmer. The latter had to use vans to deliver his produce to the local people who lived in dispersed and isolated locations. Stanislav thought that this could be an innovative addition to his own activities. So in 2010 with a fellow farmer Jan Miller he started his own mobile shop called *Mléko z farmy* meaning "milk from the farm." Several other farms provided milk to Nemeč's dairy where they bottled fresh milk as well as processing it into cheese. He then sold these products from his 'milk van' directly to the consumers. "More and more people now consider the origin of their products as important, so we promote traditional farming, people know where the product comes from and there is no middle man" - Stanislav Nemeč.



### A growing interest

6 years on, and it is turning out to be a great success. They now offer a wide range of products including ice cream and yoghurt. They have 12 milk vans which drive throughout Bohemia, pulling in at over 1750 stations selling to 15 000 consumers weekly. On their website [www.mlekozfarmy.cz](http://www.mlekozfarmy.cz) customers can look at the milk van routes and time schedules and through a text messaging service, they can be alerted when the van is approaching where they live. In case they forget to check, they won't miss out: a fantastic "moooo" sound blares from the van's loudspeaker announcing its arrival.



### An e-shop

In early June 2016, Stanislav teamed up with 14 local Czech family farmers and producers to increase the business further. They have set up an e-shop *Nakup z farmy* or "Buy from the farm". They guarantee high quality products with respect for both animal and nature. Consumers order fresh dairy, meat, fruit and vegetables directly at [www.nakupzfarmy.cz](http://www.nakupzfarmy.cz) and it is delivered either to their homes or by the milk bus at one of the stations.

### More information

Stanislav Nemeč: [info@farmes.cz](mailto:info@farmes.cz)  
[www.mlekozfarmy.cz](http://www.mlekozfarmy.cz)