

LITHUANIA

Agri-food chain integration & quality

Location
Sūsninkai

Programming period
2014 – 2020

Priority
P3 - Food chain & risk
management

Measure
M04- Investments in
physical assets

Funding (EUR)
Total budget 45 871
EAFRD 12 889
National/Regional 2 275
Private 30 707

Project duration
2016 – 2017

Project promoter
Šaltekšnis dairy company

Contact
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Website
n/a

Rural Development Programme investment support has boosted the productivity and competitiveness of a family dairy business and helped to safeguard more than 60 jobs.

Summary

The Šaltekšnis dairy company is based in Marijampolė county in the village of Sūsninkai. This family business started adding value to its milk in the 1990s. It produces traditional cheeses, cream and yoghurt products that are very popular in Lithuania's domestic market.



Remaining competitive has required the company to stay up-to-date with modern production processes and consumer demands. The RDP investment provided a financial contribution towards the company's costs of purchasing a semi-automatic product filling machine, machinery for bottling milk, a pasteuriser with a specialised production module, and an automated cutter used during the production of high-quality natural yoghurt.

Results

The company now has demand for 11-14 tonnes of milk each day. It adds value to this raw material and provides Lithuanian consumers with a wider range of higher quality, competitively-priced, popular regional food products.

63 jobs from local rural communities throughout the company's supply-chain have been safeguarded thanks to the RDP grant comprising EAFRD and national co-finance.

Lessons & Recommendations

- ❑ Modernisation and innovative thinking have allowed the company to supply their consumer base with more variety in their product range, as well as provide enhanced product quality and better packaging that is more visually attractive, thus fostering more sales and customer recognition/loyalty.

Context

The Šaltekšnis dairy company is based in Marijampolė county in the village of Sūsninkai. This family business started adding value to its milk in the 1990s and has made effective use of EAFRD support during the 2014-2020 and 2007-2013 programming periods to reinforce its competitiveness.

It produces traditional cheeses, cream and yoghurt products that are very popular in Lithuania's domestic market. Remaining competitive has required the company to stay up-to-date with modern production processes and consumer demands.

Objectives

In order to maintain and grow its market share, the company identified modern technology that could help to improve the efficiency and quality of its milk processing facilities in ways that would also facilitate the availability of more variety of locally-sourced food products for Lithuanian consumers.

This investment in new production technologies planned to help safeguard over 60 jobs that are involved in the company's supply-chain.

Activities

The RDP investment provided a financial contribution towards the company's costs of purchasing a semi-automatic product filling machine which improves the efficiency of producing 'sour cream' – a popular and tasty part of Lithuania's traditional diet. This new technology fills, weighs and seals cream containers.

Other new production technology was also part-financed by the RDP grant including machinery for bottling milk, a pasteuriser with a specialised production module, and an automated cutter used during the production of high-quality natural yoghurt.

Main results

The company now has demand for 11-14 tonnes of milk each day. It adds value to this raw material and results provide Lithuanian consumers with a wider range of higher quality, competitively-priced, popular regional food products.

63 jobs from local rural communities throughout the company's supply-chain have been safeguarded thanks to the RDP grant comprising EAFRD and national co-finance.

Key lessons

Modernisation and innovative thinking have allowed the company to: supply their consumer base with more variety in their product range; as well as provide enhanced product quality and better packaging that is more visually attractive, thus fostering more sales and customer recognition/loyalty.



Additional sources of information

n/a