



## Farm cheeses, with Polyfood it's more tasteful

*Costs reduced to a minimum and more profits: thanks to the patented system offered by Inventa, farmers can receive great satisfaction from direct sales right away. The example of the farm cooperative "La Lola" in Borgo Podgora (Lt) by Alessandro Amadei*

“With the price for milk that the industry paid us, we had no alternative: or shorten the production line or close. So we decided to take a risk, opening a company cheese factory and focusing on the production of excellent cheeses from a qualitative perspective. In a short time we were able to improve our position and today we can say that we are very satisfied”.

There are real flashes of pride in Antonella Camusi's eyes, when her thoughts go back to that distant February 2002, when the farm cooperative "La Lola" owned by the Alveti and Camusi families in Borgo Podgora (Lt) went from a purely breeding farm to an all-accomplished reality, capable of offering meat, milk and dairy products directly to consumers.

And today this modern dairy farm with attached cheese factory and company store boasts a series of absolutely enviable records for those who up until a few years ago had never transformed on their own even a liter of milk: the cheeses made at the small cooperative in Lazio were not only able to earn important national recognition (see box), but even to rout industrial rivals. It is not a chance happening that Alveti and Camusi mozzarellas, because of their taste and exceptional genuineness, are being offered in place of other well-known brands in 13 sales locations of one of the big national distributors.

### At the heart of quality

On the other hand, after starting off at a disadvantage (“but only from the point of view of the amount of milk worked with daily”, Antonella explains), today the Alveti and Camusi cheese factory transforms the entire production of the 70 Frisone milking cows bred at the cooperative's dairy farm – normally about twenty quintals [two thousand kilos] per day – in an ample and highly marketable range of cheeses and dairy products. The cheese factory, furnished with CE seal and managed impeccably from a hygienic standpoint, has grown as a result, and today there are 4 outside workers as well as the family help. But the heart of Alveti e Camusi's cheese production is called Polyfood, the multi-cheese producer with mobile and sequential curdling devices patented and marketed by the company Inventa of Modena.

An apparently complex definition for a technology that in the end is quite simple and moreover easy to use: milk to be transformed in different types of cheese is poured in many stainless steel containers of different capacity (from 40 to more than 600 liters) that are rotated to the thermal treatment phase.

This operation is completed by a single machine equipped with SDR (dynamic radial exchanger patented by Inventa), that is able to bring milk (but also fruit, vegetables or other fresh products) to any temperature between 4 and 99° C. The cheese producer just has to punch in the type of transformation on the computerized control panel according to the end product that he wants to obtain, and the machine works in perfect autonomy. Afterwards the only step left is to bottle (if the objective is pasteurized milk) or let the curd cheese age, in the case of cheeses. And in the meantime Polyfood can start another work cycle.

## Concrete advantages

The advantages are obvious: with one machine the breeder is able to produce different types of cheese (but also jams, polenta, sauces and any other good products that can be offered, for example, by a farm business) a good part of the systems normally used in a cheese factory (pasteurizer, multipurpose curdling machine, ricotta maker, yogurt machine, blender, hot water preparer and thermal generator, etc.) are eliminated with significant savings in terms of start-up and operational costs; the space required is kept to a minimum (the machine occupies 1,5 sq meters and 12 sq meters are sufficient for a modern cheese factory), and finally work times are cut by 65%. Maintenance is cut to the bone as well and the cost/benefit ratio is noticeably improved, all to the advantage of business profits. Plus Inventa technical experts, as well as being available to clients for planning the cheese factory and furnishing all the basics in the art of cheese making, are ready to give advice about the best production and marketing strategies.

## The right choices

“The problem – suggests Paolo Alveti – isn’t so much in producing a good cheese, but in finding sales channels and figuring out the right type of cheese for the area in which you operate”. Just a word for the wise...

## Prizes for excellence

Among thousands of references available at the company store of the Alveti e Camusi cheese factory – that run from fresh pasteurized milk to traditional cow's milk string cheeses and fresh and aged cheeses from the South that are hard to find in this area as “craftsmanship” items (squacquerone, tosone, stracchino) – not only the mozzarellas stand out, representing a relevant part of the company's production (from 70-90% according to the season) and that are sold all over Lazio through the sales points of a large distribution chain, but also ricotta, winner of the Roma 2005 prize, and the “cacio del Borgo”, Roma 2006 prize winner in the provoloni category.

Earned recognition for a company that makes quality its strong point. “Our secret? We try to produce milk with good protein and above all fat content, which is very important for getting mozzarella to turn out right – reveals Paolo Alveti - and therefore we pay a lot of attention to the cows' feed as well. Besides silage corn, alfalfa hay, Italian ryegrass and some meal, we are using triticosecale silage as well with good results. But to obtain a quality mozzarella – observes our speaker – it is very important that after milking, the milk is treated with expertise and delicacy”. Objectives that with Polyfood, the Alveti and Camusi cheese factory assures, are very easy to reach.

## Photos

1. Among the strong points of the Alveti e Camusi cheese factory, the vast range of quality products, that go from pasteurized milk to string cheeses, from ricotta to aged cheeses.
2. The Alveti e Camusi company has about seventy lactating Frisone cows, fed so as to obtain good values, but without pushing production excessively
3. The milk containers are subject to heat treatment on rotation. In the pictures, milk is heated by the radial dynamic exchanger patented by Inventa
4. The Alveti e Camusi cheese factory makes use largely of family labour. From left: Maria Teresa Camusi, Anna Rita Alveti and Antonella Camusi
5. With Polyfood the computer manages all phases of milk's heat treatment automatically on the basis of the dairy product that is being produced

