



PRACTICE ABSTRACT NR. 47

**Retro-innovation: Diversification of dairy products in Navarra and the Basque Country**

During last decades the diversity of dairy products has been lost in Navarra and the Basque Country. Most of the farmers have been focused on the production of DO Idiazabal cheese or they have sold the milk, forgetting about old recipes and existing knowledge, while clients have bought other types of cheese from other places. Crisis and unfavourable conditions, increasing demand for other products and search for higher added value are some of the reasons that have led farmers to innovate and reintroduce new dairy products. Examples: <https://izoriabaserria.blogspot.com/>, [www.jauregia.net/](http://www.jauregia.net/). In general, the decision to innovate is a long process that requires an intense evaluation (inversion, changing facilities, new recipes, etc.). Two different phases are identified in the decision-making process. In the first phase, those who support farmers are not necessarily linked to the innovation, and trusted advisors who help them regularly (traditional advisory service) support them in finding solutions to new problems or analysing the feasibility of different options. Associations and Rural Development Agencies are also relevant in this phase. In the second phase, apart from this advice, farmers need specific support regarding the new product and food research and innovation centres are the most important actors. This innovation is linked to family and territory, and, in many cases, it goes hand in hand with the adoption of direct marketing by the farm. The adoption of the innovation entails farmers being able to be more independent, they don't have to abandon rural areas and it can be a new business opportunity for them. However, it also implies a greater workload and investment and having to face complex technical and administrative barriers.

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## ADDITIONAL INFORMATION

<https://www.quesoidiazabal.eus/>



## ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

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All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>