



“
All our
production
is artisanal,
from our
farm’s raw
material”

Menorca
Natural yogurt
Local production
Returnable packaging

Lluriach S. R. M

Five milk and cheese- making generations in Menorca, on the Binisarraiet and Lluriach Nou estates in Es Mercadal. A totally artisan work that Joan and Catalina know well. This year, they have launched a new product from their farms, an artisanal yoghurt in a returnable glass container that is already being distributed in shops on the island.

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Lluriach-Binisarraiet


lluriach



Lluriach S.R.M

Catalina Allés
Joan Marquès
Farmers

1. What values do you start from?

We have been making artisanal cheese all our lives, keeping up with the family tradition and making products from our farm. That's why we wanted to innovate with a new product and that's where the idea of making natural yogurt came from. We immediately thought that as we are artisans, this product had to come out in a returnable glass jar, as it was done in the past.

2. What actions have you taken to achieve these values?

All our production is artisanal and the raw material comes from our farms. We sell directly on the property to individuals and also on order. We also distribute to small shops that sell products from Menorca.

3. What does it mean to apply these actions, what is the return?

It is still a very new product but the reactions are being very good. People respond well to returning the container, although they are no longer used to it because this dynamic had been lost. Those who are buying from us are satisfied they are not generating so much waste and it's good for us to be able to recover the packaging.

4. How do you imagine the future?

I think in Menorca there is more awareness with local products. Before it was foreigners who looked for them, but now there are more and more Menorcans who want them. I think it will be difficult for supermarkets to introduce artisanal products with returnable packaging. Our product will possibly continue to be exclusive to small convenience stores.

Fundació prevenció
residus i consum

Rezero

Rezero is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

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