

# 22 THE “BORDA” HOMESTEAD AND B&B (OLABERRÍA)

Type: Supply chain  
Country: Europe://Spain, The Basque Country



**Why it is a good practice?**  
Borda demonstrates good practice, mainly because of their sustainability and production principles: which do not involve using intensive farming methods and thus contributes to consumers' health and the quality of the product. They also practice and encourage short supply chain through the Co-Op they have formed and the protection of the endangered Pirenaica breed of cattle as a result.

**About**  
Borda is both a bed and breakfast and working farm. Irene and Alberto Irastorza run the business together: Irene manages the accommodation and Alberto the agriculture and livestock. The meat produced on the property is delivered directly to regular customers and also sold through “Lur Lan”, a co-operative association which brings together agricultural and livestock producers from eighteen different farms and includes products such as chillies, pork derivatives, cheeses and legumes. The association has a strong presence on the Internet and uses a direct selling strategy.

**Problem**  
Traditional agriculture and animal husbandry are labour intensive and require constant year round attention- there are no weekends or holidays. New generations no longer wish to assume such onerous responsibilities and the occupation is losing ground.

**Action**  
Irene and Alberto embarked on this direct selling meat marketing system by adapting a marketing and selling system used in the French Basque Region to suit their own area. The idea is that the producer sells his product direct to the consumer. The Irastorzas work from their farm and offer five kilo vacuum packs of meat. They contain eight different cuts or products of first and second quality cuts. The Irastorzas claim their prices are extremely competitive and represent great value for consumers. Packet labelling includes full traceability details and dates.

**Healthy**  
Proven high-quality meat from cattle fed on natural grain without transgenic products or grass.

**Sustainable**  
Production relies on local resources and is environmentally friendly. They have promoted the consumption of local or ‘zero-kilometer’ food and produce. By working this way, it enabled them to keep land in the area in use, thus contributing to the agricultural tourism industry.

**Ethical**  
The produce is sold direct to the public; this ensures the preservation of traditional working methods and promotes the economic development of local rural towns. It also ensures that rural dwellers continue working and making a living. They have made a contribution, towards the preservation of the Pirenaica breed of cattle which is an endangered species.

Follow Borda's story

