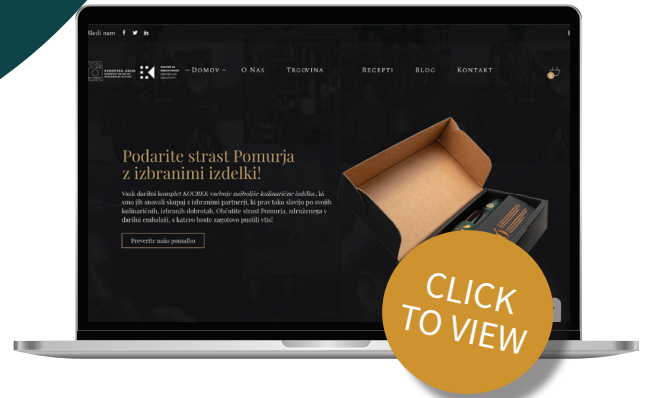


31 KOCBEK: PUMPKIN SEED OIL

Type: Artisan Oil milling and production of local products
Country: Slovenia



Why it is a good practice?
Kocbek is a signature pumpkin oil now sold across the world as a quality artisan product competing against the popular olive oils. It has made a name for itself in the world of gastronomy and is receiving credit for its superior quality. Simultaneously, The Kocbek mill is retaining the traditional craft and keeping the skills alive in the area, thus promoting their culinary heritage. What was a struggling business, is now an asset to the community and a sustainable industry. They have received a certificate of protected geographical indication for their Pumpkin Oil.

About
Alojz Kocbek started working in milling and oil production in 1929. In the heart of Slovenske Gorice, there is an old oil mill, where now, the third generation produces quality pumpkin oil. Alojz and his wife Antonija passed on their knowledge and experience to their son Anton, who in turn passed it on to his son Gorazd. As the third generation, it was only Gorazd who refined the pumpkin seed oil and took it to a world where it is increasingly sought after today. Today, the products of the Kocbek oil mill are recognisable both in Slovenia and globally and enrich the most prestigious dishes for gourmets from Dubai through Japan to America. New products or side products from pumpkin seed and pumpkin seed oil are expanding the story, mission and philosophy of the Kocbek oil mill and the promotion of the region.

Gorazd has avoided the temptation of using cheaper, lower quality and more plentiful pumpkin seeds from China. *“Each drop of Kocbek pumpkin oil is made from selected seeds, grown by local farmers and represents a gift from nature that is contained in bottles without any additives”*

Healthy
Pumpkin seed oil and pumpkin seeds represent one of the key local products in Slovenia with a long tradition. Pumpkin seed oil is used as a natural remedy for the treatment of prostate problems and against intestinal parasites. Pumpkin seeds contain many vitamins such as provitamin A, vitamin B, C and E.

Sustainable
The Organic and local farmers used for the supply of pumpkin seeds to the Kocbek oil mill, follow sustainable production, processing, and distribution of their seeds. Particular attention is paid to integrating natural methods and the circulation of substances in nature. A short supply chain is especially important to the brand. Gorazd is reducing waste by also making new products from the biproducts of the oil mill such as salt with the crushed seed husks, salamis, spreads, and soaps.

Ethical
The company employs people from their home environment. Pumpkin seeds are bought from local organic farmers. The oil mill cultivates the local traditions and craft and still practices the custom of locals hiring an oil mill for a few hours to squeeze pumpkin oil from their seeds. Extracting the oil is also a social event that cultivates a sense of gratitude for nature and social closeness.

Use of technology
Cashless payment is available in their online store. The website is used for online sales and marketing worldwide and it also shares the history of their craft. By good promotion of their products the world is being educated as to the value of quality organic pumpkin oils and its biproducts...Now its price represents its quality. On their website, they also promote the sale of their produce using a range of interesting

Follow Kocbek 1929 story

