



A different view  
on cooperatives



[www.thesgala.gr](http://www.thesgala.gr)

# The Cooperative



Thesgala was established in the year 2011 from a group of milk production farmers and soon it became the first standard productive cooperative of Greece.

Today Thesgala consists of 90 producers who produce about 120 tones of fresh cow milk daily



# Our targets

- Quality insurance to achieve best position in the market
- Placing the product on the market
- Reduction of the production costs through bulk supply of raw materials and encouraging synergies for the primary sector
- Improvement of livestock quality
- Improvement of the administration level of the farms
- Active presence in the distribution network for the consumers

Main target of Thesgala Cooperative is safeguarding farms viability. By cutting out the packaging and middleman costs cooperative managed to provide better product price for the producer and competitive price for the consumer. Producers receives constantly at least 0.02€ higher price than average per liter





# Product and innovation



It was the first time, worldwide that vending machines were providing fresh milk for the consumers at the neighborhoods of Athens, Thessaloniki and Larissa

Every day  
**Fresh,**  
**Pasteurized,**  
**Quality milk,**  
Directly from the producer to the consumer .



# Innovating

63 Outlets in three cities



[www.thes](http://www.thes)



# Innovating

## Administration of the network (Control room)

- ✓ Real time tracking
- ✓ Networking of outlets

- ✓ Real time information of the quantities
- ✓ Logistics and distribution tracking





# Awards



2016: High taste award

Highest price in the 4<sup>th</sup> Dairy Competition from the European Organization for Strategic Planning

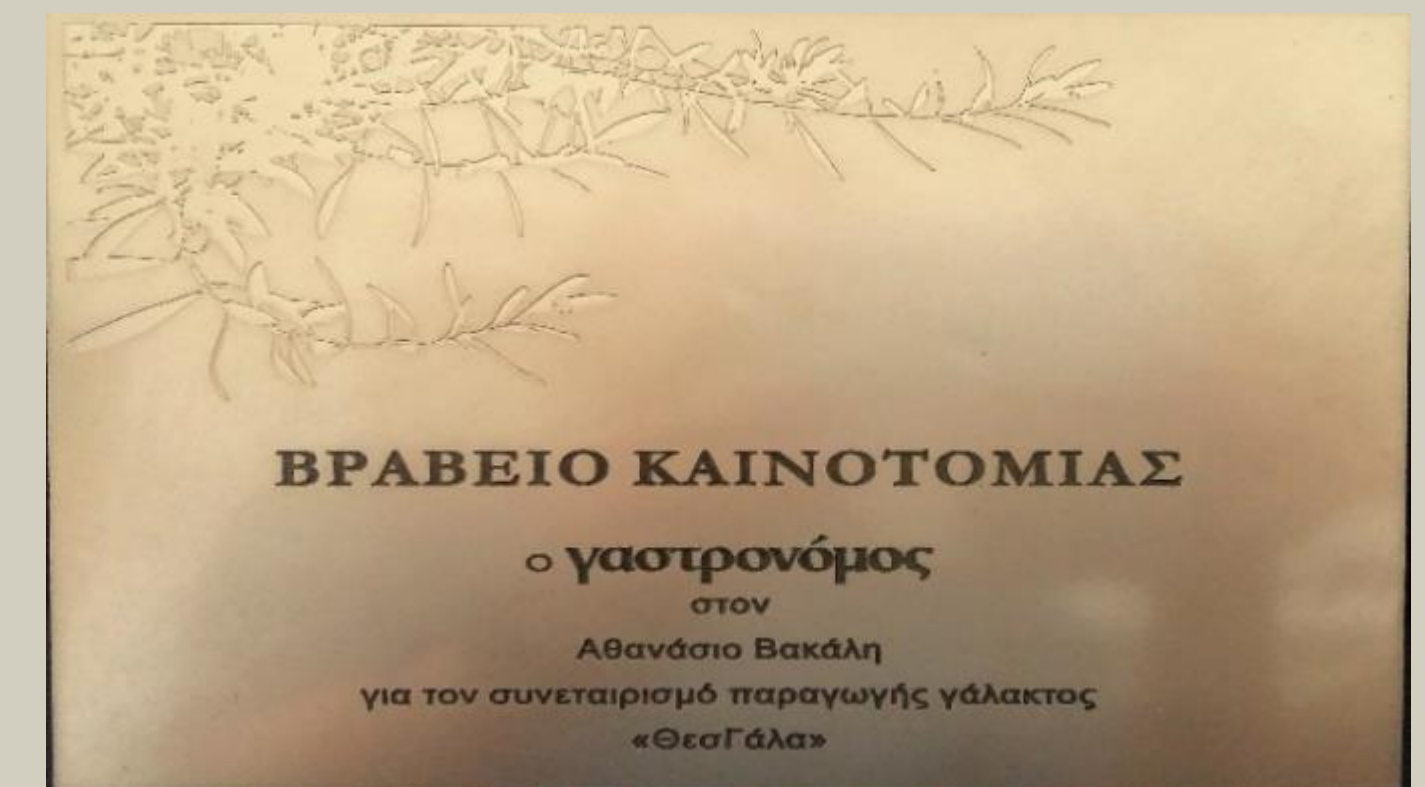


2016: Innovation award on customers experience .  
Greek Customers Service Institute

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2014: Innovation award  
Athens Commercial Chamber



2015: Innovation award  
Gastronomos magazine



# Thesgala plus



The latest concept named “Thesgala plus” is to encourage cooperatives and small producers to sell their products through Thesgala network. Pure, high quality Greek products directly to the consumers.

“Thesgala plus” follows the successful project of Thesgala and becomes the “vehicle” for the primary sector to find a way to the market



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Thank You for Your Attention



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