

CLAL.it

TESEO

teseo.clal.it

**CLAL** provides information and professional training  
thanks to all the **Partners** which support its activity and allow it to thrive:

**Associations, Companies and Consortia**

[View the list  
of CLAL Partners](#)

# CLAL

CLAL Srl is a company focused on the **dairy, agricultural and swine sectors**; CLAL's Team has a specialized and diversified background and its members undergo continuous training.



CLAL's information and educational activity takes place via direct meetings with market operators and through **two websites**: [CLAL.it](https://www.clal.it) and [TESEO](https://www.teseo.it).

# CLAL.it

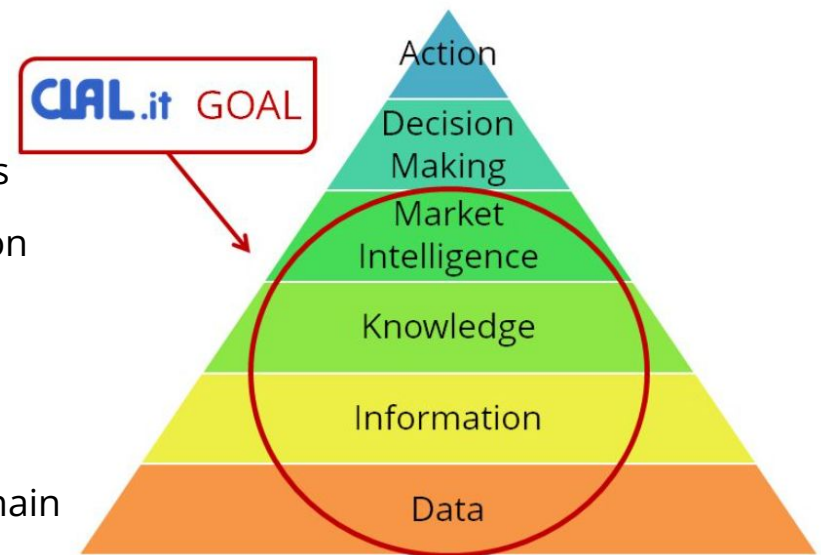
CLAL analyses dairy markets, it interprets their evolution and trends and via the CLAL.it website it makes available **real-time updated data**, news and summaries, thus providing continuous information and education.

## Strong points

- ✓ Analysis of Italian and international market trends
- ✓ Analysis of import and export flows with a focus on the main players

*by means of:*

- ✓ Real-time data update
- ✓ Direct contact with the Operators of the supply chain



# Mixed and global audience

## Web traffic on an yearly basis:

(January 1, 2021 - December 31, 2021; websites: CLAL.it, CLAL News, TESEO and TESEO News; source: Google Analytics)

**2.39 million** page visualizations

**1.04 million** visits (*sessions*)

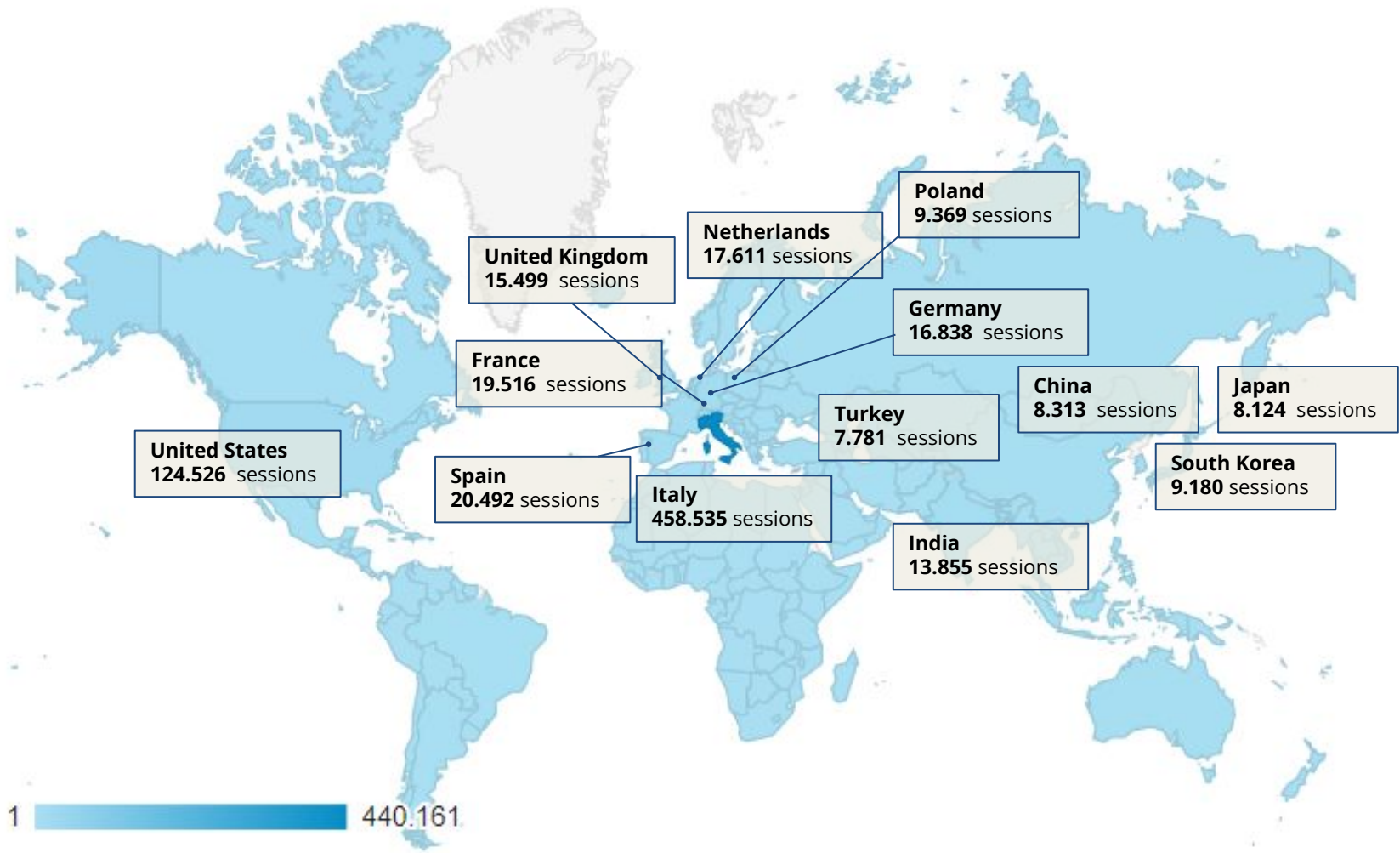
**39,8%** visits from abroad (211 Countries)

more than **10 thousand users registered** to our newsletters

## Recipients of the information:

- Milk producers
- Pig farmers
- Crop farmers
- Economic, Farming Organizations and Trade Unions
- Processing companies
- Product Protection Consortia
- Large-scale Retailers
- Departments of Agriculture
- Media

# Main Countries visiting CLAL.it



January 1, 2021 - December 31, 2021 - sessions (CLAL.it)  
source: Google Analytics

# CLAL News

CLAL News proposes information about the Dairy Market, international trade and product innovation, mainly addressing Market Operators.

Furthermore, CLAL news analyzes the strategies of dairy companies and retailers on the global markets.

Register free of charge to CLAL's information services and keep constantly up-to-date with the latest News and market changes:

[Register](#)

# CLAL News

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## Latest News

### Favorable weather for milk production in Oceania and South America [The Austral - August 2021]

By CLAL Team August 23 2021

The Austral news offers the latest information on the dairy market in Oceania and South America. Oceania: active interest from Northern Asian and African Butter buyers In New Zealand, milk production in July 2021 recorded +6.6% compared to July 2020. So far, the weather has been favorable for pasture growth and cow comfort. Farmers in Australia also have relatively good weather, reasonable input costs, and favorable opening milk prices. New Zealand company Happy Cow Milk has built a platform that ...  
[Read more >](#)

### Agricultural Market: Corn, Soy, Wheat and Sunflower Seeds [July 2021 VIDEO]

By CLAL Team July 29 2021

The videonews "Agricultural Market" offers a selection of recent information on agricultural commodities used for livestock feeding. Severe climatic events ...  
[Read more >](#)

### The new production season for Oceania has begun [The Austral - July 2021]

By CLAL Team July 15 2021

The Austral news offers the latest information on the dairy market in Oceania and South America. Oceania: agreement to phase ...  
[Read more >](#)

### Fonterra sets opening 2021/22 forecast Farmgate Milk Price [The Austral - June 2021]

By CLAL Team June 17 2021

The Austral news offers the latest information on the dairy market in Oceania and South America. Oceania: increase in exports of Fresh Cheeses ...  
[Read more >](#)



**Leo Bertozzi**

Agronomist, expertise in food management, quality production and dairy knowledge.



**CLAL.it Team**

The CLAL.it team is composed of young people who, with the help of Computer Science, study the dairy market and develop tools to provide the Operators of the dairy sector with a comprehensive real-time view of the Italian and international market trends.

# CLAL.it Premium Services:

Within the Members-only Area of the website CLAL.it offers premium information services, such as:

## Dairy World Trade

In this area you can find a summary of the **Import/Export** trade flows of Cheese, Butter and Anhydrous Butter, Milk Powders, Whey and WPC, Condensed Milk, Packaged and Bulk Milk, Lactose, Casein and Caseinates among the key World Players by different Geographical Area.

## Slideshow

CLAL.it facilitates functional market analysis by means of its *Slideshow*: slide presentations containing data updated in real-time; the slides can be used for personal presentations.

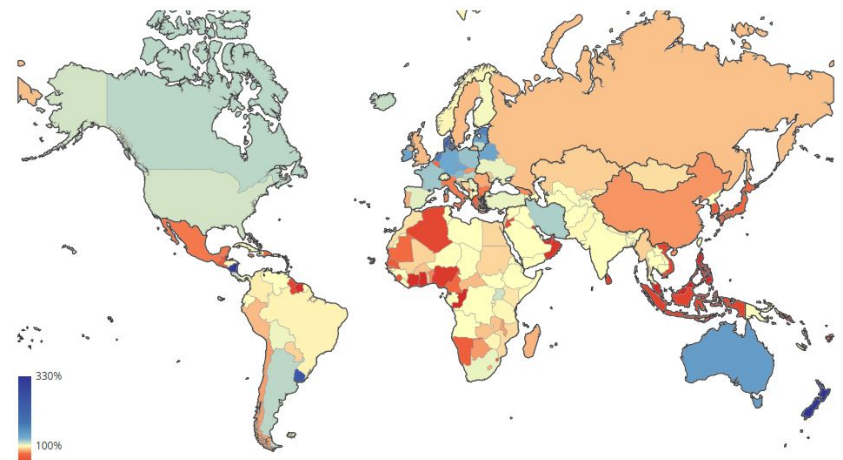
## Forecast

CLAL makes production, export and price forecasts for some dairy product.

## Milk Atlas

**Milk self-sufficiency rates** and other key information displayed within interactive charts and maps, broken down by geographical area and by individual Country.

The information is completed by a snapshot of the world's **livestock population**: data on cow, buffalo, goat, sheep and camel milk production with the number of dairy animals present.





# CLAL.it also contains:

## Market News

Real-time price and production variations of numerous dairy products in Italy, Europe and the World.

## Global Snapshot

A balance sheet snapshot of SMP, WMP, Butter, Cheese and in Milk Equivalent (ME) for the key World Players. The Global Snapshot is completed by a chart with the latest quotations in the United States, Oceania, the EU and at the *Global Dairy Trade* auction.

## Real-time Price Focus

Real-time updated summary of the quotations of some key products, with trend and short-term variations.

## World Supply and Demand

Data on milk and milk derivatives, exports and stocks of SMP, WMP, Butter, Cheese and Whey powder.

## Dairy Market Alert

The most recent and significant market variations having an impact on global market trends, with a focus on the trade flows of Cheese, Butter, Powders and Packaged Milk among the key world Players.

## CLAL Lens

A focus supported by data on current topics of particular relevance to the market.

## Country Analysis

A 5-year market overview of the key World Countries, of all EU Countries and of the most productive Italian Regions.

## Payout

Interactive tools that allow to simulate the value of milk starting from market prices of milk derivatives and of processing costs.



Dedicated to the world of agriculture

TESEO is the **CLAL website** at the service of the agricultural sector.

The site was created in 2015 to provide **data** and other information of interest to **dairy and crop farmers**.

TESEO is an autonomous web portal and new content is continuously being added to the website.

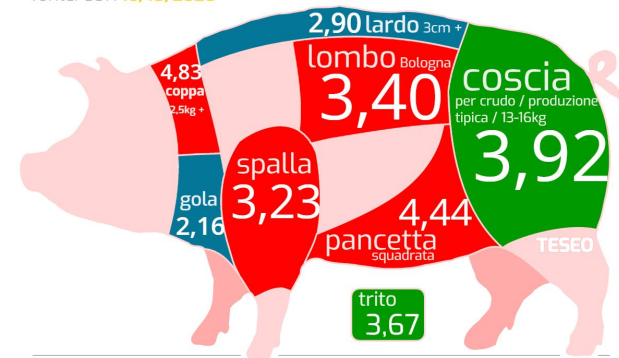
## New sectors

New sectors have been added to the ones of dairy farming and of raw materials for cattle feed, such as **plant-based beverages** and the area dedicated to the Swine industry, which will soon be available in English.



### Suini: prezzi dei tagli freschi €/kg

fonte: CUN 16/10/2020



# TESEO.cla.it

## Towards sustainable agriculture

From the start TESEO has focused on sustainable agriculture, providing online information and organizing **meetings of the entire dairy and pork supply chain** - including large-scale retailers - with the common goal of **cultivating the wellbeing of nature and of mankind**.

### **Agricultural Market Feed**

Animal feed and fertilizer prices, updated in real time.

### **Agricultural Products**

Market prices and forecasts on the production, use and trade of corn, soy, wheat, hay, sorghum and sunflower, presented with dedicated Balance sheet and Slideshow.

### **World Swine sector balance sheet**

The extent of pig farming and of the pork meat market in the World, split by geographical area and by Country.

### **Farm System**

Dairy farm performance and competitiveness.

### **Simulated Feed Ration**

Economic analysis of the dairy cow feed ration composition in Italy.

### **EU Dairy farms**

Milk production, production per cow, number of cows and number of dairy farms in the European Union.

### **Cows slaughtered in the EU**

Monthly data on slaughtering in individual EU countries.

### **USA Dairy farms**

Costs and revenues of USA Dairy Farmers.

### **Trade of Live Cattle and of Plant-based Beverages**

Data on the international trade of live cattle and of plant-based beverages.

# Visibility

## CLAL FocusOn

**FocusOn** is found on the [English](#) and [Italian](#) CLAL.it Homepage, which is in fact the most visited page of the website. It is a **showcase** for new products, initiatives and services of the sector and is **addressed to users from all over the world**.

The Industry can present its innovations with guaranteed visibility to a **targeted audience**.

By clicking on the products, presented in random order, the users can access a **product sheet** containing information on the specific product and on the company that produces it, including a photo and video gallery.

Using a special form **users can contact the companies directly**, for example to ask where the product can be purchased.

**CLAL focus on: Burro delle Alpi - Butter of the Alps**



**Name:**  
**Burro delle Alpi - Butter of the Alps**

**Company:** Brazzale S.p.A.  
**Base:** Zanè (VI), Italy  
**Establishment year:** 1837  
**Market:** 54+ countries over the world

**Products:** butter, cheese, meat

Brazzale S.p.A., family business operating from 1837 between the Veneto plain and Asiago tableland, registered address in Zanè (Vicenza), has reached a **leading position in Italy in the market of packed butter**, both with its brand "Burro delle Alpi" and third's ones.

enter >

### Burro delle Alpi



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**Brazzale S.p.A.**

**Product info** [Burro delle Alpi - Butter of the Alps](#)

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#### Product Details of Butter "Burro delle Alpi" unsalted butter

**Ingredients:** cream and butter collected from the better dairy company located in the Grana Padano and Parmigiano Reggiano regions.

**Packaging:** 125-250-500-1000g and hotel portions 8-10g 5-10-25 kg

**Shelf life:** 120 days

#### Product Details of Sweet Cream Butter "Paesanelle" 1<sup>st</sup> Class Butter



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**Website:** [www.brazzale.com/en](http://www.brazzale.com/en)

Brazzale family works in the world of milk, for certain, **from the end of XVIII Century** and it is the oldest Italian business enterprise in its sector, in continuous activity **from eight generations** till now. The continuous research of the best combination of quality, convenience and genuineness of its products, led now the Group to the leadership of this branch with four DOP cheeses and six different brands: Alpiatte, Burro delle Alpi, Verena, Zogi, Gran Moravia and "Ouro Branco Silvopastoril".

The Group wants to offer an additional quality to its products without modifying their convenience: **the creation of eco-sustainable supply chains** in order to

# Visibility

## CLAL ForTech and TESEO ForTech

ForTech is a showcase for **Technology** that can make a contribution in terms of **Innovation**.

Present in both the English and Italian versions of CLAL.it and within the TESEO Homepage, ForTech is addressed to a targeted audience, such as Processing Companies, Dairy and Crop Farmers.

### CLAL for Tech

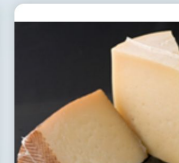
Clal opens up a showcase for innovative technological products. Each product is linked with a technical sheet and a Company profile.



**ULTRASIL™**  
MembraneCARE  
Program  
ECOLAB



**Cylindrical  
coagulators**  
CF  
GEA-CMT



**CHEESE & DAIRY  
Packaging**  
Food Care  
SEALED AIR



**DANISCO.**  
**Solutions for the  
Dairy industry**  
Food and Beverage  
DuPont



**Technological  
solutions for the  
dairy production  
chain**  
Fluence Italy S.r.l.

### TDM Afilab - Real-time Milk Analysis



Company  
**TDM Total Dairy Management**

Product info  
[Afilab](#)

Afilab is a real-time measuring device for dairy cows designed to measure milk components. The device is installed in the milking parlor, between the milk meter and the milk collection line. The outstanding benefit of Afilab's technology is that the device is in-line, in direct communication with the dairy's computer - measuring is continuous throughout the milking session - data is collected for every cow at each milking.

#### Benefits

**Genetics Management:** Improves the milk value potential of the herd

**Animal Health:** Indicates metabolic problems such as Ketosis

**Feeding:** Early detection of SARA (Sub-Acute Ruminant Acidosis) provides the farmer with vital feedback on feeding strategy and feed quality

**Milk:** Enables separation of high protein milk during milking providing premium milk value to creameries



Name: **TDM**  
Base: **San Paolo (BS), Italy**

Website: [www.tdm.it/eng](http://www.tdm.it/eng)

Presence: **9 countries**  
Employees: **43**

Products:  
**Milking systems**  
**Milk analysis**  
**Milk cooling and storage systems**  
**Pasteurizer**

TDM is a young and dynamic company that stands out in the Italian zootechnical market for its successful Afimilk dairy management systems. Breeders who use such systems are properly trained so that they can use their whole potentiality.

Thanks to this type of approach based on

# Meetings with the Operators of the Supply Chain





[www.clal.it/en](http://www.clal.it/en)



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