Discover a DIFFERENT Gouda

Landana

JERSEY GOUDA

DIFFERENT cow, DIFFERENT milk, BETTER Gouda!

DIFFERENT cow

DIFFERENT milk
BETTER Gouda!

Unique and DIFFERENT features of the Jersey cow

DIFFERENT breed

unique historic purebred cattle

DIFFERENT nature

docile, curious and a little stubborn

More sustainable

30% less feed and 30% less manure

DIFFERENT appearance

small, light brown in color with a white muzzle

DIFFERENT menu

carefully balanced diet

Small population

<0,5% of all cows in the Netherlands

Unique

unique cattle in the Netherlands

Origins

the breed originates from Jersey, one of the British Channel Islands

Purebred Dutch Jersey cows

Landana Jersey Gouda comes from 100% purebred Dutch Jersey cows. The Jersey cow is one of the oldest cattle breeds in the world. They are cute, very good-natured and even their milk is DIFFERENT: Jersey milk is a naturally rich source of vitamins and minerals, plus it is much creamier than other types of cow's milk. Besides that, Jersey cows are better for the environment because they eat 30% less than other cows, resulting in 30% less manure.

DIFFERENT cow
DIFFERENT milk
BETTER Gouda!

100% pure Jersey milk

Landana Jersey Gouda is made from pure, natural, top-quality ingredients with no artificial additives, including 100% whole milk obtained from Dutch Jersey cows.

The milk from the docile, fawn-colored Dutch Jersey cows is very special because it is a naturally rich source of vitamins, minerals and proteins.

The 100% pure Jersey milk is not skimmed, and you can taste the DIFFERENCE - both in the whole milk itself and in the creamy Landana Jersey Gouda that is produced from it.

Unique and DIFFERENT features of Jersey milk

DIFFERENT
nutrients

a naturally rich source of vitamins and minerals

More
protein

naturally higher in protein

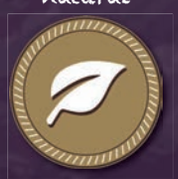
Extra
creamy

unskimmed milk results in extra creaminess

DIFFERENT
flavor

unique taste: full and extra creamy

100%
natural



no added aromas, colorings or flavorings

100%
pure

100% pure, whole Jersey milk

DIFFERENT cow
DIFFERENT milk
BETTER Gouda!

Landana Jersey Gouda is made from 100% whole milk obtained from Dutch Jersey cows. The milk from these docile, fawn-colored Dutch Jersey cows is very special.

The whole milk from the Jersey cow is not skimmed first, so in effect it goes straight from the cow into the cheese. This gives Landana Jersey Gouda a completely DIFFERENT unique taste: full, rich and extra creamy.

In line with Dutch traditions, the cheese is left to ripen on wooden shelves. Depending on the length of the ripening process, this results in the following types of unique Gouda: MILD and MATURE.

Unique and DIFFERENT features of Jersey Gouda

DIFFERENT flavor

unique taste: full and extra creamy

100% pure

100% pure Jersey milk

Gouda

real Dutch Gouda

No E numbers

no artificial flavorings, colorings or preservatives

Natural

100% natural

100% Dutch

produced exclusively in the Netherlands

Vegetarian

microbial rennet makes it suitable for vegetarians

Extra creamy

unskimmed milk results in extra creaminess

Traditional ripening process

ripened naturally on wooden shelves

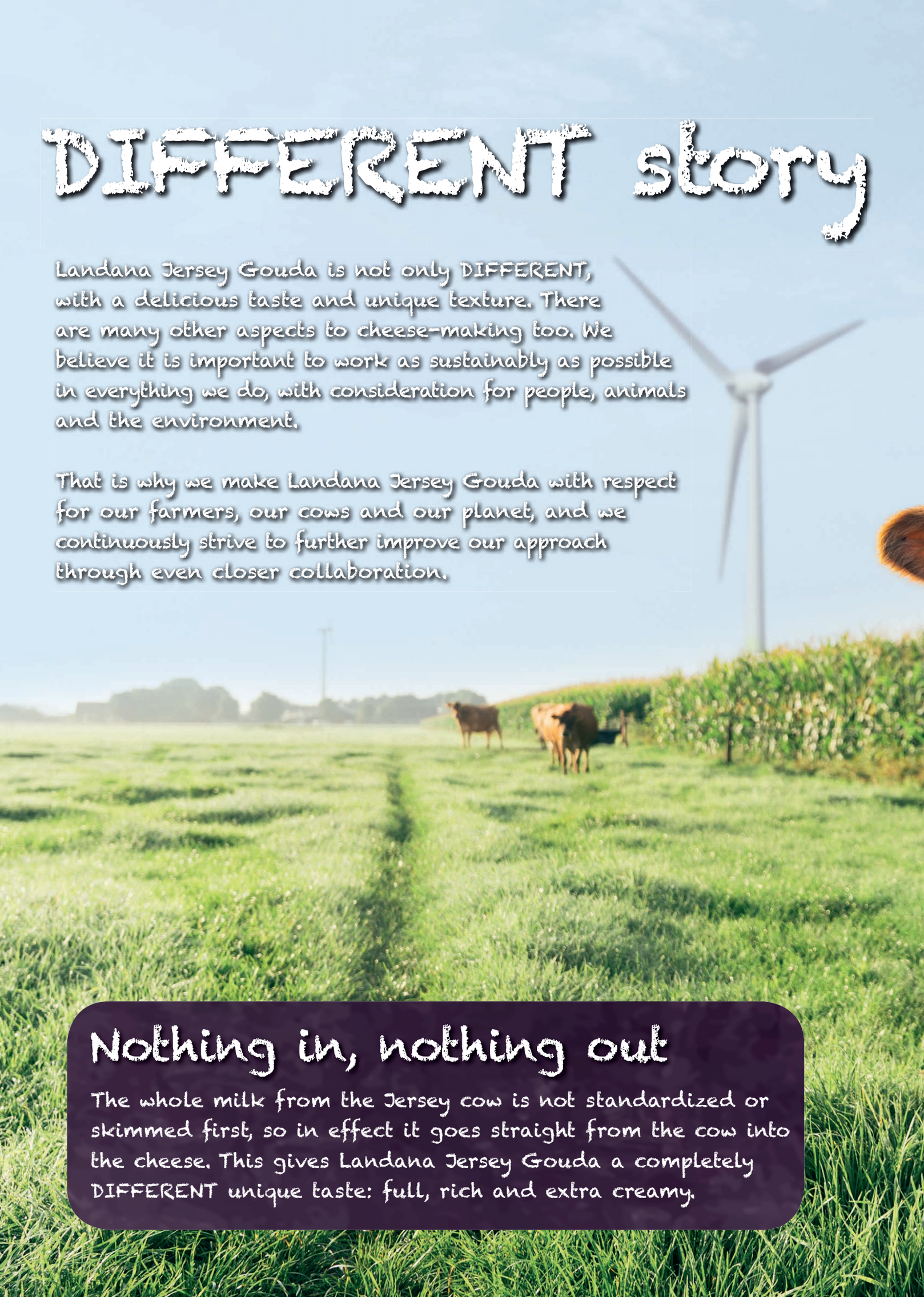
Authentically produced cheese

made in line with authentic Dutch cheese-making traditions

DIFFERENT story

Landana Jersey Gouda is not only DIFFERENT, with a delicious taste and unique texture. There are many other aspects to cheese-making too. We believe it is important to work as sustainably as possible in everything we do, with consideration for people, animals and the environment.

That is why we make Landana Jersey Gouda with respect for our farmers, our cows and our planet, and we continuously strive to further improve our approach through even closer collaboration.



Nothing in, nothing out

The whole milk from the Jersey cow is not standardized or skimmed first, so in effect it goes straight from the cow into the cheese. This gives Landana Jersey Gouda a completely DIFFERENT unique taste: full, rich and extra creamy.

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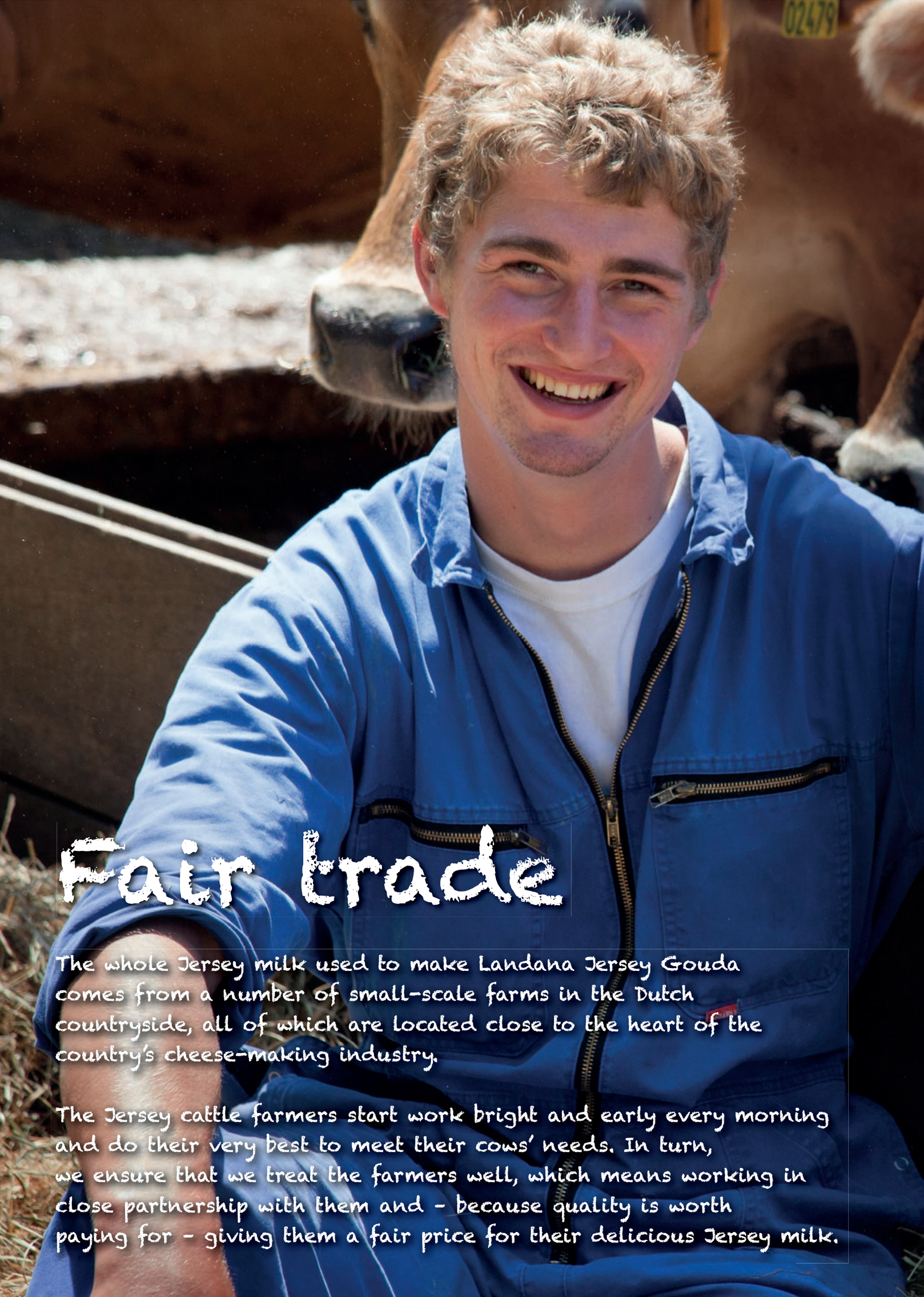

Fair trade

The whole Jersey milk used to make Landana Jersey Gouda comes from a number of small-scale farms in the Dutch countryside, all of which are located close to the heart of the country's cheese-making industry.

The Jersey cattle farmers start work bright and early every morning and do their very best to meet their cows' needs. In turn, we ensure that we treat the farmers well, which means working in close partnership with them and – because quality is worth paying for – giving them a fair price for their delicious Jersey milk.

Cow welfare

It is very important to us that the cattle involved in the production of Landana Jersey Gouda are healthy, so only the best is good enough for our Jersey cows.

They are fed a nutritious, carefully balanced diet every day, and in between grazing and milking times they can lie down on the soft mattresses in the stalls and even enjoy a massage with the special brushes that many farmers provide for them.

As a result, the Jersey cows not only produce top-quality Jersey milk, but are also fitter, more content and live longer. That tastes better and DIFFERENT!

DIFFERENT menu

balanced feed program

Mattresses

soft mattresses for cows to lie on in the stalls

Massage brushes

special massage brushes for the cows

Spacious

plenty of room for the cows to move around

Environmentally

We aim to minimize our environmental impact during the production of Landana Jersey Gouda. The Jersey cow is a very sustainable breed by definition, and on top of that the manure from our cows is converted into energy.

Even our cheese production facility is designed to be as sustainable and energy neutral as possible, with the Gouda being produced using energy collected by solar panels on the roof, for example, and raw materials being reused wherever possible.

friendly

Small ecological footprint

the Jersey cow is sustainable thanks to its small ecological footprint

Small eater

the Jersey cow eats less

Less manure

the Jersey cow produces 30% less manure

Manure fermentation

the majority of the manure is fermented and converted into electricity

Reuse of raw materials

the cheese-making facility reuses water, by-products and waste

Sustainable energy

solar panels are installed on the roof of the cheese-making facility

JERSEY facts

FEATURES	JERSEY
Milk production	Approx. 6.500 liters of milk per year, per cow total: 26.000.000 liter
Number of cows	Approx. 4.000 cows in Holland
Breed	Pure-bred from the Jersey Island
Fat	6.5 g / liter
Milk type	Mainly A2/A2-milk
Taste	Jersey milk has a higher fat percentage than regular milk, so the cheese is
Weight & shoulder height	400-450 kg / 120 cm
Character	A little bit cheeky, curious, assertive, calm
Feed	Jersey cows eat 30% less feed than Holstein Friesian cows
Manure production	Jersey cows produce 30% less manure than Holstein Friesian cows
Milk used for cheese	100% Jersey milk
Vegetarian rennet	Yes
Artificial flavors, colorings, preservatives	No
Natamycin on cheese rind	No

HOLSTEIN FRIESIAN

	Approx. 9.500 liters of milk per year, per cow total: 7.300.000.000 liter
	Approx. 770.000 cows in Holland
	Crossbred of multiple breeds from Holland
	3.5 g / liter
	Primarily A1/A1-milk or A1/A2-milk
fuller and creamier in taste	
	600 kg / 140 cm
	Tame
	Mixed milk
	Not standard
	Primarily
	Primarily

DIFFERENT assort

Jersey Gouda MILD
Landana Holland Jersey Gouda MILD has a mild, full creamy taste and is naturally ripened on wooden shelves for approx. 8-10 weeks.
50% fat i.d.m., approx. 11.5 kg wheel.

Jersey Gouda MATURE
Landana Holland Jersey Gouda MATURE has a unique, full-bodied, characteristic taste and is naturally ripened for 16-20 weeks to perfection.
50% fat i.d.m., approx. 11.5 kg wheel.

1/1 cheese wheel for approx. 12 kg
or 1/2 cheese wheel for approx. 6 kg

ment

Wedge 250 g

Sliced in 150-200 g packs

Promotion material

Balloon

Market stall

Apron

Cocktail stick

Dummy

In-store promotions

Landana

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www.landanajersey.com
www.landanacheese.com

RICH PROTEIN · PROTEIN · PROTEIN
ECO FRIENDLY
JERSEY PURE MILK
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ALL NATURAL

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