



THE INNOVATION JOURNEY

Ganaderia Naroy is a cheese factory co-owned and managed by two young twin sisters who are farmers and entrepreneurs. They combine innovation with traditional systems, personifying the generational change in the subsector, the passion for work and the future of women in the primary sector.

They currently own around 400 goats and sheep, from which they obtain the raw milk that they use to produce artisanal cheeses that mature in a natural cave.

The whole process takes place in the heart of the island of Gran Canaria, in Tejeda, awarded as one of the most beautiful villages in Spain. The cheeses are handmade with raw goat's and sheep's milk from their own farm, matured in a natural cave.



THE INNOVATION IMPACT

The twins gained the Honorary Distinction for Gran Canaria. In fact,

Beatriz and Natalia Mayor Monzón were among the 8 women candidates for the Rural Canarian Women of the Year Award, in 2017. As the business is centered on a local business this has helped them to get known through the island and to encourage people to pursue a more ecological and sustainable way of eating.

Ganadería Naroy has managed to take the traditional generational change of the cheese factory. Moreover, the two sisters were able to increment their sales and expand their business model.

They are part of "Quesos Artesanos de Gran Canaria". This collaboration has been of extreme usefulness for them to be known on the island and to network with other farmers.

USEFUL LINKS

<https://m.facebook.com/p/Ganader%C3%A1-Naroy-100057584734339/>;

<https://www.instagram.com/ganaderianaroy/>
www.ganaderianaroy.com