



## THE INNOVATION JOURNEY

La Caperuza is an initiative led by two women -Laura and Conchi- in Bustarviejo, Madrid, Spain. Their project integrates extensive or grazing livestock farming with artisanal cheese and yoghurt production, employing a modern, professional, and innovative approach that prioritises economic sustainability, animal welfare, and environmental stewardship.



Since 2019, they have managed a herd comprising 170 dairy goats and 60 Serrana cows that graze daily in the Bustarviejo Valley. Their farm spans over 200 hectares of oak and scrubland, part of the Natura 2000 Network, where they practice regenerative grazing management. Moreover, they have overseen firebreak management exceeding 30 hectares solely through their animals' grazing, contributing significantly to forest fire prevention. La

Caperuza's accolades include the 2022 Excellence Award for Rural Women.

## THE INNOVATION IMPACT

La Caperuza is a shining example of blending economic viability with sustainable principles, prioritising animal welfare and environmental conservation. By embracing circular economy concepts and utilising advanced technologies like GPS-guided herd management, the project achieves a harmonious balance between profitability and ecological stewardship. Their dedication to natural parasite control methods and educational tours not only ensures livestock health but also fosters community engagement and awareness about rural life and sustainability. La Caperuza plays a pivotal role in fostering a vibrant and sustainable rural ecosystem.



## USEFUL LINKS

<https://lacaperuza.com/>