

Prof. Michele Faccia  
Food Science and Technology  
Università degli studi di Bari  
Delegate ONAF-Puglia  
Via Largo IV novembre, 70020 Bitritto (BA)

BRIEF APPRECIATION OF THE HIGHLY DISTINCTIVE MILK PRODUCTION AT THE  
“LA FIORIDA” COMPANY

The milk produced from the dairy cattle at the “La Fiorida” farm complex represents the very highest salutary quality and is decidedly rich on all given structural levels. The fat and protein content is quite exceptional, and the medium ratio between its two components is equal to 1,16, a measure rarely found in cow’s milk. It is this perspective, a compositional profile far superior to the minimum required for “High Quality” milk, which guarantees it being highly nutritious: if consumed in integral form it boasts an average energy value equal to 72 kcal/100 g (around 10% more than that found in “High Quality” milk). If we then consider the skimmed variety, the protein value reaches levels which are almost impossible to find on the market (close to 40 g/Litre, like that of particularly fortified milks). From a purely sensory point of view, the particularly high fat/protein ratio results in a highly satisfactory “tactile” sensation, appreciated in the mouth as an enveloping smoothness. When used for a cappuccino, the sensation of soft/smoothness intensifies, reaching optimum levels, creating a genuine perception of creaminess. In terms of aroma, the olfactory intensity is marked and unmistakably “rustic”: there are hints of hay and fresh butter, with subtle animal nuances. The taste is sweet with a lingering aftertaste which fully confirms the aromatic olfactory sensations. There are no suggestions of fermentation whatsoever, paying huge compliments to the optimum sanitary standards. If we consider the purely technological aspect, we note a milk which is decidedly disposed to further transformation into dairy produce, particularly the production of highly structured cheeses, full of rich flavours. The “texture” is destined never to disappoint thanks to the healthy presence of casein, whilst the taste (in the senses of both smell and flavour) will always be superbly intense, characteristic and individual, even in young cheeses. It is a milk which, appropriately and judiciously worked, becomes hugely versatile to a dairy, and gives enormous satisfaction in terms of the quality of the finished product.