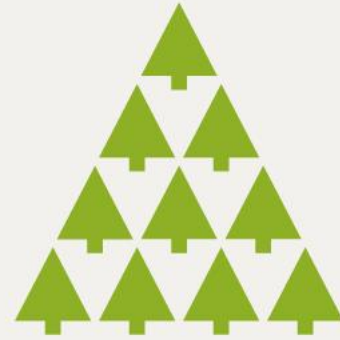


# XIII European Mountain Convention

Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia

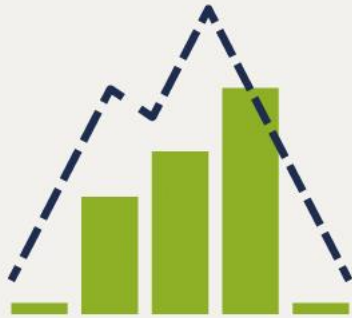


## Isabel Guasch Prats

Co-founder, processor, distributor,  
accountant, marketig and more

## Làctics l'Esquella

What makes mountain communities  
tick? Is it only about access to  
services?



isabel@lesquella.cat

# Nice to meet you! Who am I?

- Born in a city / Linked to rural world
- Moved to a bigger city to study → Veterinary Medicine
- Work experience:

IRTA

Veterinària Cerdanya Alt Urgell

Blanca from the Pyrenees (Red Unit)

Làctics L'Esquella



Why our own project?

- 1) Personal objectives: values, nature, security, rhythm, family conciliation
- 2) Community objectives: territorial identity, preservation, contribution



# What is l'Esquella?



logurt Natural



logurt amb Mel



logurt amb Nabius



logurt amb Poma i Alfàbrega



Llet fresca pasteuritzada



Mató



Filada



## Local product



## Environmental coherence

## Social relations



# Developing projects in mountain areas

Advantages	Disadvantages
Slower work-rhythm* Security Social relations Social economy Context	Products and services adapted to local demand Reduced public Distance (education, business)

Key factors
Access to house Previous living-working experience in the zone Flexibility Family economic security Economic governmental support





Pas dels Gosolans, Serralada del Cadí (Catalunya)



Sierra de Albarracín (Teruel)

- Access to services (health, school)
- Population density and average age
- Job opportunities
- Transport options
- Tourism\*
- Governmental support



Gràcies  
Gracias  
Thank you  
Merci

