



## OUR SUSTAINABLE AND RESPONSIBLE PROGRAMS

# Lufra is making steps for a better future!

Presented by:  
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# Message from the President

Our vision is to make ‘Made in Albania’ products desired and trusted all over the world!

We strongly believe in our vision and values. Every link in our business protects ethical principles, trust, and transparency. It is on these principles that our social responsibility programs are built. Keeping promises is an element that differentiates us in the market, we never break our word!

**Mr. Arben Ndreka**





To the core

# Of our Values

At Lufra, we work for a better future for the entire community and generations to come. For this reason we have designed a program for social responsibility and to protect the environment.



## Every day of ours is an effort to give the best to our customers and community

From education programs to farmer support, waste reduction and more you can follow on the next slides.

One of the pillars of our company is farmers and our social responsibility starts from the farm. As you know, the demand for high standards of raw material (milk) towards farmers is consistent and is increasing. In addition we want the farms to work in harmony with the environment and the surrounding communities.



# Program Cow Care

This program is supported by various training on the composition of cow food, their hygiene, and maintaining the right temperature in the cowshed throughout the year.

Our farmers have undergone various training to develop their skills in this regard and have been instructed to apply the knowledge in practice.

In addition to the training, we have dedicated staff members such as veterinarians who care for the health of cows and give advice to farmers.

# Tetra Program



Product packaging plays a major role in keeping our products safe, preventing food waste and environmental harm.

The packaging of some of the 'Lufra' products, requires less energy in production.

That is why "Lufra" works with "Tetrapack" for cardboard packaging, which are the most hygienic on the planet!



# Optimal Production Program

In our work, we try our best to optimize production processes by automating all processes through modern technologies. This has also led to a reduction in the amount of waste, which would be very high if the processes were all carried out by the labor force and not by the machines. From 2012 to 2021 we have reduced waste emissions by 30%.



# We listen!

All packages of "Lufra" products are also part of this program. A quality packaging is essential for maintaining the freshness and longevity of the product in the refrigerator. Our products are very easy to use and the quantity of product the package contains is determined by the customer.

Yes, our consumers determine what is the amount in liters or grams they want to consume. "Lufra" has conducted many market studies and translated the voice of consumers into the product.

In the case of Fresh Milk "Lufra" has seen that consumers want the 1.4L format but there are also consumers who want 1L. To eliminate the food waste, "Lufra" has introduced to the market the 1L format of milk.

# Education is key Program

We educate consumers about the use of dairy products and not to waste food.



Through this program, we encourage consumers to use the products in the most responsible way possible, without wasting food.  
We are aware of the challenges of many families to provide daily food.





# Mother Nature Program

Grateful to  
mother nature!

In "Lufra" we believe that the relationship with nature is symbiotic and we are very grateful for what it offers us.

Nature is the genesis of product production, water production, recycling, and life.

It is in our ambitions to show everyone that the farming profession is wonderful and that future generation should cultivate it with love.

Also, our water treatment technology at the factory is very ecological. Our biomass boilers reduce soil and air pollution to a minimum.

# In nutrients we trust Program

The nutritional values of our products are irreplaceable

None of our products contains added sugar. Our products are very healthy and can be used by the whole family.

For consumers who do not want to consume fat, Lufra has also brought products with 0.5% fat like Yogurt and Milk!

Lufra products do not contain preservatives, food additives, or colorants, they are 100% natural.



# Supporting the Community Program

"Lufra" has given a great contribution to the employment of residents of the community near the factory, but also of employees throughout Albania.

But not only, for years we cooperate with Albanian suppliers and companies for the necessary materials and invest in cooperation with them. "Lufra" has helped families in need, providing them food and financial assistance, in cooperation with charity organizations in Albania.

Gender equality and support for the family is one of the projects in which "Lufra" is working with UNFPA.

The health and safety of employees in our company is a priority, for this reason in addition to training we have provided safe and friendly working environments.





# IMPACTING PEOPLE'S LIVES!

For "Tradita" products produced by "Lufra", 5 lekë of each product sold, goes to the Foundation "Blegtoria dhe Bujqësia Shqiptare" to help the farmers. This is a foundation created by the founders of the company "Lufra" to support the farmers.



"We have realized that there must be a close and sincere relationship between us and the farmers, to support, promote and develop the technology of the agricultural sector.

"Our farmers are very proud to see Lufra products being exported overseas to the United States." - says Mr. Luis Ndreka, CEO of "Lufra".



# Visit us Program

We support education and transparency, which is why we constantly invite educational institutions, collaborators and interest groups to visit the factory premises.

Also consumers have no obstacle to visit the farms we cooperate with and see where the milk we use for the production of dairy products comes from.



