



A history of success

Timescale: from the past... to today

1962 Beginning of success

In 1962, ten representatives of various dairies in the Vinschgau Valley formed the United Vinschgau Valley Dairies (VSV). The VSV had two objectives: firstly, that the existing Vinschgau pasteurization centre in Bolzano should be used to process the VSV's fresh milk. Secondly, it wanted to construct another processing plant in Spondinig.

These 10 people were courageous visionaries at that time. Nobody would have foreseen that it would become the largest milk processing operation in South Tyrol.

1963 Creating the brand name

The association's popularity was phenomenal: it grew to encompass 30 members in its first year. In 1963, the name "Mila" was introduced, a term that combines the first letters of "Milch" and "latte", the German and Italian words for "milk".

1974 Start of plant construction in Bolzano-Campiglio

1977 New products

The first Mila yoghurt was bottled. It then added fresh milk, fresh cream, butter and cottage cheese to its product line.

1997 Working together and pooling expertise

In 1997, several cooperatives merged to form "Milkon Alto Adige", the forerunner of the company Latte Montagna Alto Adige as it stands today. The parent cooperative comprised three subsidiary cooperatives:

- Mila Soc. Agr. Coop.
- Centro Latte Brunico Soc. Agr. Coop. (Senni)
- Latteria Burgusio

2013 Values and responsibilities

On 1st January 2013, the two subsidiary cooperatives Mila and Senni merged to become "Latte Montagna Alto Adige", a forward-thinking company with 2,600 members that produces approximately 200 million kilograms of milk at two plants annually.

Like the production process, the Mila brand logo has slightly changed a number of times over the years. But the values have always stayed the same: the name Mila stands for 100% milk that comes from South Tyrolean mountain farms who use one hundred percent non-GMO feed.

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