



easy cooling, smart moving

COLDTAINER FOR AZIENDA AGRICOLA FASSERA: TRANSPORT AT CONTROLLED TEMPERATURE FOR THE SALE OF DAIRY PRODUCTS TO TOWN MARKETS



The Azienda agricola Fassera is a family-run dairy farm located in Isola Dovarese (Cremona, Italy). In 2013 the cattle breeding with robotic milking was started with as many as 50 Italian Friesian dairy cows as well as a few pets. In 2021, an agricultural dairy was also inaugurated to produce soft cheeses, hard cheeses, and other dairy products.

Why Coldtainer

In 2021, the Fassera family decides to equip its Citroen Jumper with a Coldtainer F0330/NDN (ATP FRAX class), to transport the cheese they produce at controlled temperatures. Rossana Fassera said: "Producing and trading dairy foods we have a legal obligation to maintain the cold chain, therefore we needed an ATP approved vehicle. However, buying a refrigerated van was not an ideal solution for us.





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By making numerous town markets we needed to transport our products at a controlled temperature, but also to use the rest of the vehicle for the equipment and other objects necessary to set up the counter at the market. For us, the Coldtainer proved to be an ideal choice because we already owned a non-refrigerated vehicle and equipping it with a mobile refrigerator was the simplest and cheapest solution.

Coldtainer proved to be the right compromise, because the compactness of the refrigerator leaves the necessary space on board for market furniture and other products to be transported at room temperature".



The advantages Coldtainer

Reliability, reduced energy consumption and excellent temperature retention are the features of Coldtainer most appreciated by Rossana, who continues by saying: "It is a product that has never given us any problems in these two years, despite using it almost daily or in any case several times per week.

It is also very efficient: we have found that energy absorption is really minimal, and allows you to maintain the set temperature for hours even with the vehicle off. This happens thanks to its very robust structure, in fact our foods are always perfectly preserved. Finally, it is a very handy product because when empty it does not have excessive weight and can be easily moved from one vehicle to another. I would recommend it to businesses that have our needs for all farms that trade dairy products".

