



Geographical Indication Product Database - Step 1-

Pampean beef

SOURCE :

**Author : M.
Champredonde**

Institution : INTA

Date : Sept. 2006

DESCRIPTION :

1. NAME OF PRODUCT : “*pampean beef*”.

2. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)

It's a beef of steer or heifer breeding in the extensive system. The widely present breed, are Aberdeen Angus and Hereford in its pampean biotypes and cross breeds. In most cases these animals which are slaughtered before they are 24th months of age weighting between 380 and 480 Kilograms alive for the steers and 260 et 300 Kilograms alive for the heifer.

Typical cut beef for the famous “barbecue” (*asado*) are mainly Short Ribs, Flank Steak, Rose Meat, roast beef.

In some Argentina's neighbouring countries, do export beef. To the international market we can find different marks like “Southamerican beef” or others, that could be linked with the argentinean pampean beef. These products could confuse the consumers.

In other cases, it might be verified selling a false product in Europe and North America, instead of Argentinean beef.

3. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :

Pampa area its a flat region which superficies approximately 55 million hectares. Its population is near to 25 millions of inhabitants. It surrounds a great part of Buenos Aires province, west-northwest of La Pampa, south and east of Cordoba, and south of Santa Fe provinces.

The most important feature of this product is that it is obtained by the steers and heifers greasing in extensive systems (with lack of cereals or hay giving). Theirs meat have a great tenor of marbling (fat). The result is a juicy beef with a particular flavour. The analysis test show that this beef have a high proportion of unsaturated faty acid, and optimal ratio between omega 3 and omega 6 faty acid.

4. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):

The local climate and the grass quality is possible to obtain a fat Aberdeen Angus et Hereford steers and heifer before they have 24 to 30th months of age. The climate is tempered with average temperatures approximately 20 °C. The extremes temperatures are situated between – 5 and 38 °C. The average rain fall its between 550 to 950 mm/year.

Typical beef cuts for the *asado* would be obtained with different methods of cutting up based on local knowledge that are diffused from generation to generation. Besides we identified the locals know how to cook a good *asado*. Cooking is made using special kind of wood (hard wood) or coal in same cases and last around an hour. But when heifer with leather (*vaquillona con cuero*) is cook around 12 hours.

5. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :

In this region we find approximately 81.720 breeders. The total of cattle is approximately 33 millions. In 2004 about 11 millions cattle are slaughtered and 6,3 millions are consumed in this region. In the pampean region exist 63 industry that sale the meat for the international and the domestic market. The other 164 industry sale the meat in the domestic market.



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7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

The domestic market take near to 80-85 % of the local production. In the international market the argentinean pampean beef have a great reputation, mainly in the european market. This year are exported around of meat from the 4,7 millions of cattle. In 2004, the exportation arrived to 560.000 tonnes and near to 870 millions dollars. The most important market for the exported meat is the European Union (33 %).

APPLICANT / HOLDER (IF ANY) :

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

- ☐ Preservation of this product against the products of intensive systems
- ☐ Avoid the possible usurpation in the international market.
- ☐ Prevent imitations
- ☐ To increase the quotation of exported beef

CATEGORY :

☒ Origin Product

☐ GI product

☐ Recognized GI