



Geographical Indication Product Database
- Step 1-

SOURCE :
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Carne Crioula Lageana
Lageana creole Beef meat (Brazil)

DESCRIPTION :

- 1. Name of product :** *Lageana Creole Beef meat (Brazil)*
- 2. COUNTRY AND REGION IN THE COUNTRY:** BRAZIL – Santa Catarina state; Lages region
- 3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**
Typical production from a specific high plateau pasture region in south Brazil. Bovine meat flavor is said to be influenced by the floristic composition of the fields and forests of araucária and by the subtropical climate and altitude (above 1000 m). The meat is soft; the race has a great rusticity developed by natural selection in this specific over more than 400 years.
- 4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production) :**
This high quality meat with excellent flavor and texture enjoys excellent reputation in the local market. Up to now, the product is not well known in other markets. Butchers are not used to sell the bovine lageana race meat as a differentiated product. Some procurement exists on specific urban markets.
- 5. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, ..) :**
The cattle is raised on a specific high-altitude plateau in southern Brazil, exclusively on pastures, with few cultivated pastures and limited technical interventions. Crioulo Lageana cattle is slaughtered according to current sanitary law, with professional traceability and control procedures carried out by ABCCL.
- 6. LINK WITH THE GEOGRAPHICAL AREA (tradition, technical influences from soil, climate, reputation, etc.):**
Cattle initially arrived from Spain with the missionaries. After the “missions” period, it lived in total freedom during nearly 200 years on the high plateaus of the south of Brazil. The animals were again domesticated by the *tropeiros* which used to bring cattle from Uruguay to São Paulo (Brazil). This production is specific of the Brazilian south plateaus. This high-altitude region is today the most conserved in terms of natural resources in Santa Catarina state.
- 7. MARKET AND REPUTATION (size, price premium, attractability, growth) :**
excellent reputation and acceptability on the local market
- 8. APPLICANT / HOLDER (IF ANY) :**
A reflexion is carried out by producers and a few traders involved. An association, ABCCL, is coordinating actions to improve production, genetic issues (very few animals remain nowadays), to elaborate a specific set of production requirements and to organize marketing and retailing.
- 9 RELEVANCE: Why is this case important for research in general and for SINER-GI in particular ?**
This is a small-scale production supported by some producers and technicians concerned with the valorization of local bovine races. This very recent experience of supply chain organization aims to the recognition of the specific characteristics of the meat.

CATEGORY :

Origin Product

GI product

Recognized GI