

	<p style="text-align: center;"><b>Geographical Indication Product Database</b> - Step 1-</p> <p style="text-align: center;"><i><b>Carne do Pampa Gaúcho da Campanha Meridional (Brazil)</b></i> <i><b>Southern Campanha Gaúcho Pampa Beef</b></i></p>	<p style="text-align: right;"><b>SOURCE :</b></p> <p><b>Author : Delphine VITROLLES</b></p> <p><b>Institution : ISARA-Lyon / CIRAD</b></p> <p><b>Date : 14/08/06</b></p>
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## DESCRIPTION :

- NAME OF PRODUCT :** **PAMPA GAÚCHO DA CAMPANHA MERIDIONAL (PGCM) BEEF**
- COUNTRY AND REGION IN THE COUNTRY:** Brasil, Rio Grande do Sul State; Campanha meridional region
- TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**  
Beef meat and derived products
- DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production) :** Beef and cows from meat-oriented Hereford, Angus breeds or cross-bred, which graze during at least 12 months before slaughtering on natural or improved natural pastures, without any complementary feed, on a delimited area in Southern Rio Grande do sul state (Brazil).  
  
The delimited production area encompasses 45 000 km<sup>2</sup>, pertaining totally or partially to 11 municipalities. 8 different soil types are encountered, and 400 graminaceous and 200 leguminous pastures have been characterized.
- PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, ..) :**  
  
An association, APROPAMPA, brings together the PGCM beef meat producers. Membership is currently around 30 and is increasing. Beside beef producers, a slaughtering unit owned by the MERCOSUL firm is associated to the initiative and so would be different retailers in the next future.
- LINK WITH THE GEOGRAPHICAL AREA (tradition, technical influences from soil, climate, reputation, etc.):**  
The races imposed by the rules of APROPAMPA have been bred in the south of Rio Grande do Sul state since the beginning of 20th century. The Association claims a relation between the pedo-climatic conditions and the texture and flavour of the meat, which has not yet been scientifically demonstrated.  
This region currently owns a nation-wide reputation for the quality of its bovine meat, which is differentiated from the wider production areas, particularly because of its breeding of british, not zebuine, breeds.
- MARKET AND REPUTATION (size, price premium, attractability, growth) :**  
  
The product has not yet been marketed. First slaughtering is planned for September 2006. The announced goal is to market this beef on the European market “ a market that is keen about differentiated products and accepts to pay a premium price”.
- APPLICANT / HOLDER (IF ANY) :**  
  
APROPAMPA applied for a GI by the INPI (Brazilian federal Intellectual Property Bureau) and is strongly supported by SEBRAE (Brazil SME Support Bureau).

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

The file introduced by APROPAMPA is under study by the Brazilian federal Intellectual Property Bureau. If after the current stage of public consultation, it is validated, PGCM beef will become Brazil's 4<sup>th</sup> recognized *Indicação de Procedência* (geographical indication), after *Vale dos Vinhedos* wine, *Cerrado* coffee, and *cachaça do Brasil* (Brazil cane spirit).

The product might potentially become a *Denominação de Origem* (Denomination of origin) if producers respect the rules and prove that the specific herbs grazed and herding practices influence the physical-chemical and/or sensorial parameters of the meat.

**CATEGORY :** ☐ Origin Product  
Recognized GI

☒ GI product (application under way)

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