



Geographical Indication Product Database - Step 1-

Queijo do Serro / Serro Cheese

SOURCE :

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DESCRIPTION :

1. NAME OF PRODUCT : **SERRO CHEESE**
2. COUNTRY AND REGION IN THE COUNTRY: **Brazil, Minas Gerais state ; Serro**
3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)
Cheese from raw cow milk (pressed and uncooked). Substitutes and imitation products, such as pasteurized Serro cheese and cheese produced outside the region, can be found in regional retail shops.
4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production) :
A production area has been delimited, which includes 10 municipalities and covers an area of 27 486 km². No specific breed is used by the producers.
5. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, ..) :
1 050 producers supply 3 000 tons of cheese per year and 2 625 direct employments. The Serro cheese, although visually similar to the Canastra cheese, differs from it because of a different pressing operation.
6. LINK WITH THE GEOGRAPHICAL AREA (tradition, technical influences from soil, climate, reputation, etc.):
Serro is a traditional cheese. Regional *mineiro* consumers affirm that climate and vegetation influence the quality and the taste of the product.
7. MARKET AND REPUTATION (size, price premium, attractability, growth) :
Serro cheese is sold and known in Brazil mostly within Minas Gerais State. The price paid by traders to cheese producers hardly accounts for production costs.
8. APPLICANT / HOLDER (IF ANY) :
Some producers and NGOs.

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

The usurpation of both fame and name of this product can be observed daily on the market. A stronger recognition would facilitate a differentiation among the 4 cottage cheese types present in Minas Gerais State. This cheese has a potential for a GI. This case shows tensions / conflicts between different legislations (food safety regulations in particular) and evidences how private and public stakeholders organize to respond to this stake.

CATEGORY :

☒ Origin Product

☐ GI product

☐ Recognized GI