



Geographical Indication Product Database - Step 1 -

SOURCE :
Author : C. Durand
Institution : CIRAD
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São Joaquim Honey from São Joaquim – Brazil

DESCRIPTION :

1. NAME OF PRODUCT : *São Joaquim Honey*

2. COUNTRY AND REGION IN THE COUNTRY: **BRAZIL – Santa Catarina**

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

The *Mel de São Joaquim* is a honey produced from different native plants (*Bracatinga, Vassoura Branca, Canudo de Pito...*). Local, national and international official competitions recognized the quality of this honey. Other regions in South Brazil produce honey but the flora is more common, thus the honey is less specific. Many sub products and services derive from this production: pollen, propolis, royal jelly, polinisation. However, misuse of the name is very common by other beekeepers to sell honeys that are not produced in that specific region.

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production)

This honey is produced in a high-altitude area (above 1000 m) which micro-climate induces specific native plants. These conditions confer singular characteristics to the product. Compared with the standard of honey produced in Santa Catarina, São Joaquim honey aroma and taste are different, the crystallization is finer, the color is clearer, the consistency is stronger, the rates of acidity and moisture allow a longer conservation.

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

Around 300 T are produced by the 10 beekeepers of the ASA (the association of beekeepers of the region of São Joaquim). The association also involves about 25 amateur producers. Most professional producers have between 500 and 1200 hives. The production is mostly sold to companies which export honey to Europe, the rest is sold in bigger Brazilian cities (Florianopolis or São Paulo). A small part of the production is sold locally, since producers find important to maintain this direct link with the clients and some tourists. Finally, at least half the honey produced is organic and controlled by certification systems.

6. LINK WITH THE GEOGRAPHICAL AREA (tradition, technical influences from soil, climate, reputation, etc.):

High altitude creates a microclimate which develops the specific flora of this region. The variation of temperature between day and night leads to a fine honey crystallization. The climate is colder; maturation is delayed which allows for a higher quality of the product. The rate of moisture is low, thus the honey can be conserved longer. Local producers have a good knowledge of the history and culture of the region, they respect their environment as much as possible, take care of the native forest and preserve the traditions of production.

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

The local market of this honey is still reduced due to the low number of producers. But this is linked to the lack of local demand for this product, as many people produce honey at home. The major potential market seems to be the exportations to Europe. This honey, together with a bundle of other products from the Serrano region (region of altitude), owns a great reputation of quality within the rest of the state of Santa Catarina.

8. APPLICANT / HOLDER (IF ANY) :

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

São Joaquim honey has a real quality differential, compared with other honeys of the region. This is due to the specific micro-climate and the know-how of local producers. This production contributes to the preservation of local native forest and the transmission of production and processing skills. This product therefore deserves to be recognized and valued.

CATEGORY : ☐ Origin Product

☒ GI product

☐ Recognized GI