



Geographical Indication Product Database - Step 1-

SOURCE :

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Serra da Canastra cheese

DESCRIPTION :

1. NAME OF PRODUCT :

QUEIJO DA SERRA DA CANASTRA

2. COUNTRY AND REGION IN THE COUNTRY: Brazil, Minas Gerais State; Serra de Canastra

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

Cheese from cows' raw milk (pressed and uncooked). The name is strongly usurped by other Minas Gerais cheese producers. Cheese from pasteurized milk and cheese produced outside the region are being sold under "Canastra" name in retail networks.

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

Extensive production system with natural pasture. No specific bovine breed. *Canastra* cheese is cylindric, 15 cm wide and 4 to 6 cm thick (1,0 et 1,2 kg). While the fresh cheese is white, a fine yellowish crust appears after a few days of cure. The cheese mass is white and firm.

The Canastra cheese, although visually similar to the Serro cheese, differs from it because of a different pressing operation. A delimited area of « *Serra de Canastra* » has been defined, including 7 municipalities which possess common natural, sociocultural and economic patterns. It covers an area of 6 453 km².

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

All cheese is produced on the farms. 1 795 cheese producers supply 4 470 tons per year and 5 227 direct jobs.

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

Canastra cheese is a traditional product. Regional *mineiro* consumers affirm that climate and vegetation influence the quality and the taste of the product. The *Canastra* cheese, although visually similar to the *Serro* cheese or from *Alto Paranaíba* cheese, differs from them because of a different pressing operation.

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

Canastra 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. Currently, cheese sold under Canastra name end up having very dissimilar characteristics.

8. APPLICANT / HOLDER (IF ANY) :

Some producers, affiliated in particular to APROCAME in Medeiros, and a NGO.

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 strong 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