	Geographical Indication Product Database - Step 1- **Wensleydale Cheese**	**SOURCE :** **Author :** **Angela Tregear** **Institution :** **University of Edinburgh** **Date : 28-08-06**

DESCRIPTION :

1. **NAME OF PRODUCT : *Wensleydale Cheese***
2. **COUNTRY AND REGION IN THE COUNTRY: Yorkshire, England.**
3. **TYPE OF PRODUCT : (including the possible substitutes and imitations of the product). Hard pressed cows' milk cheese. Generic Wensleydale cheese, manufactured outside the region, is widespread throughout UK.**
4. **DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes): Traditionally made in small truckles 16cm diameter and 18cm high. Colour: white. Flavour and texture: mild sharp flavour and crumbly moist curd.**
5. **LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.): Cheese-making brought to area in the 12th century by Cistercian monks, who passed on skills to local population. Originally was made using sheeps' milk, but this gradually was replaced by cows' milk. In the 19th century, cheese-making was a seasonal activity, commencing mid-May and ceasing with first frosts. Factory production began to replace on-farm cheese-making in early 20th century, leading to standardisation of the recipe. Creation of Milk Marketing Board in 1930s, with statutory responsibility for purchase and sale of all milk production led to further decline in farmhouse production. 'Wensleydale' became a generic name for a style of mild, crumbly cheese produced all over the country. In late 1980s, the factory in Hawes, Wensleydale was threatened with closure – local management buyout followed and has become a marketing success.**
6. **PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) Only two main producers making Wensleydale are actually located in the dale: the Hawes creamery and Fountains Dairy, Ripon. The craft method involves heating milk to 21C and adding the starter. Morning milk is mixed in and temperature raised to 28C for addition of rennet. Curd is cut and pitched for 10 minutes, before being recut and scalded for 20 minutes. The curd is drained, milled and salted, and packed into cloth lined moulds for light pressing. Cheese is eaten young, before 3 months old. The creamery method involves slightly higher temperatures.**
7. **MARKET AND REPUTATION (size, price premium, attractiveness, growth): Main producer in Wensleydale is a creamery employing 190 workers, sourcing from 36 local farms and contributing an estimated £8m to the local economy. This creamery was saved from closure in 1992 by a management buy-out and has since prospered through the addition of premium varieties and promotional tie-ins to Wallace&Gromit, animated film characters. Total sales of Wensleydale cheese from all sources, including premium varieties, are estimated to be around £500m.**

APPLICANT / HOLDER (IF ANY) : Wensleydale Dairy Products Ltd will, by Autumn 2006, be seeking a PDO for "Real Yorkshire Wensleydale Cheese".

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ? The creamery at Hawes is investigating application for PDO/PGI protection.

SOURCES OF INFORMATION:

Mason, L. Traditional Foods of Britain: an Inventory. Prospect Books, Devon.

www.wensleydale.co.uk

http://www.foodmanufacture.co.uk/news/fullstory.php/aid/3606/Real_Yorkshire_Wensleydale_aims_for_PD

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CATEGORY :		
Origin Product	**GI product**	✓ **Recognized GI**