	Geographical Indication Product Database - Step 1- **AOC CHASSELAS DE MOISSAC (FRANCE)**	**SOURCE :** **Author : V.Olivier-Salvagnac** **Institution : INP-ENSAT** **Date : 25.08.06**

DESCRIPTION :

1. NAME OF PRODUCT : AOC *CHASSELAS DE MOISSAC*

2. COUNTRY AND REGION IN THE COUNTRY: FRANCE, " Midi-Pyrénées"

3. TYPE OF PRODUCT :

The "AOC Chasselas de Moissac" is a specific variety of white grapes. In France, they are harvested in a delimited area around the city of Moissac . In the European area, two kinds of Chasselas are well known: the Chasselas of Moissac and a Chasselas produced in Switzerland . However, they are many possible substitutes for the consumers: all other white grapes (Italian, Muscat…) and mainly the standard Chasselas , named "Chasselas du Quercy" which are Chasselas grapes but without labelled certification

4. DESCRIPTION OF THE PRODUCT AND ITS AREA :

One of the specific characteristics of Chasselas AOC is its blond colour. The grapes are chiselled in order to obtain a specific form and volume. The AOC Chasselas is only produced near Moissac (South of the "Lot" department and North of the "Tarn et Garonne" department. The production area is delimited by INAO.

5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):

Its historic reputation began in the XVIth century. The tradition is based on the know-how of the "chasselatiers". These are men and women who meticulously produce, harvest and select the grapes. The vineyard is planted on the south-side of the hills in an area known as the "White Quercy" . Their harvest time takes place at the end of autumn. After the harvest, grapes are selected and are arranged in "baskets". This AOC Chasselas is named "Chasselas of Christmas" because it is sold at Christmas time on the markets.

6. PRODUCTION SYSTEM / SUPPLY CHAIN :

The Chasselas production is developed by family farms. The Chasselas need indeed much labour force: from planting to packaging. The cost of production is valued from 1 to 1,5 € per kg. The production area is estimated to 1250 ha, and the number of producers to 550. The producers have to work from 1000 to 1200 hours per hectare of Chasselas production. The annual production reaches only about 6000 to-8000 tonnes of AOC grapes. There are about 30 to 40 wholesalers. Last year, 40% of the harvests were sold directly in markets and to independent retailers, while 60% were marketed through the supermarkets channels.

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

The Chasselas AOC has an old reputation and the producers' Union wishes to improve its reputation and its prices. However, the competition on the market is high. First, importations of other varieties of white grapes are growing. Second, the market share of the unlabelled standard Chasselas (Chasselas du Quercy), is growing because its cost is lower and the consumer could not really differentiate between the two kind of local Chasselas. The producers' Union develops many initiatives to promote the high quality of the production and to eliminate from markets the standard Chasselas, which is viewed as an imitation

APPLICANT / HOLDER (IF ANY) :

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

This case shows that the protection system involves long time actions. On the one hand, it indicates the constraints of the protection system and its limits: the high production costs. On the other hand, this case demonstrates that market mechanisms are not always sufficient to protect the tradition, the know-how: without institutionalized protection and producers organisation, the production of "AOC Chasselas de Moissac" will probably disappear.

CATEGORY :

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☑ **Origin Product**	☐ **GI product**	☑ **Recognized GI**