



SINER-GI project

Montpellier Plenary meeting

6 – 7 September 2006

**Pampean Beef: to protect the
international reputation of a product
located within a large territory**

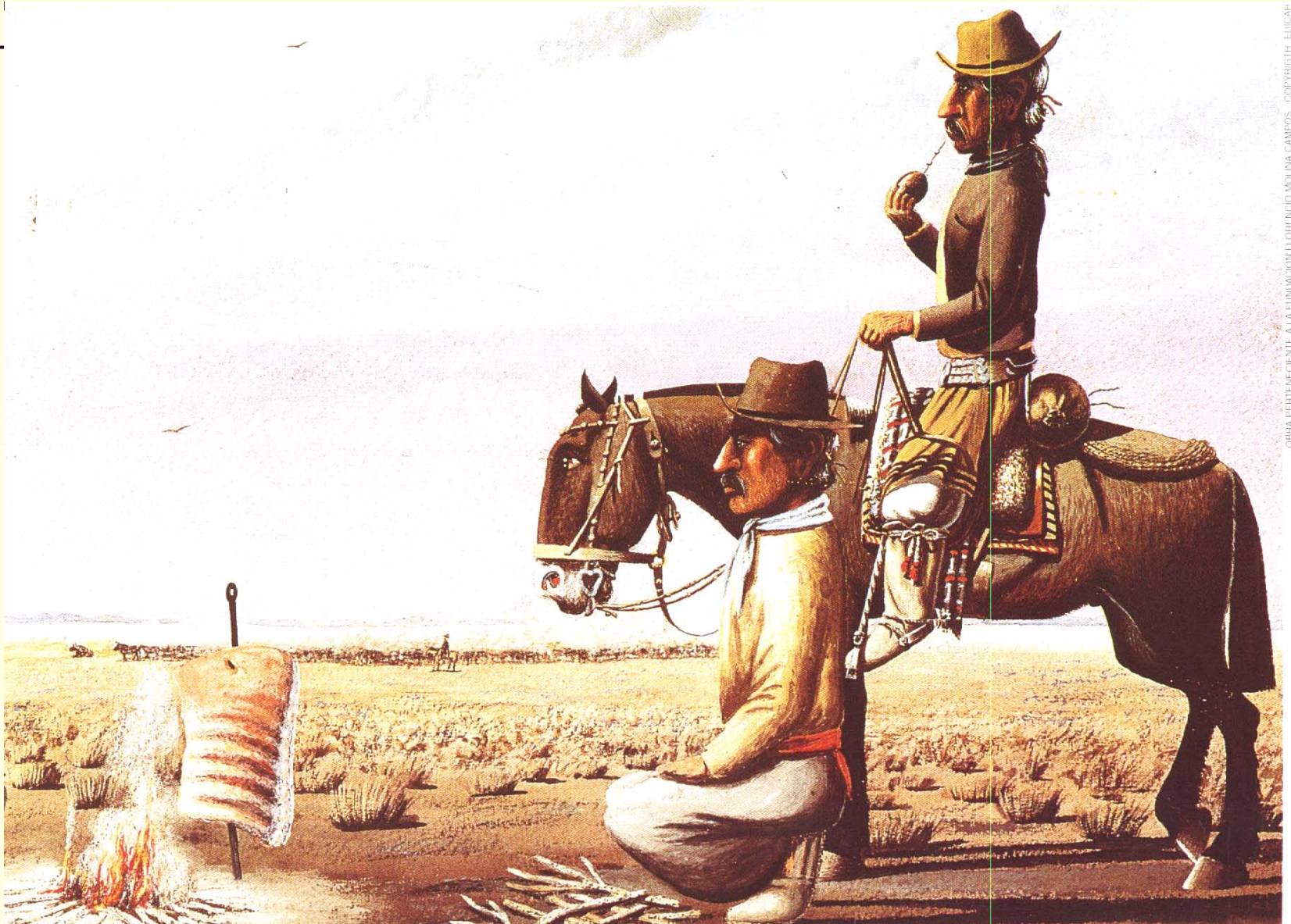
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The Area of production



The pampean beef commodity chain



The image of this product



Where does the reputation come from?



Local Knowledge by the consumers



Local know how by the butcher



Local knowledge by the industry and traders of live cattle

To select the live cattle that have adequate fatty levels required by the consumers



Know how by the local breeders



Profits that present communication of an G.I. for the pampean beef



Legal situations en Argentina

National Law

- ✚ N° 25.966 /05
- ✚ Decree N° 202 in 2006

Provincial laws

- ✚ Nine provinces have their own G.I. Law. One of them is in the pampean region
- ✚ Two province with a law of adhesion to the national law



The case of La Pampa province



Preceding without get its objective

- ✚ "Carne naturales de la provincia de La **Pampa**"
- ✚ "Carne de la **pampa** del Salado"
- ✚ "Carne de Córdoba"
- ✚ "Carne de Santa Fe"
- ✚ "Termino Certificado del Centro"



Private marks that shows the image of the Argentina

- ✚ **Carnes Argentinas**
- ✚ **Argentine Beef**
- ✚ **Carnes Argentinas del Chaco**
- ✚ **Top Beef Argentine Beef**
- ✚ **C & C Argentine Beef**
- ✚ **Shorthorn Argentine Beef**
- ✚ **Estancias Argentinas**



What's the interest around this case?

- ✚ Can we use **local** for this region (superficies equals to France area)?
- ✚ The legal framework (national and provincial)
- ✚ The **proximity** between the actors and the Institutional configuration of this commodity chain
- ✚ The question about the conformation and the **governance** in the committee





Thank you for your attention !!!