



SINER-GI project

Montpellier Plenary meeting

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Charlevoix Lamb :

The First IGP in North America?

10 Years of Territorial Development

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Legal frame

In Canada

- GIs are only recognised for wines and spirits
- For other items, trade and certification marks can include names of places

Au Québec

- 1996 : « Law on reserved names »
- 2006 : « Law on reserved names and valorizing terms » (Law 137)

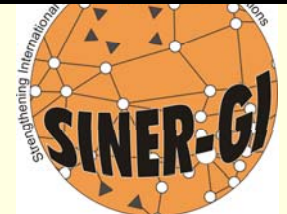


Usurpation

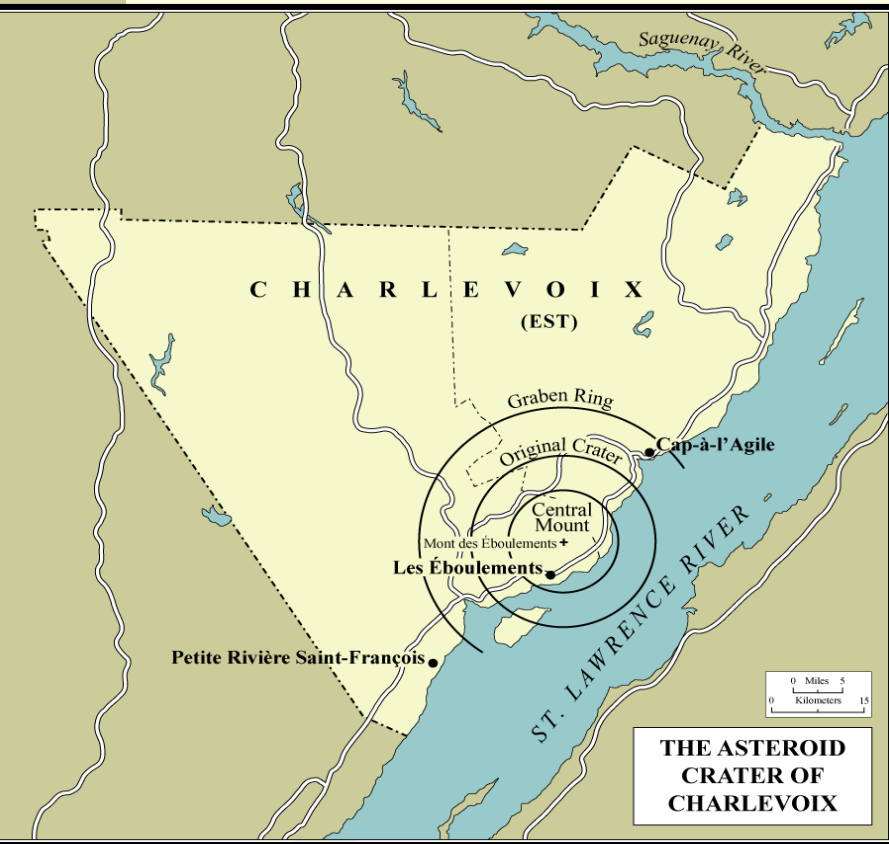
- Some cases of usurpations reported in restaurants outside of Charlevoix
 - Montreal
 - Quebec City
 - even France!



Zone : Finding Charlevoix



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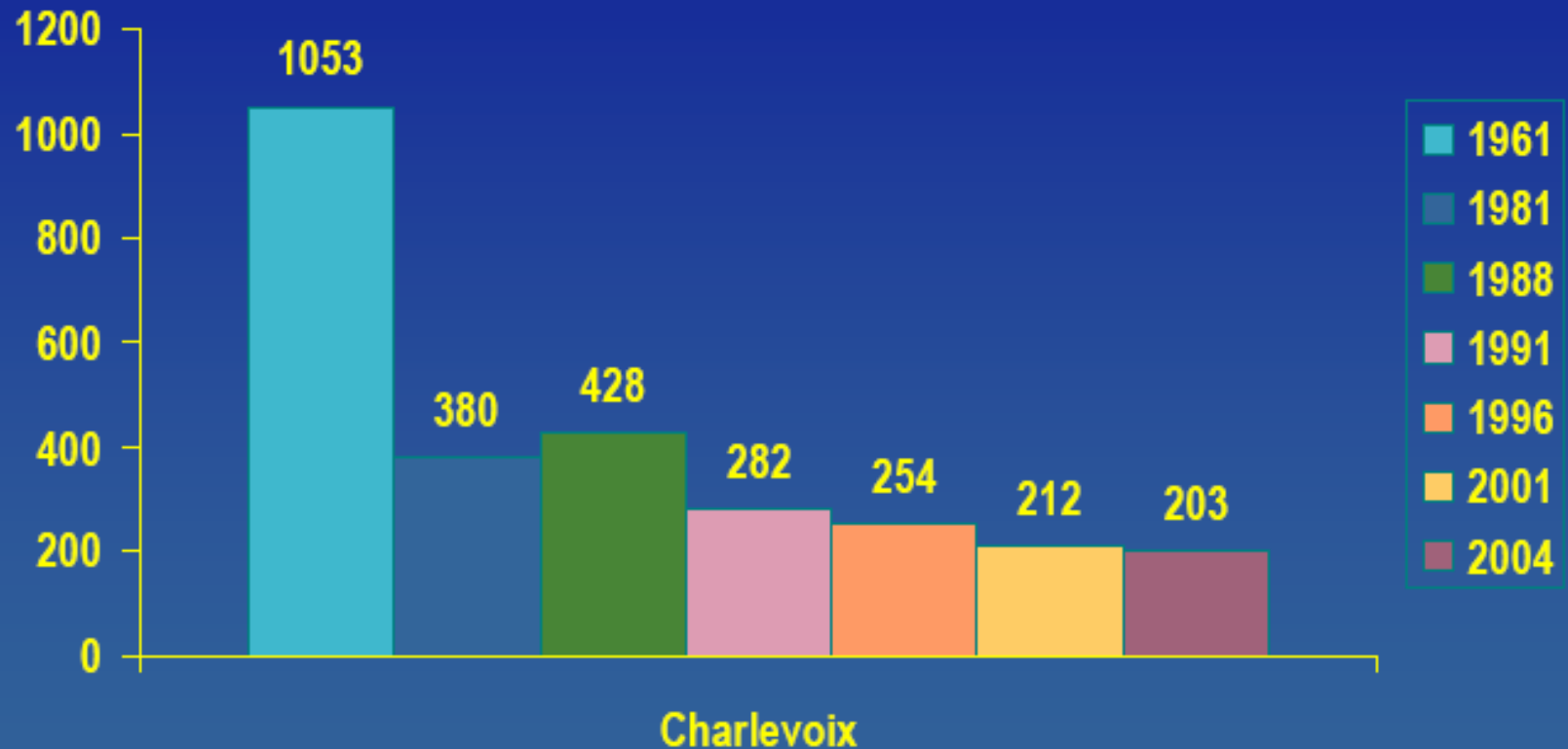
Zone : Finding Charlevoix



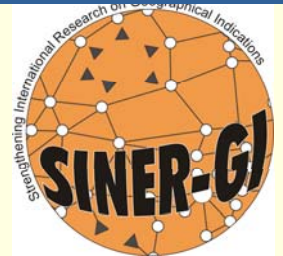
- Loss of dairy and other conventional farming
- Harsh winter climate, short growing season
- Population decline, particularly youth
- Community discouragement



EVOLUTION OF THE NUMBER OF FARMS BETWEEN 1961 - 2004



DECREASE OF 81% IN 43 YEARS



Charlevoix Lamb : a rural development project

Revaluing the Local

- Growing emphasis on tourism and reclaiming tourism history
- Natural attributes
- New modes of farming
- Value-added: “Condemned to quality”



Product : Charlevoix Lamb



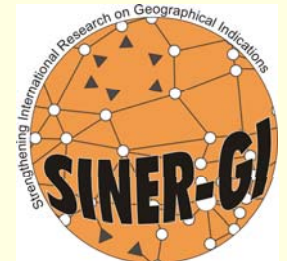
- Natural breeding
- Careful diet (no corn)
- Pastured
- Soil and climate effects
- Special cuts



A local market



- Essentially a regional market ...and touristic
- Some direct sales to consumers
- But mostly to restaurants, hotels...



Charlevoix Lamb : a rural development project

La Route des Saveurs

- Regional itinerary in summer months
- Farm visits, B&B's, restaurants
- Creation of new value-added products tied to the region via ingredients
- Emphasis on direct marketing



Charlevoix Lamb : a rural development project

La Table Agro-Touristique de Charlevoix

- Producers and chefs
- Integrated territorial development
- Encourage local residents to innovate
- Reaffirm the value of their history and environment



What is the situation for Charlevoix Lamb today ?



- The Eboulmontaise farm has registered two brands and a logo with WIPO:
« *Ferme Eboulmontaise* »
« *Agneau de Charlevoix* »
- 2004 : Charlevoix Lamb became a GI pilot project for Quebec



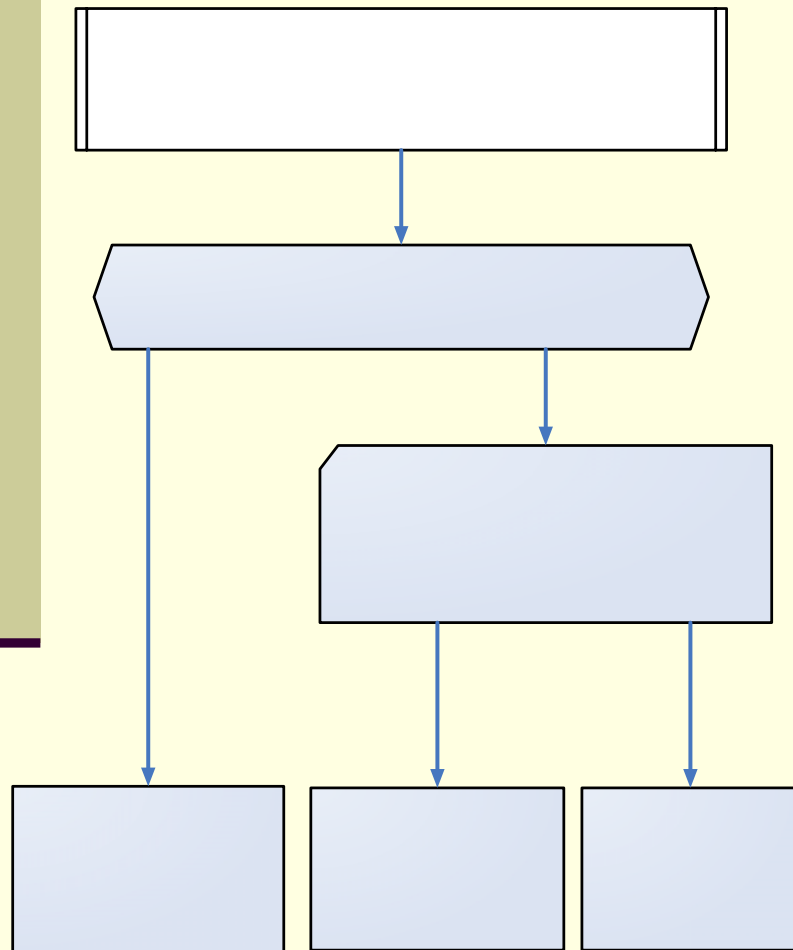
Charlevoix Lamb : a rural development project

The IGP Project: Emergence of a Producer Organization

- Creating a producer dialogue
- Protecting the name and value-added of the product
- Determining the Code of Practices (production rules)
- Determining a control plan for the whole chain
- Organoleptic tests for specific characteristics
- Ensuring that production is economically viable, environmentally and socially sustainable



The moving force : The Eboulmontaise farm



- 10 producers presenting very different production capacities

- The whole slaughter is made in the territory within the Veal Charlevoix's slaughtering house (which keeps a part of the carcass to cut and to sell outside the territory)

- The Eboulmontaise farm cuts the rest (nearly all the production) and sells it in the territory

Benefits of this farming mode

- **Allowing a regional dialogue between all parties**
- **Increasing diversification of very specific products for specific markets**
- **Strengthening the use of heritage breeds or varieties in the face of global standardization**
- **Reaffirming the value of the historical and the natural attributes of the region**



Benefits to be evaluted

- **Maintaining jobs in the region**
- **Strengthening Charlevoix's renowned gastronomy**
- **Strengthening the impact of the product reputation on the tourism industry of Charlevoix**



Somes difficulties

- A very strong and very active leader
...but a weaker collective group
- Small production capacities and
a non-satisfactory demand
- A weakly valorized product
(in terms of price on the market)
- A renown essentially limited to the province



In conclusion

- « Geographical Indication » or « terroir » :
what sense do these words have in Québec ?
- The renown is based on Charlevoix's
beauty, history and local Francophone
culture



