



# ***SINER-GI project***

## ***Budapest Regional meeting***

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### **Case Studies presentations**

#### **Argentina Pampean Beef Meat**

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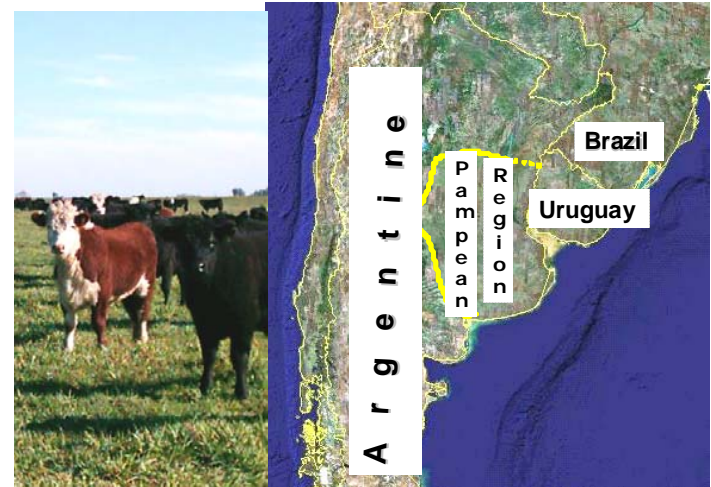
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*and François Casabianca (INRA)*

# Case presentation

- ***“Argentine Beef”***
- ***A part of the national tradition and the identity of Argentina people***
- ***El asado, el gaucho, la pampa***
- ***Argentina : an exporter all around the world, and especially for European countries***

ARGENTINE  BEEF



# Case presentation

- **Argentina = the former first beef exporter of south America (now = Brazil)**
- **Argentina = the actual first consumer in the world of beef / inhabitant (70 kg/year)**
- **Paradox : how to maintain a high volume for domestic market and at the same time be a main exporter ?**
- **Decision made by actual government : reduce exportations in order to maintain low price on domestic market !**

# Protection schemes

- **Argentina is officially member of Cairns group / against GI in WTO negotiations**
- **Paradox : 10 states and federal government (national law : 25.966 / 05) made decision about GI regulation**
- **But, without technical rules to apply this regulation**
- **Only one case (wine excepted) is already functioning for export : IGP Lana de Camarones, Patagonia**



# Methodological choice

- For Argentine people : a GI protecting Argentina source for beef should have no sense.
- The only interest : protected GI beef for export.
- But, the question is “Pampa” as a specified origin and not only “Argentina” as a generic source.
- So, we choose to consider as GI system, the **beef meat from Argentina Pampa for foreign markets.**

# GI Argentina pampean beef : some key references

- **550000** km<sup>2</sup> (equals France)
- **25** millions local consumers
- **82000** breeders - **33** M cattle - **400** cows / farm
- **162** Slaughterhouses - **38** agrees to export
- **90** % of the national exported beef
- **70** % of total meat produced should comply with a potential GI code of practices (british breeds, pasture feeding with some extra-feeding)

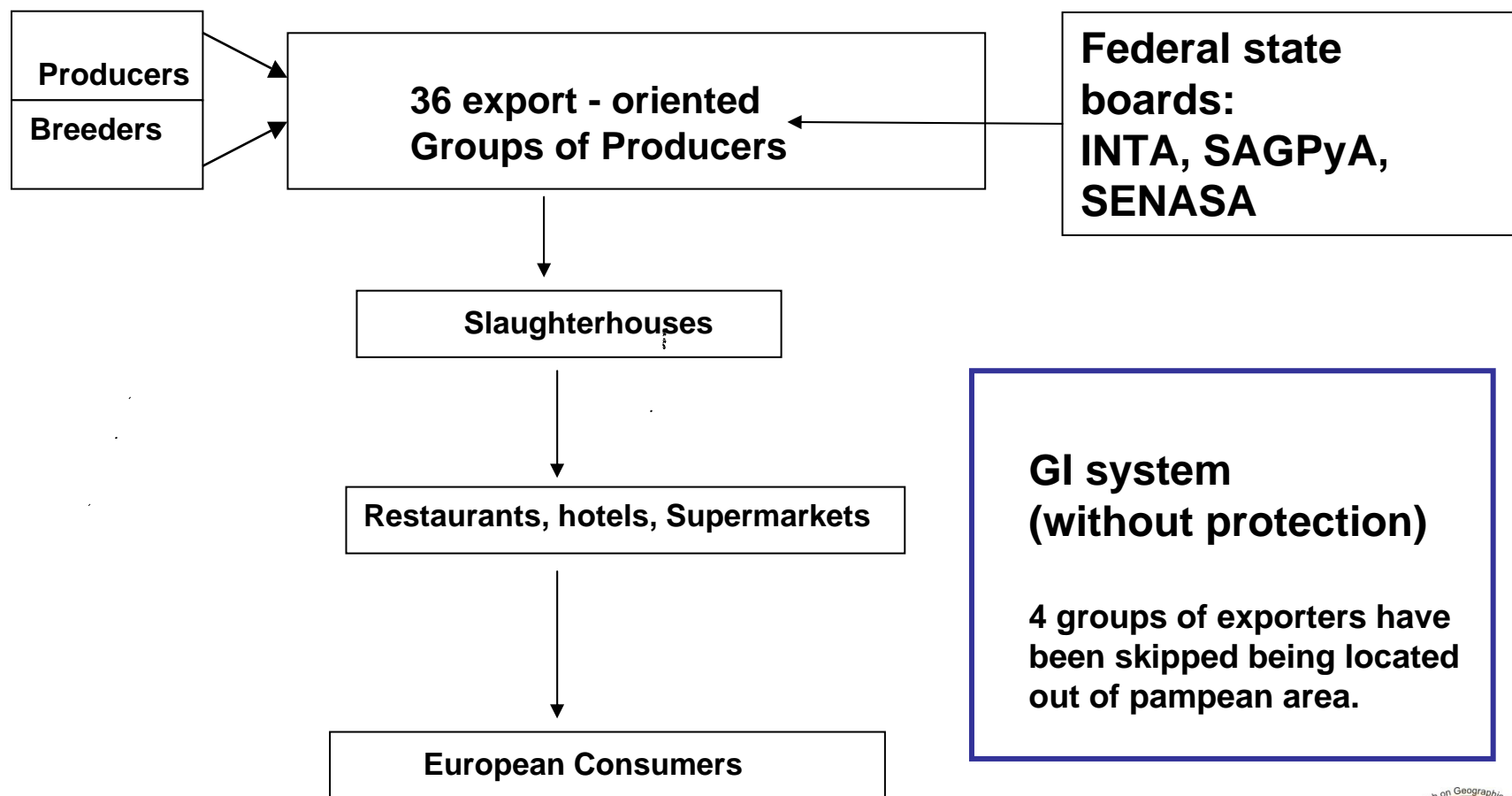


# Specific hypothesis

- H1: Argentina beef meat is the most appreciated one all over the world, this **reputation** being a national pride for all Argentina people. But this historical position, considered as a given allowance, is not stimulating the sector which dynamism is low.
- H2: However, some fragility is appearing. As internal fragility, a growing proportion of farmers is attracted by crop (better profit than pastures), and livestock farming began to move from Pampa to peripheral areas. Crossbreeding with Zebu is more frequent in the Northern parts of the country and feed lot seems to be a good solution for using less pastures for finishing animals. All these evolutions are **decreasing the average quality of beef meat from Argentina**. As external fragility, exporters depend on the importers standards and seem unable to assert the specificity of their meat. Specifications of **Hilton Quota** for European markets associating high price and quality, are maintaining a typicality for Argentina beef.
- H3: Distinguish among Argentina beef, the meat produced within the Pampa area, associated with several mandatory choices (as breeds and pastures finishing feeding), should be considered as a **violation** to the national consensus on quality of Argentina beef as a whole.

# Motivations and stakeholders

## Argentina Pampean Beef system description





# **Impacts of the GI system on sustainability / economic effects**

- **Avoid confusion GI / Trademark at the slaughterhouse level**
- **Prevent imitations**
- **Preserve this product against the products from intensive systems**
- **Avoid the possible unlawful seizing of this positive image in the international market.**
- **Give better value to all the cuts for export by :**
  - **enlarging the exported cuts**
  - **increase the exportation quota**
- **Increase competitiveness of cattle breeding vs cropping**



# **Impacts of the GI system on sustainability / social effects**

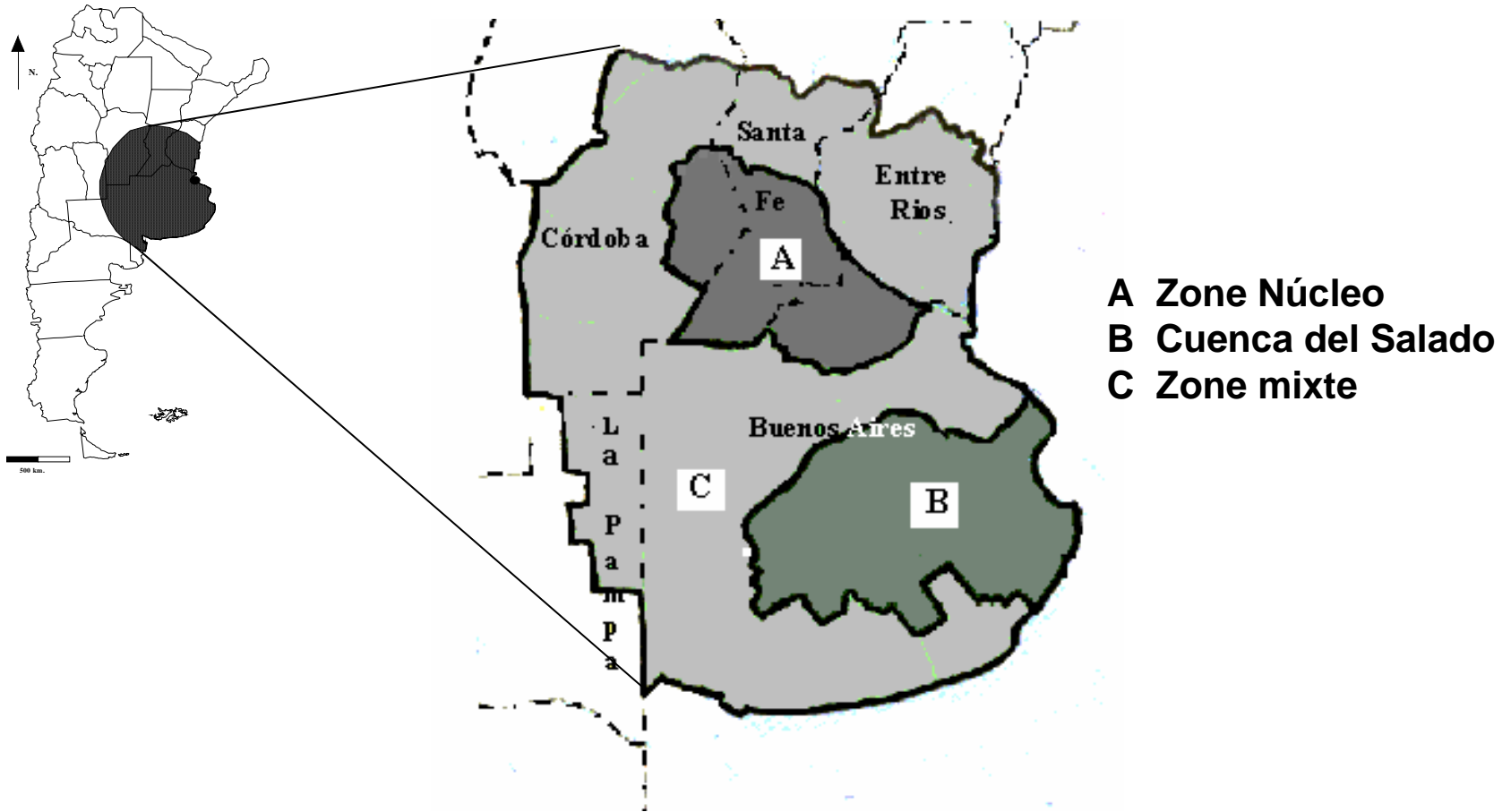
- **Political influence of breeding people in national institutions**
- **But breeders considered as upper class in the traditional people division**
- **So, Government is interested by giving evidence to the rest of Argentina population that it is not favoring great owners such as breeders.**
- **Training Argentina urban consumer for appreciating quality of beef from pasture animals when identified by GI**
- **Giving more demographical stability to areas dedicated to livestock based on native pastureland such as Salado basin (17 millions ha)**



# **Impacts of the GI system on sustainability / environmental effects**

- **Landscape effects of keeping the breeding areas**
- **Into mixed areas : stabilize mixed production systems including livestock production with cropping.**
  - **Positive Impact on soil physical stability and fertility when rotating cropping with pluri-annual pastures**
  - **Decreasing use of weed-killers**
- **More stable and regular income through year / notable importance for familial units.**
- **Stabilize workers demand and decrease rural exodus.**

# Potential internal subdivisions



# Trends and perspectives: GI system

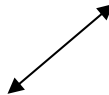
## Driving forces

- European market demand differentiated products, traceability,
- Cropping is increasing too much according to the usual way of land use in Pampa area



## Pressure

- Use of feedstuffs for the cattle finishing is becoming more frequent and feedlot is increasing (around 20% of total slaughtered animals)
- Loss pasture ha/year since 15 years expansion of soy, corn and tournesol
- Northern areas of the country are increasing cattle production using crossbreds with Zebu.



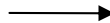
## Response

- No collective reaction for building up a protected GI at pampean level
- Several projects for PDO but at very local level (little areas of Pampa) without any positive result
- Some province willing to communicate and certify beef from their territory such as La Pampa province.
- Certification of some exported beef meats sold with commercial brands
- Actual identification of some breeds (Angus, Hereford) and organic farming



## State

- Argentina beef meats have the highest price among all exported from South America to Europe.
- But all projects for communicate an origin have failed.
- *La Pampa* province is the only one certifying soon the source of the meats associated to some breeding practices.
- Quality is identified by commercial brands, without any origin of the products.
- Argentina beef is considered as a generic offer, without internal differences.



# Specific conclusions and perspectives

- **What kind of commercial circuits should give added value for a protected GI and in what conditions ?**
- **Behind importers, who are the final customers, and where are the consumers ?**
- **How to identify non apparent conflicts ?**
- **Among actors setting, who is able to take an initiative for a future GI ?**
- **What are the main reasons for explain failure of former projects of GI ?**