



SINER-GI project

Budapest Regional meeting

24 - 26 October 2007

QUESO CHONTALEÑO

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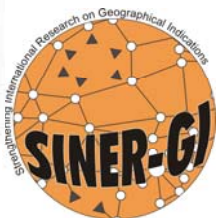
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1. Case presentation

- QUESO CHONTALEÑO
- CHONTALEÑO CHEESE,
Department of Chontales,
NICARAGUA
- Production of “artisan cheese” in July 2007: 40 tons (from milk graded A and B. A+B milk represents only 30-40% of the total production of milk). Yearly, A+B cheese production estimate is around 350 tons.
- It is sold in the local (domestic) market even if the Free Trade Treaty (with USA) established the export of a 250 tons quota.
- **True** (artisan) Queso Chontaleño is sold only in traditional street markets.
- Queso **tipo** Chontaleño is sold by modern distribution (by Parmalat).



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2. Protection schemes

- No protection at all !!!!
- Do they need a protection?
- A Code of Practice has been approved ... but it is not followed by the producers.
- One producers association - Allianza Amerrisque (AA) - has promoted the GI project... with the goal of gaining a monopoly position.
- AA and UNIDO support the project with different purposes. Some AA members have export purposes, some others haven't, some seems to be more addressed to a trademark. UNIDO has local development purpose.



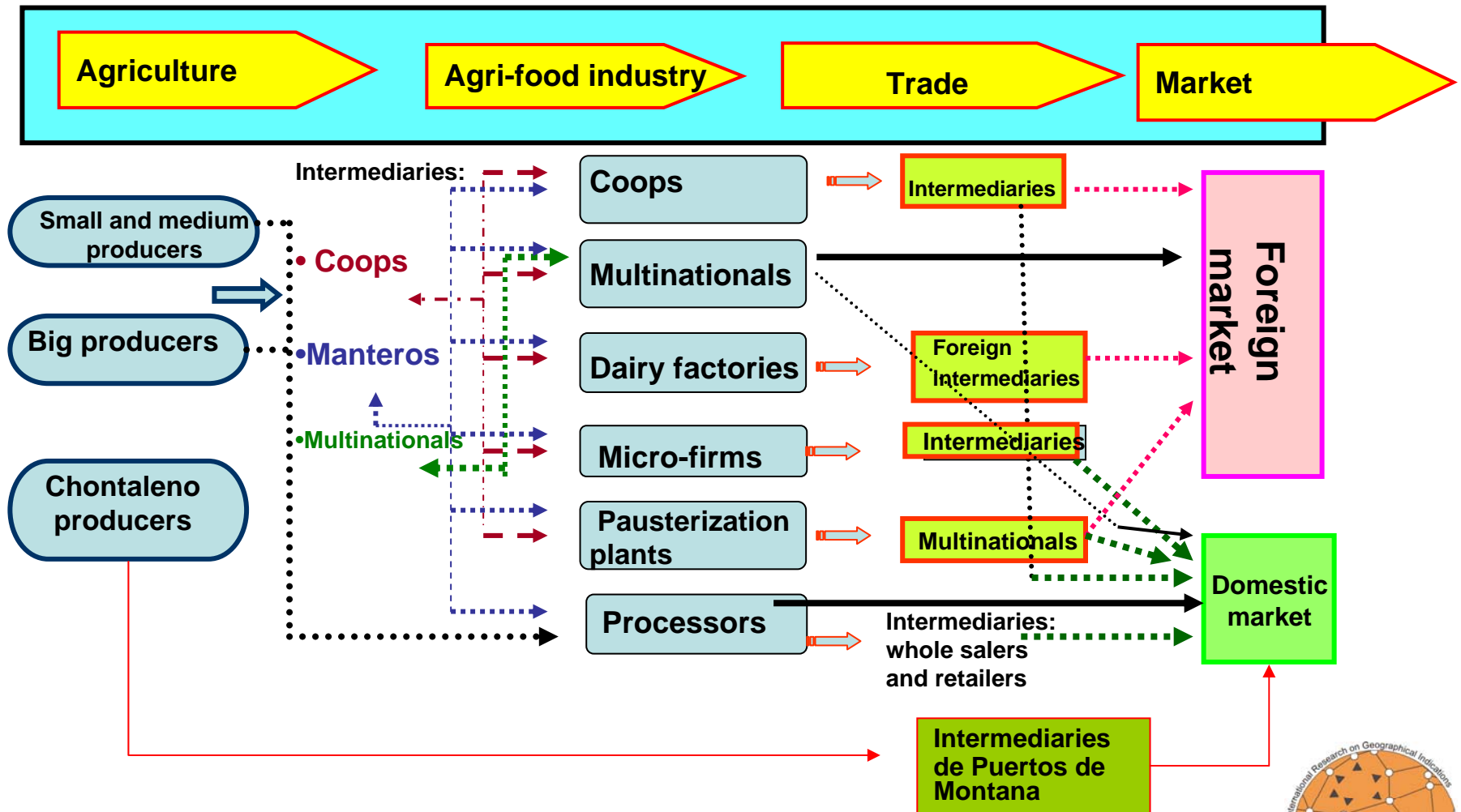
3. Motivations and stakeholders

- Three motivations for the GI:
 - Local / rural development ;
 - Cultural identity protection;
 - Trade protection.
- Main stakeholders:
 - Alianza Amerrisque;
 - UNIDO (ONU);
 - Regional Government – Ministry of Agriculture;
 - Universidad Nacional Autonoma de Nicaragua (UNAN).
- Alianza Amerrisque was born in 2001, the GI project was defined in 2002 and the Code of Practice was published by the national law in July 2003.
- Conflicts not yet solved: i) *the final destination of the cheese*; ii) *the characteristics of the cheese produced according to the requisites of the Code of Practice do not meet the consumer tastes.*



3. Motivations and stakeholders

Milk and dairy chain



4.1 Impacts of the GI system

social implication (1)

- Selling Chontaleño cheese is the only income of small farmers up on the mountains, because the climatic and infrastructural conditions make milk processing the only feasible activity.
- This production avoids the abandon of rural territories but, so far, the economic returns don't justify investments in infrastructures (water management, road, instruction).
- In dry season, farmers have to move to other areas where grazing cows is possible.

4.1 Impacts of the GI system

social implication (2)

- The organoleptic characteristics of Chontaleño cheese are strictly related to the environment of production (no refrigerators, scarcity of hygiene in the production rooms, lack of road)
- Hence ... the production of Chontaleño cheese is not only an economic but also a social reason !!!

4.2 Impacts of the GI system

Market characteristics

- Domestic Market:
 - The artisan Chontaleño cheese is very well known;
 - Domestic consumers have negative WTP for GI Chontaleño ;
 - The semi-industrial Chontaleño is not accepted by the domestic consumers.
- International Market:
 - Alleanza Amerrisque produces Queso Morolique and sells it in Salvador, through intermediaries.
 - Parmalat produces and sells Queso “tipo” Chontaleno in USA and Central America.

4.3 Impacts of the GI system on sustainability

- The GI Queso Chontaleño **will not** increase the sustainability of traditional producers in the internal areas because:
 - they already sell cheese in the domestic market and GI would hardly increase the price of the product;
 - cooperation is not well accepted;
 - producers don't have cultural and technical tools to improve their activity.

4.3 Impacts of the GI system on sustainability

- The GI Queso Chontaleno would increase the sustainability of:
 - Alianza Amerrisque (*with farms **non** located in internal area, where infrastructures are enough developed, hygienic condition and organization are less scarce*) in case of exporting cheese; As a consequence, Alianza Amerrisque would:
 - shift production from Queso Morolique to Queso Chontaleño;
 - have access to foreign markets;
 - benefit from trade protection in foreign markets;
 - Multinationals (as Parmalat) that could set up factories in Department of Chontales and trade the cheese to USA and Central America.

5. Comparison with other cases - initiatives

- There are no GI products from Nicaragua and Queso Chontaleño would be the first one.
- Nevertheless we distinguish among:
 - Real Queso Chontaleño;
 - Queso tipo Chontaleño by AA and Parmalat;
 - Queso Morolique.



6.1 Trends and perspectives: GI protection schemes

