

Kraljevački Kajmak

(Kajmak of Kraljevo)



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FAO & SINER-GI Meeting
31 January – 1 February 2008



Kajmak

Dairy product made by the fat layer, created when the milk is boiled and then cooled down.



Geographical limits



Traditional area of kajmak production

Low and hilly lands, large volumes of production (young kajmak)

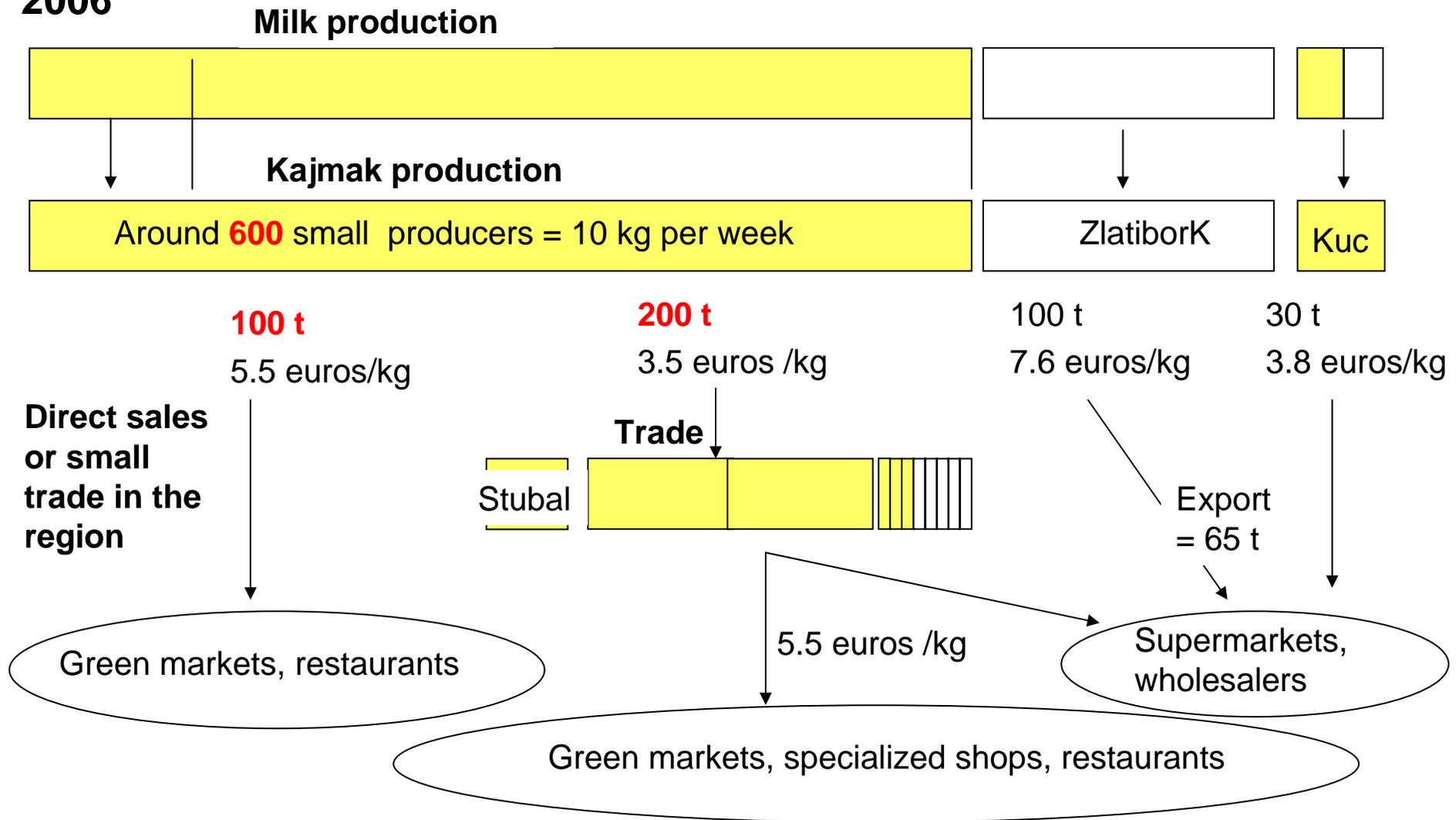
Mountainous areas, small volumes of production (old kajmak)



Basemap : www.wikipedia.org

supply chain and market structures

2006



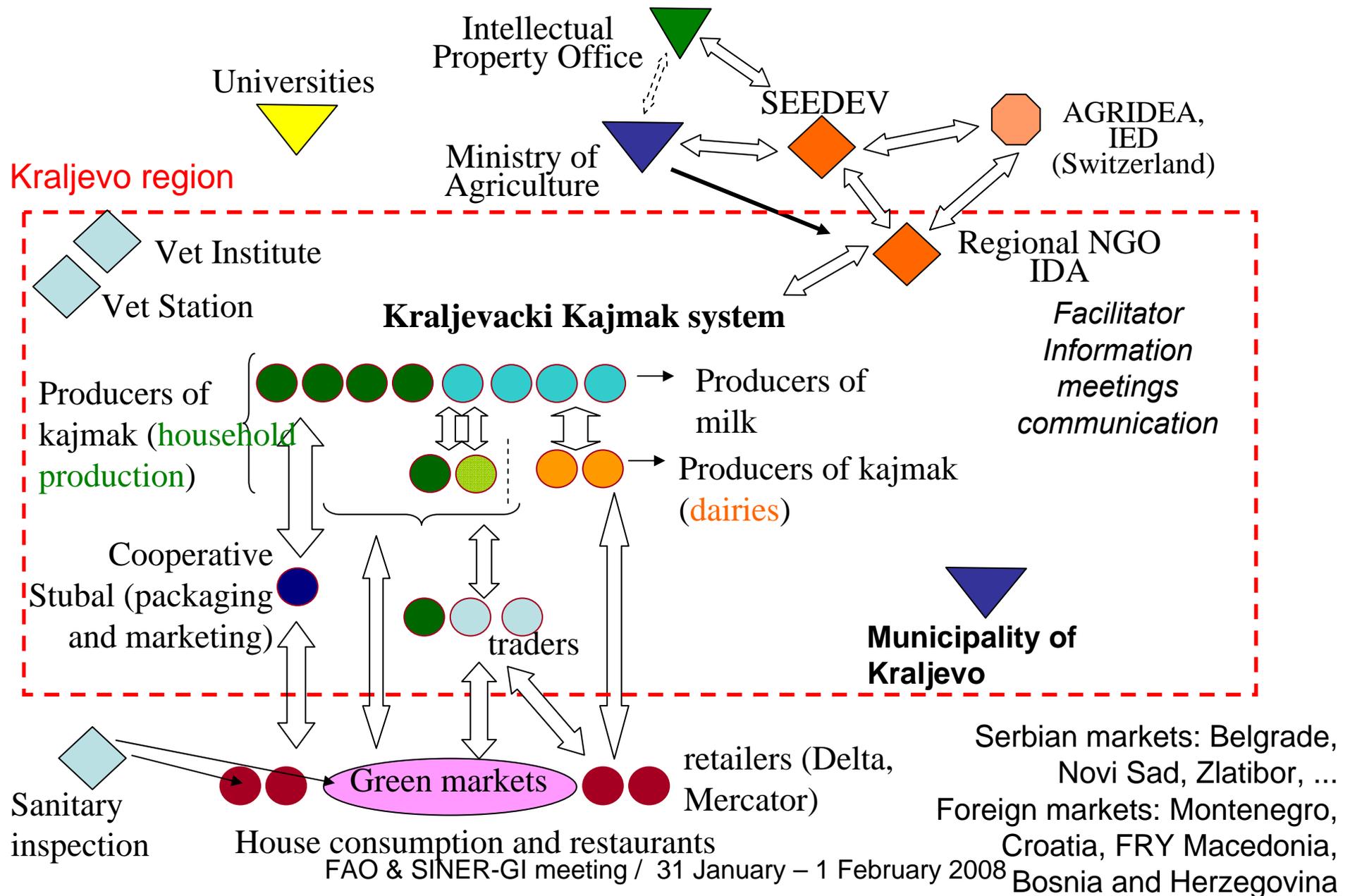
Paus and Révion, 2007

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Protection schemes

- Kraljevacki kajmak is not protected, nevertheless there is an initiative led by a local NGO working on the protection of the Kraljevacki kajmak as a protected designation of origin (PDO);
- The Intellectual Property Office is in charge of Geographical Indications issues;
- The scope of application of the provisions on appellations of origin of the Law concerns all goods;
- During the examination of requirements for the registration, the IPO asks for the opinion of the competent authority (Ministry of agriculture);
- There is no opposition procedure before the final registration;
- There is no certification body for PDO / PGI in Serbia.

Stakeholders and motivations



Household production



Dairy production

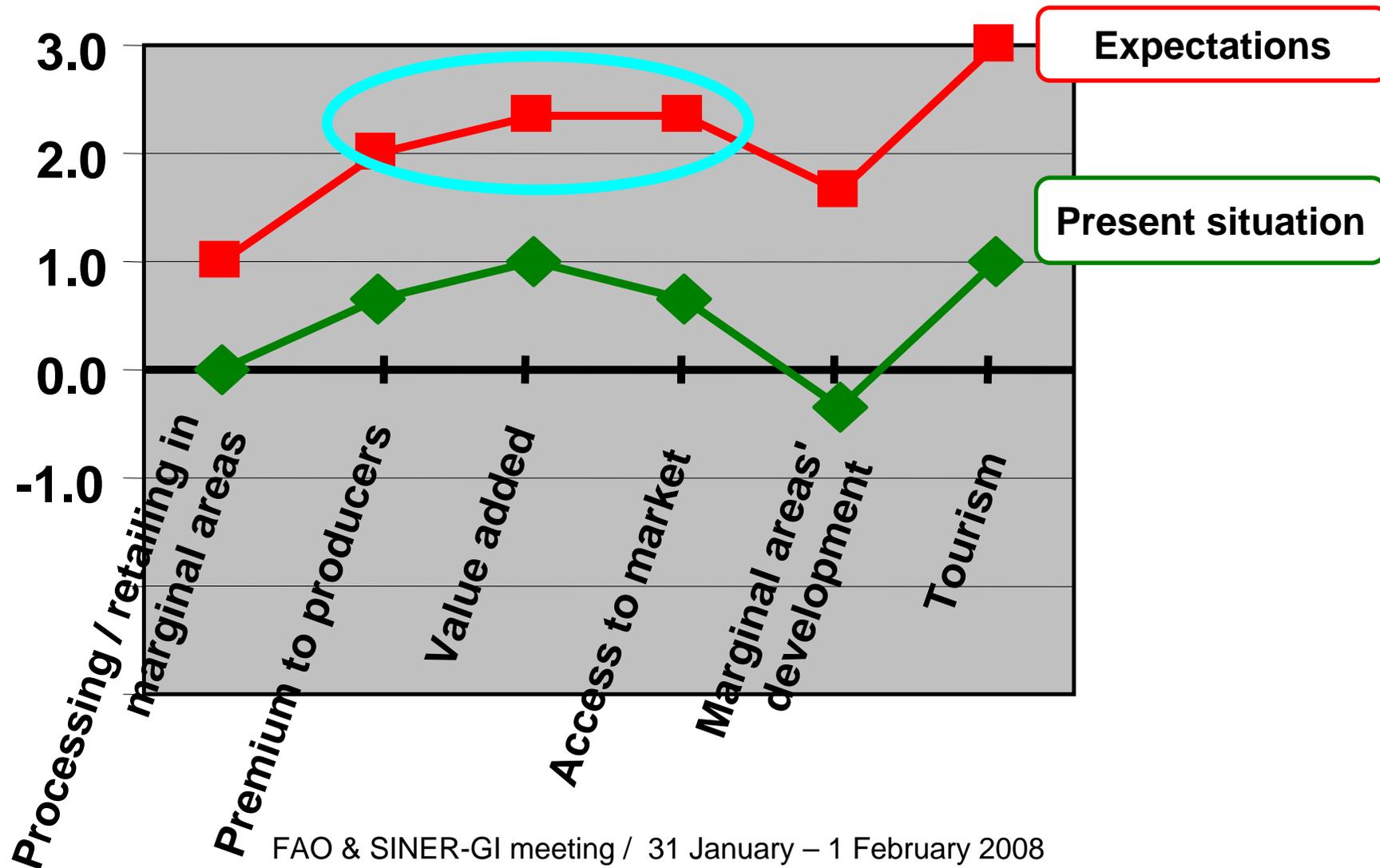


Impacts of the GI system on sustainability

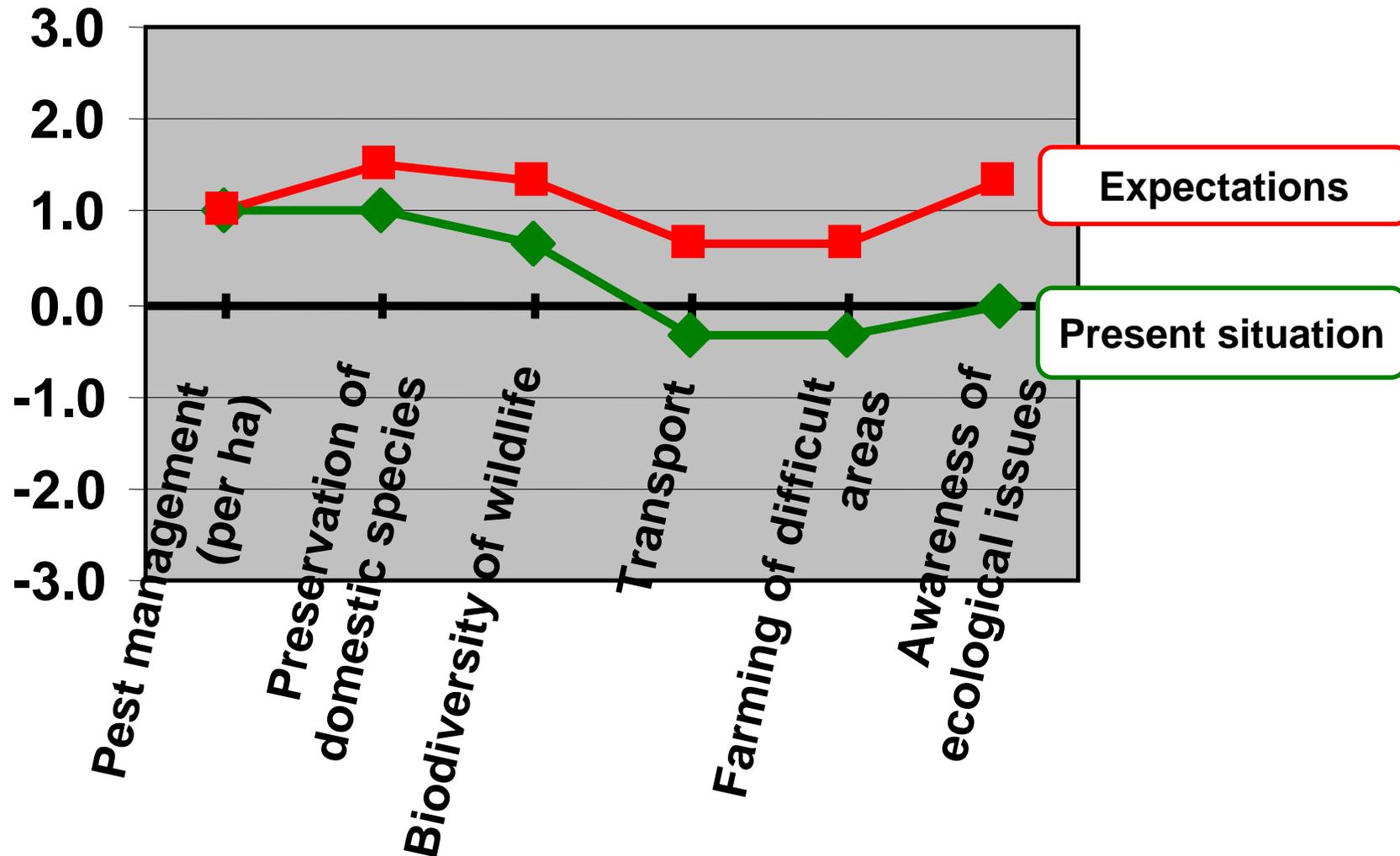
Economic effects

<i>Type of kajmak</i>	<i>Serbian industrial „cheese spread“</i>	<i>Kraljevacki kajmak</i>		<i>Other artisan kajmaks (Lijg, Zlatibor)</i>	
		<i>Household kajmak</i>	<i>Dairy production</i>	<i>Household kajmak</i>	<i>Dairy production</i>
<i>Prices</i>					
Price of the milk (producers) Euros/ Kg milk		0.23 - 0.40			
Price of the kajmak (producers) Euros/ Kg kajmak		2.8 – 5.0			
Price of the kajmak (consumers) Euros/ Kg kajmak		4.1 - 8			
Main channels		Green markets, restaurants			

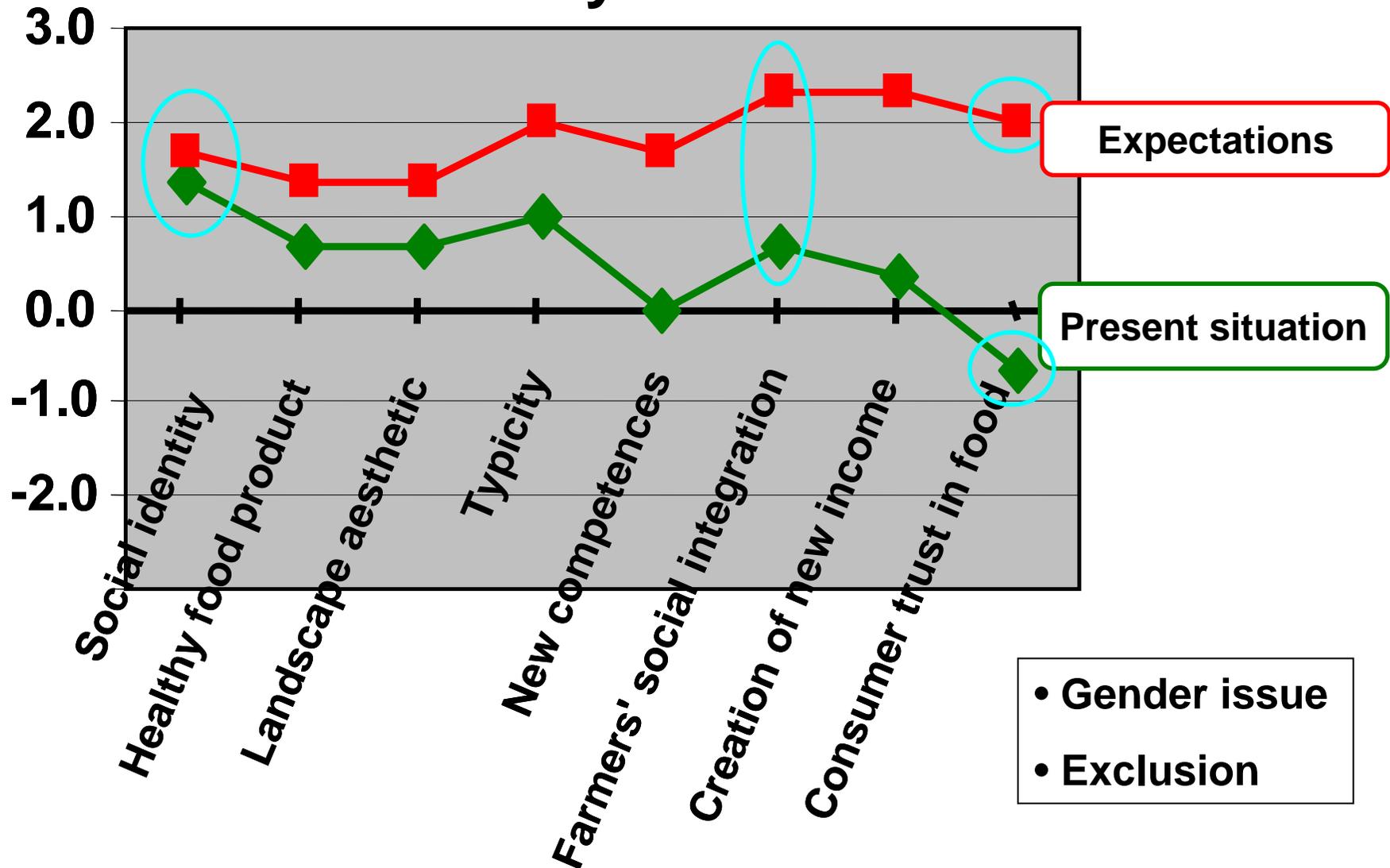
Impacts of the Protection scheme on sustainability / Economic effects



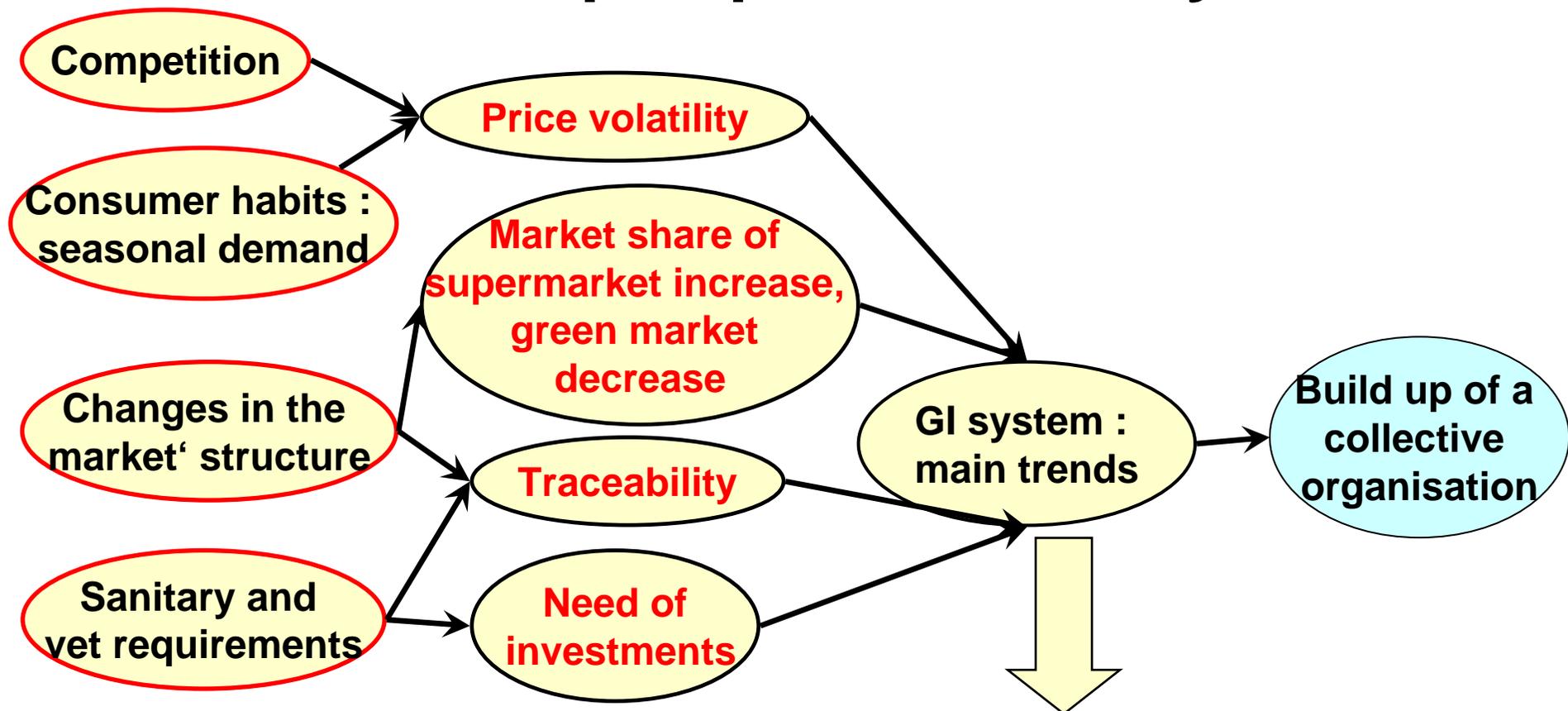
Impacts of the Protection scheme on sustainability / Environmental effects



Impacts of the Protection scheme on sustainability / Social effects



Trends and perspectives: GI system

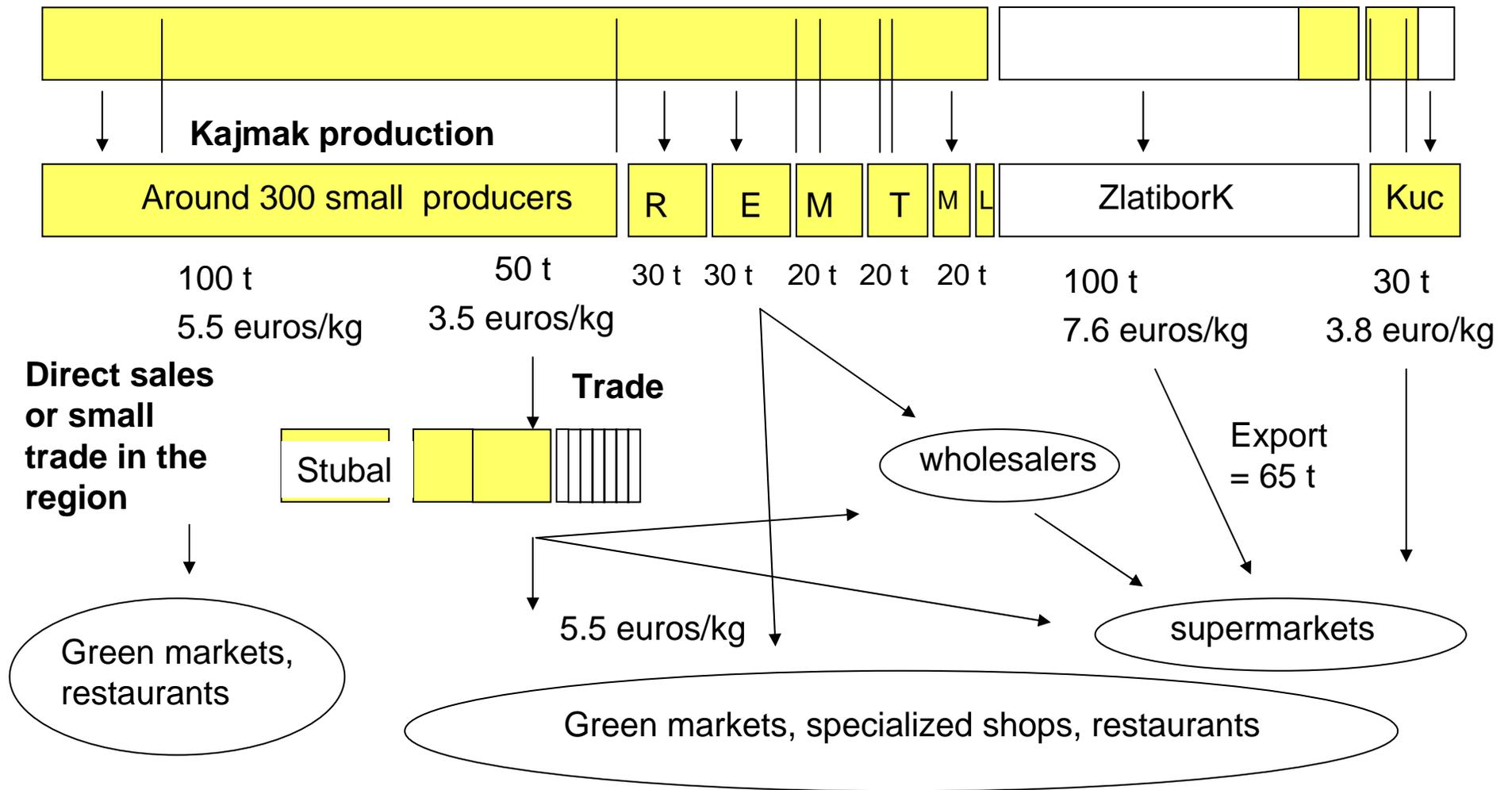


- 1- a lot of small kajmak producers will stop production and deliver milk to bigger processors
- 2- Emergence of middle size dairies
- 3- Potential conflicts

Expected 2009

GI system

Milk production



Thank you for your attention !

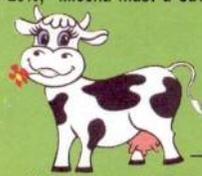
Z.R. ZA OTKUP I PRERADU MLEKA
MLEKARA
EURO-MILK
OBRVA – KRALJEVO
036/851-759, 064/123-37-49, 063/18 50 299
KRALJEVAČKI MLAD KAJMAK

TEŽINA
Bruto _____ kg. Datum pakovanja
Tara _____
Neto _____

Čuvati na hladnom i tamnom mestu. Rok upotrebe 15 dana.
Ispravnost proizvoda kontroliše Zavod za zaštitu zdravlja Kraljevo

Z.R. ZA OTKUP I PRERADU MLEKA
MLEKARA EURO-MILK
OBRVA – KRALJEVO
036/851-759, 064/123-37-49, 063/18 50 299
MLADI SIR KRIŠKA 25%
Suva materija min. 20%; Mlečna mast u suvoj materiji min. 25%

Neto kg Datum pakovanja



Čuvati na hladnom i tamnom mestu. Rok upotrebe 45 dana.
Ispravnost proizvoda kontroliše Zavod za javno zdravlje Kraljevo

Дистрибутер ЗЗ „СТУБАЛ” Стубал
36220 Чукојевац, тел/факс 036/876-247, 876-248

*Млад
Краљевачки
кајмак*

Производи и пакује: Радовац Милан, село Стубал

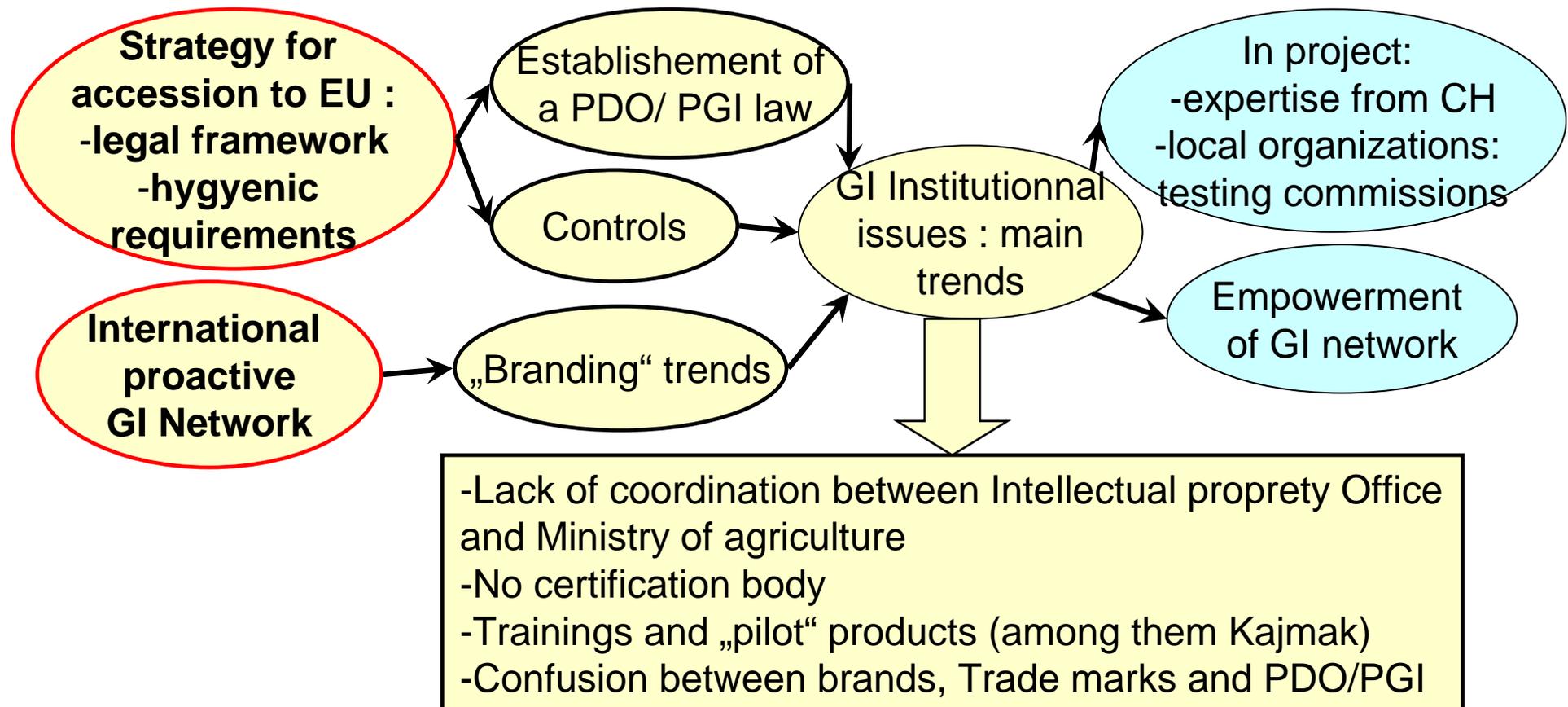
МАСА: Датум
Бруто: кг. паковања:
Тара: кг. Употребљиво до:
Нето: кг.

Чувати на температури од +6 до +8°C



GI protection schemes

(organization and political strategies)



Kraljevacki kajmak at a glance

- Estimated number of farm-producers: 600
- Estimated volume marketed: 300 t/ year
- High variability in the quality
- Definition of „kajmak“ in a Serbian by-law, uniqueness of the *KRALJEVACKI* kajmak? (typicity of the process from Kraljevo? -> Geographical limits are fuzzy)
- Good reputation, but not linked to a particular premium in comparasion to other artisan kajmaks
- Public support