

	<p style="text-align: center;">Geographical Indication Product Database - Step 1-</p> <p style="text-align: center;">Kraljevacki kajmak – Kajmak from Kraljevo</p>	<p>SOURCE :</p> <p>Author :Rémy REYMANN</p> <p>Institution : SEEDEV</p> <p>Partner: AGRIDEA</p> <p>Date : 01.09.2006</p>
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DESCRIPTION :

- NAME OF PRODUCT :** **Kraljevacki kajmak (Kajmak from kraljevo)**
- COUNTRY AND REGION IN THE COUNTRY:** Serbia, region of Shumadija
- TYPE OF PRODUCT :** (including the possible substitutes and imitations of the product)

Not a cheese and not really a cream, kajmak is a category in itself. It looks like a thick cream, white in winter, more yellow in summer. Kajmak is often considered as one of the rare speciality specifically Serbian. It is mainly produced in Central and Eastern Serbia (mountains, hills and valleys) The two main and most famous areas of production being Ujice/Zlatibor in the mountain and Kraljevo which is located 200 km south west of Belgrade. Kajmak is almost exclusively a farm product. Due to technical constraints (see below) no dairy so far started to produce it.

- DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :**

Kajmak from Kraljevo is made out of cow milk, most of the cows being a local variety of Simmental. Most of the farms producing Kajmak are small and very small farms (2 to 5 cows and less than 5 ha). The production is made almost exclusively by the women. In most of the farms there is no special room for the production which is made in the kitchen of the household.

Method of production:

- The evening the “morning and evening” milk is filtered and stays for the night at the temperature of the room
- Next morning the milk is boiled during 5 to 10 mn. When the milk is boiling, the froth has to be removed
- It stays for the day at the room temperature. The evening the cream should be smooth.
- It stays for the night in the refrigerator
- Next morning, the cream (5 to 10 cm) is removed with a knife, cut in pieces and salted.

The three rules to make a good kajmak: to mix morning and evening milk, to mix milk from several cows, to remove the froth when the milk is boiling (if not it gives a bad aspect and affects the taste).

24/25 litres of milk are needed to produce 1 kg Kajmak: what to do with the remaining milk is a major problem and the main reason why the dairies did not start to produce kajmak. The women are using this milk to produce a white cheese having of course very low fat and low value on the market.

The kajmak can be sold as young Kajmak (1 to 3 days) or as old Kajmak (4 to 15 days). If it is stored properly it can be kept several months. In General the consumers prefer young Kajmak (about 350 CSD/kg in Kraljevo market when old Kajmak is sold about 300 CSD). But it seems that there is a demand, particularly in Belgrade, for old kajmak.(stronger taste)

In Kraljevo, only the northern part of the municipality is producing kajmak. In case of a registration some villages from Cacak and Kragujevac municipalities should certainly also be included in the area of production.

- LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):**

Kajmak is a traditional product “par excellence” and almost a symbol of the Serbian rural way of life. Kraljevo is far to be the only area of production but it is the most famous. The use of “Kraljevo” as a geographic denomination for kajmak is very common in all green markets of Serbia. Is this notoriety due to specific climate and/or soil conditions? Certainly, but I do believe that the notoriety of the Kajmak from Kraljevo is mainly due to the proximity of Belgrade market. The kajmak produced in the mountains is maybe good as well or better but is out of the distribution channels.



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6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure) :

According to a very rough estimation, about 1200 farms are producing kajmak in Kraljevo but only half of them are selling it (the others are producing for self consumption and for the family).

A small part of this kajmak is sold directly by the producers on the local green markets and to the restaurants. The main part is collected by specialized traders (often producers themselves) who invested in cooling systems. About 10 traders are operating in the area, each of them having 50 to 70 regular “cooperants”. They are selling the kajmak in the green markets and small shops in Belgrade and other main cities or, illegally, in Bosnia. Some of them have access to the national supermarkets; none of them has access to the international hypermarket. The rule is that for 1 kg kajmak the client also buys 3 kg white cheese. This rule is in fact the condition for the kajmak business. Without this rule it would be impossible to manage the stock of white cheese. In addition to the sanitary issue it is also a reason why it is difficult to sell it to the hypermarkets: they could be interested to buy kajmak but they have other suppliers for basic white cheese.

7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

According to most of the traders the demand for high quality kajmak is higher than the offer. However, the sanitary question becomes an issue: every body knows that the kajmak is produced in traditional farms, with traditional methods and without any sanitary control. The image of kajmak starts to be in contradiction with the demand of the consumers asking more and more guarantees...

8. APPLICANT / HOLDER (IF ANY) :

So far there is no real registration process but:

- A few producers and traders started to think about and to establish first contacts with the ministry of agriculture and/or the office for intellectual property. However they are not coordinated. The process is at a very initial phase.
- An American consulting agency, World Wide Strategy, is implementing a World Bank project aiming at creating “clusters” and at registering the kajmak from Kraljevo as a PDO or a collective trademark. After having participated in a few meetings, we do not believe that this project has a single chance to achieve any objective.

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

It is difficult to consider the implementation of a PDO/PGI system in Serbia without to address the issue of kajmak even if it is a difficult case (two products, kajmak and white cheese, atomisation of the production, no coordination so far among the producers and traders). To a certain extend Kajmak from Kraljevo is in Serbia what the gruyere is in Switzerland, the symbol of the tradition, almost a myth.

CATEGORY :

☐ Origin Product

☒ GI product

☐ Recognized GI