



Geographical Indication Product Database
- Step 1-

SOURCE :
Authors :
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Institution :
AGRIDEA
Date : 30.08.06

Pain de seigle valaisan AOC
(Rye bread of Valais PDO)

DESCRIPTION :

1. NAME OF PRODUCT : *Pain de seigle valaisan AOC (Rye bread of Valais PDO)*

2. COUNTRY AND REGION IN THE COUNTRY: Switzerland – Valais canton

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)

Rye bread

The white refined flour breads are still the core of the market but retailers try to develop new environmental and health promises to the consumer. The major retailer Migros sells white refined flour bread with the IP Suisse pest management label. His competitor Coop proposes special whole flour breads with its organic label (Naturaplan + Bio), Migros is still allowed to sell an industrial copy of Rye bread of Valais PDO.

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

It is an artisan product sold on short supply chains by a collective PDO organisation. This is a typical high-quality, origin-labelled product. Members accept to follow a specific code of practices.

The geographical limits are the Valais region. The bread size was fixed at 500 g or 1 Kg.

The promise is mainly linked to the origin (typicity, authenticity, artisan processing). The rye production is a high standard, integrated pest management production (“extenso”) or organic (often without the label when other productions of the farm are not organic).

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

For centuries, the Valais peasants have lived in virtual self-sufficiency. Bread was made from rye, the only flour-bearing cereal adapted to the rigours of the alpine climate. Rye bread had the advantage of keeping over long periods. The peasants could take large loaves with them on their migrations with their cattle from the valley to mountain pastures.

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

The organisation is a classic PDO alliance. The PDO Rye Bread of Valais association is composed of three colleges (producers, mills, bakers). Decisions are made collectively.

Size	very small	rye production : 574 t in 2005
Evolution	growth	230 t. in 2000 (+ 150 % in 5 years)
Geographic limits	regional	Valais region
Type of the collective organisation	vertical alliance	40 producers, 2 mills, 48 bakers
Date of birth	1997	eight years old

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

price of breads on the relevant regional (Valais) market in 2004

Products	Consumer price	Bakery cereals origin	organisation	Cereals production process
Rye Bread of Valais	66 Swiss cents (42 Euro cents) / 100g.	Valais	Interprofessional association	Code of practices PDO
conventional	- supermarkets (Coop) – 37 Swiss cents (24 Euro	Swiss	spot market (mainly Swiss)	legal ecological requirements in



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	cents/100g) - traditional bakers' shops 60 Swiss cents (39 Euro cents) /100g			Switzerland. No premium to the producer
Migros / IP Suisse	38 Swiss cents (24 Euro cents) / 100g	Swiss	partnership between Migros and the IP Suisse producers' association	superior specific code of practices (pest management) Premium to the producer
Coop naturaplan / Bio	66 Swiss cents (42 Euro cents) / 100g	Swiss or imported	spot market of the organic flour (Swiss and international)	Organic Premium to the producer.
Migros industrial copy of the Rye bread of Valais (organic)	66 Swiss cents (42 Euro cents) 100g	Swiss or imported	spot market of the rye flour (Swiss and international)	Organic Premium to the producer.

The initiative is very small but the growth rate is impressive and the competitive position good. Market share in the Valais region is small (estimated at 5% of the total bread consumption in the region) because the product is festive and not eaten daily. The competitive position is quite good.

7. APPLICANT / HOLDER (IF ANY) :

College board composed of producers, 2 mills, and bakers.

The initiative was launched in 1997 by a discussion group composed of the two regional mills, two bakers of the Valais region (delegates of the regional bakers' association), the director of the Chamber of Agriculture and a high rank officer of the Ministry of Agriculture of the Valais canton. There were no producers in the discussion group at the beginning.

The Rye Bread of Valais was registered as a PDO by the Swiss Ministry of Agriculture in 2002.

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

CATEGORY :

Origin Product

GI product

Recognized GI