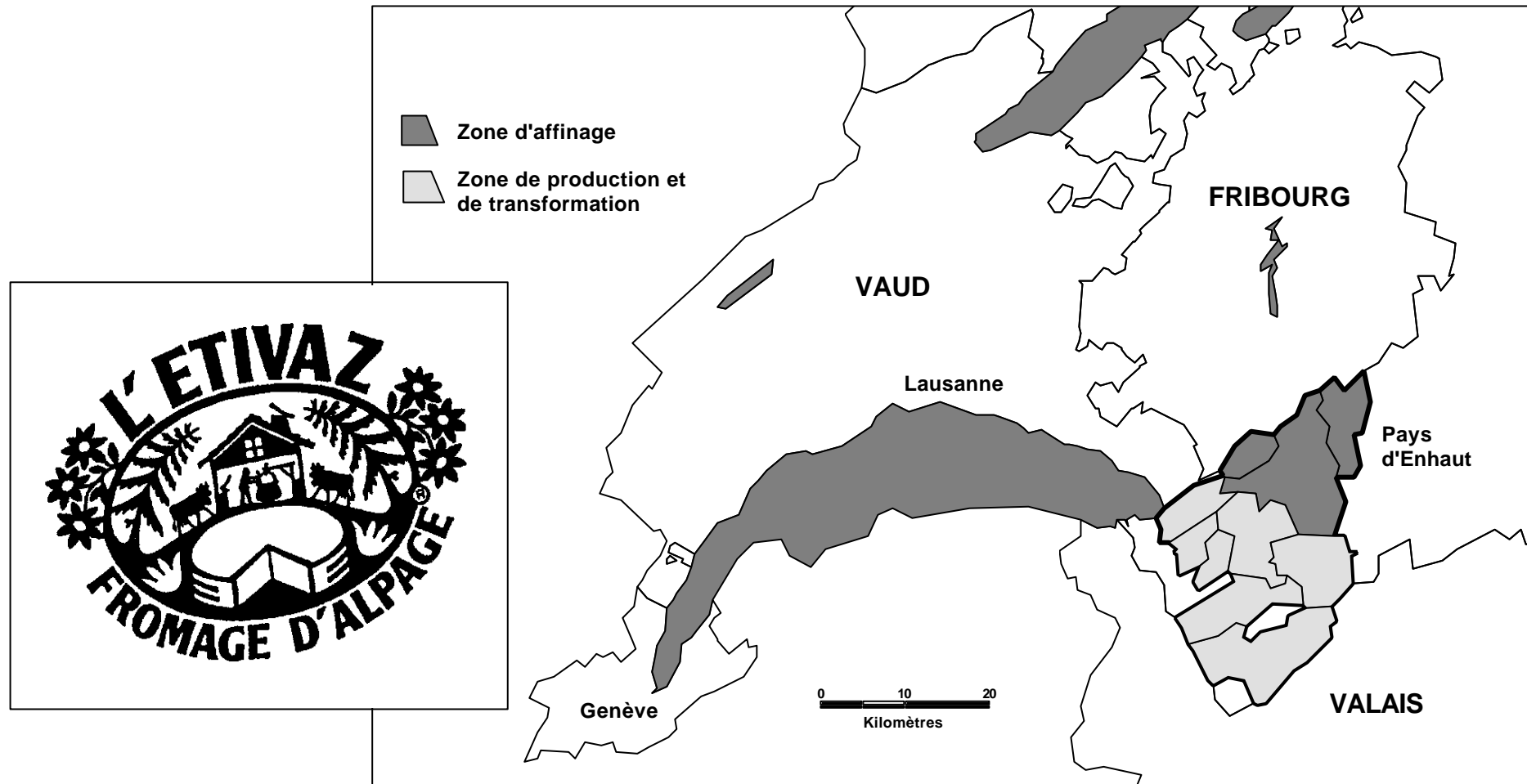


« L'Etivaz »

Protected Designation of Origin

Case presented by the Swiss Dolphins team
Parma meeting
WP5
September 23, 2002

The delimited area and the collective trademark



L'Etivaz : the essentials

- Annual production: 320 tons of cheese.
- 80 families of producers.
- 200 mountain pastures with 200 chalets between 1000 and 2000 meters.
- One cooperative for the ripening and the marketing of the cheese (Turnover of the Coop: 5 millions CHF / 3.25 millions EUR - staff 12 people)
- Certification ISO 9002 (Cooperative) and HACCP,
- Certification to Regulation UE 92/46 for export in the EU,
- PDO recognised in 2000 and certification by an accredited body.

Main specifications of the code of practice

- Production area: between 1000 and 2000 meters.
- Making of l'Etivaz between 10 Mai and 10 October.
- Raw fodder from the mountain pasture only. No import of hay permitted.
- Processing of milk on the alpine pasture. No transport of milk.
- Raw milk; cauldron coated with copper; Heating: wood only.
- No storage of raw milk longer than 18 hours before processing.

Self-organizing of the supply chain : a few features of a long-term strategy (<-> WP2)

The key elements of the development of the co-operative:

- **1932:** Economic crisis and quality problems: the “*Association des producteurs de fromage d’alpage de L’Etivaz*” is founded in order to improve the quality of the cheese and maintain the sales.
- **1934:** Building of the cellars to store and ripen the production of the 30 members of the association.
- **(...)**
- **1986:** Increase of the production. Building of a new cellar. All the cheese is then ripened in the area. The coop is now independent and responsible alone for the marketing of the cheese.

Self-organization efforts of the supply chain : a long-term strategy (<-> WP2)

- **1988-1989:** A registered trademark gives a commercial identity to the product. It is linked to a severe code of practice. Producers and their family participate actively in the promotion of the product.
- **1989-2000:** Several elements strengthen the strategy of the Coop:
 - Production of a L'Etivaz “organic cheese”,
 - Grading of the cheese and payment according to quality,
 - Technical services to improve the quality of the production,
 - ISO 9002, PDO (EN 45'011 certification).

A favourable connection with the local system and « the outside » (\Leftrightarrow WP3)

A solid local insertion provides amenities ...

- Local ability to collective action.
- Social openness to outside ideas and solutions, ability to adapt them (“integrative competencies”).

... and the product provides substantial externalities :

- Milk price for first quality cheese: 1.20 CHF (0.78 EUR). (> milk for industry, Swiss average: 0.77 CHF / 0.50 EUR).
- Deep involvement in local life.
- Involvement in the collective building of the Swiss PDO system (certification - promotion).

A favourable connection with the citizen/consumers (\Leftrightarrow WP4)

A communication based on the specific features of the product...

- Authenticity, typicity, “terroir”,
- Well-targeted low cost marketing
- Collective action + Public grants + local involvement in marketing

... made possible in the long term by a coherent policy :

- Strategic goals coherent towards communication (valorization of local amenities, intensive work on quality, leave out a competition based on low production costs).
- Formalization in strict codes of practices (PDO, organic, ...)

Link with WP 5

Needs for further exploration :

- What is a success in terms of rural development ?
- Distribution of the rent :
- are there policy tools to keep it within the local system ?
- to which category ? (Incl. owners of production factors)