

Switzerland : Raclette du Valais – Cheese - claiming for PDO

Towards a systematic classification of Origin Labelled Products
Comments on the guideline for analysing case-studies
draft

The Dolphins groups 1 to 4 have highlighted very interesting and relevant issues concerning Origin Labelled Products (OLP). They have identified different problems that OLP supply chain meet and strategies that they may choose. Out of these workpackages results, the guide line selects some main points. We propose to extend this approach in order to better compare case studies and asset proximity or distance between them. Inside each main point, it might be possible to extract more precise items and to define for each item some possible "values". This systematic approach is complementary of complete comments. It would help to sort very quickly case studies and get information about their main characteristics.

We propose hereafter some items. We have tried to include in this classification OLPs which are not PDO/PGI labelled products. We have applied it to a Swiss cheese case study : Raclette (Valais), which is at the present time claiming for a PDO label.

1- General information

- Name of OLP: Raclette du Valais
- Type of product: a raw milk cheese which is generally eaten melted according to a special dish.
- Type of denomination: is claiming for a PDO label (strong oppositions from main competitors).
- Country of origin: Switzerland - Valais
- Area of production: Valais
- Volume of production: around 2 000 tons
- Market share of the relevant Swiss market: around 15%.

2- Definition, characteristics and legal protection

2.1 - code of practice

- Yes, internal, piloted by a firm(s)
- yes, internal, piloted by a consortio
- yes, approved by the State (PDO, PGI)
- no

2.2 - legislative aspects concerning the denomination of the product

- registered trade mark, held by a firm
- a collective registered trade mark
- PDO
- PGI
- none

2.3 - Institutions involved in the quality monitoring

- internal controlling
- external controlling by an independent entity
- none

3- Link with production and marketing systems

3.1 - Producers' characteristics

- specialised in the OLP
 - mainly in the region (number : around 1000, 90% of the processors' supply)
 - mainly out of the region (number :,% Of the processors'supply)
- non specialised in the OLP
 - mainly in the region (number : around 1000, 90% of the processors' supply)
 - mainly out of the region (number :,% Of the processors'supply)

3.2 - Processors' characteristics - 1st stage (cheese makers)

- artisanal enterprises (number : 30, 100 % of the production)
 - specialised in the OLP
 - not specialised, processing other OLP / PDO products
 - not specialised, processing conventional products
- industrial firms (number : ...,% of the production)
 - specialised in the OLP
 - not specialised, processing other OLP / PDO products
 - not specialised, processing conventional products

3.3 - Processors' characteristics - 2nd stage (ripeners)

- artisanal enterprises (number : % of the production)
 - specialised in the OLP
 - not specialised, processing other OLP / PDO products
 - not specialised, processing conventional products
- industrial firms (number : 1 major, .80 % of the production)
 - specialised in the OLP
 - not specialised, processing other OLP / PDO products
 - not specialised, processing conventional products

3.4 - Vertical coordination through the OLP supply chain

- coordination by a cooperative (*a holding which controls a cooperative and some firms*)
 - code of practice
 - marketing plan
 - promotion
 - quality control
 - contract templates
 - fixing of quantities
 - fixing of prices on intermediary markets
 - fixing of prices on retailing market
- coordination by a consortio
 - code of practice
 - marketing plan
 - promotion
 - quality control
 - contract templates
 - fixing of quantities
 - fixing of prices on intermediary markets
 - fixing of prices on retailing market
- vertical integration by a firm
- no formal institution

3.5 - decision making within the network

- democratic
- autocratic
- situation of conflict and crisis

3.6 - Distribution channels

- mainly within the production area (66% of the production)
 - direct selling (25% of the production)
 - specialised shops
 - restaurants
 - big retailers
 - open air markets
 - collective shop
 - national (33% of the production)
 - direct selling
 - specialised shops
 - restaurants
 - big retailers
 - open air markets
 - collective shop
 - international (1 % of the production)

4- Link with rural development

4.1 - characteristics of the agriculture of the region

- difficult farming conditions
- economically advanced region
- touristic region

4.2 - impacts on rural development

- employment
- environment
- landscape
- social identity, patrimonial status
- agritourism

4.3 - local public support

- subsidies for promotion
- subsidies for investments
- lawyers services

4.4 - members of the network

- only farmers and processors
- including public local institutions
- including research institutions
- including touristic organisations
- including consumer association...

5- Link with consumer and citizens

5.1- Strategic position

- niche
- leader
- follower

5.2 - main competitors

- "industrial" conventional products (*pasteurised milk products*)
- other origin labelled products
- retailers private labels

5.3 - Identification by the consumer

- yes, certainly
- yes, partially (*within the production area*)
- no (*outside the production area*)

5.4 - premium payed by the consumer, compared to the main industrial competitors

- +1 to 5%
- +6 to 10%
- more than 10%
- none

5.5 - promotion

- by the firm (s)
 - labels
 - advertising
 - promotion on the market place
 - sponsoring
 - highlights the firm trade mark
 - highlights the origin
 - highlights the product quality and appearance
 - highlights the landscapes of the region (*Mattenhorn mountain*)
 - highlights the OLP processing stages
 - highlights the attributes of the region (*traditional cows fighting*)
- by the consortio, if any
 - labels
 - advertising
 - promotion on the market place
 - sponsoring
 - highlights the origin
 - highlights the product quality and appearance
 - highlights the landscapes of the region
 - highlights the OLP processing stages
 - highlights the attributes of the region (special events, costumes...)
- by the region
 - advertising
 - promotion on the market place
 - sponsoring
 - highlights the landscapes of the region
 - highlights the OLP processing stages
 - highlights the attributes of the region (special events, costumes...)