

DOLPHINS - TASK2 - WP5

Case-studies analysis

GUIDELINES

This is the guideline to be used for analysing selected case-studies for WP5 with a common “language” and methodology. The guideline reflects the scheme and the topics analysed during the Task 1 (WP1-WP4). The aim is to produce a general overview on characteristics, evolution, problems and opportunities of OLP products on the basis of case-studies cross-readings.

0. General information:

- ✓ Name of OLP : Taureau de Camargue
- ✓ Type of product : beef meat
- ✓ Type of denomination : PDO since 1996
- ✓ Country of origin : France - Camargue
- ✓ Area of production : It's produced in the South of France within a triangle delimited by the towns of Montpellier-Nîmes-Marseille.
- ✓ Presentation and general description of the product (story of the product, region of production, relevance in the market, reputation, products competitors, etc)

The *taureau de Camargue* is the first PDO beef meat and for the meantime it's the only one in France. It's the origin of the meat which certified.

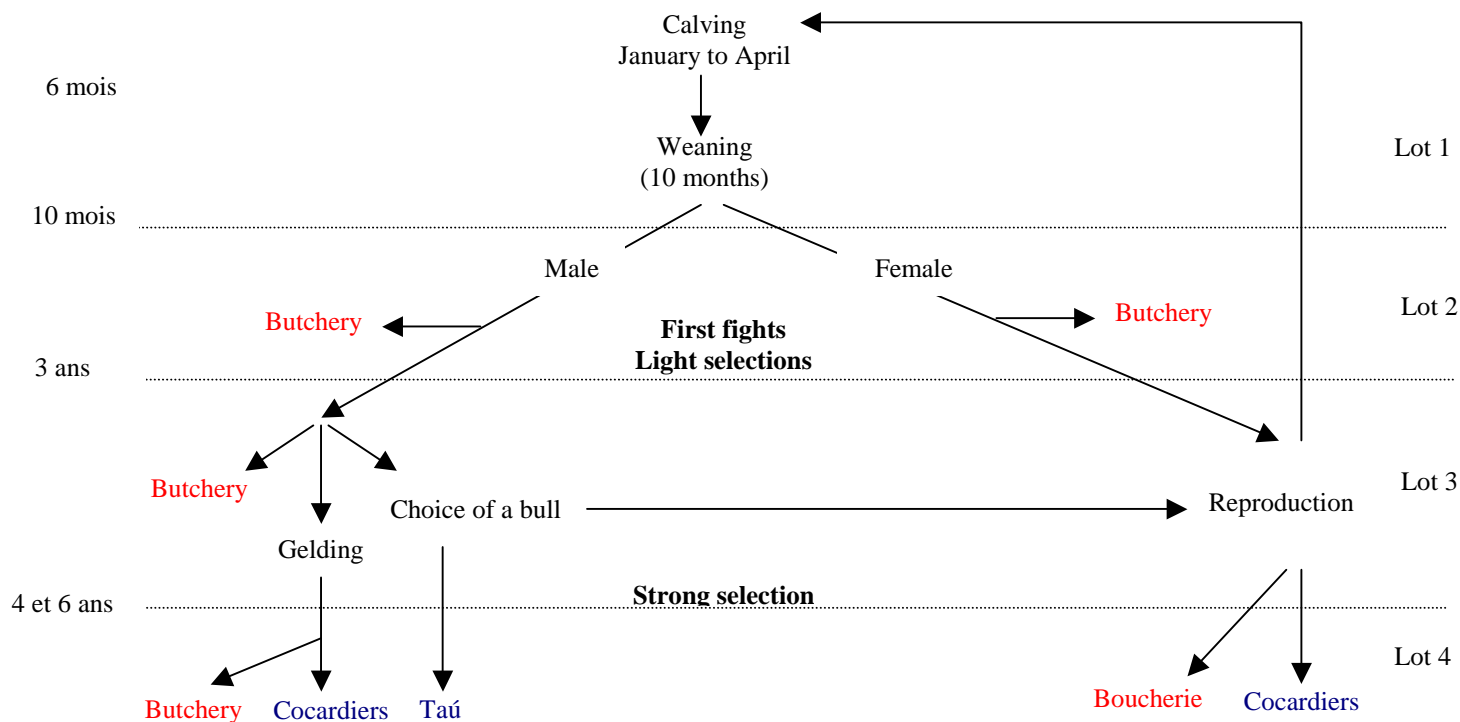
So, the National Institute of Designation of Origin (INAO) does not have any references or tenet yet to qualify the origin of a beef meat.

In all the countries, bulls was usually used for ploughing the fields. But this camarguan bull was naturally aggressive. So the greatest care must be taken to yoke the oxen and what it was a dangerous activity became a popular game.

The breeders of *taureau de Camargue* do not breed their animals for meat production, but for bullfights and especially for “course à la cocarde”. It's looks like “corrida” but the bulls are not killed at the end of the game. The bulls unfit for the “course à la cocarde” apply the meat-process.



(Course à la cocarde)



In 1992, the traders Alazard & Roux (manager of the slaughterhouse of Tarascon and the main meat trader of taureau de Camargue) wishes to valorise the bulls' meat, unfit for the Camargue games. They are within the supply chain at the interface between breeders and butchers. This particular position in the production chain is very important for the success of the labelling procedure. Indeed, the carcasses of taureau de Camargue

Table 1 : general statistics about taureau de Camargue

TOTAL	All Carcasses	PDO Carcasses	% agreement of	Total weight (T)	Weight of one carcass (Kg)	Number of breeding « PDO »
1997	1350	756	56	131,45	173,9	75 au 31/12/1997
1998	1850	1477	80	247,6	167,6	85 au 31/12/1998
1999	1874	1328	70,9	227,3	171,2	86 au 31/12/1999
2000	1977	1405	71,0	226,75	161,4	88 au 31/12/2000
2001	1926	1614	83,8	254,4	157,6	91 au 31/12/2001
TOTAL	8977	6580	73,3	1087,5	165,3	

1. Definition, characteristics and legal protection (ex-WP1):

This part is devoted to the issue of legal protection systems, and to the way PDO-PGI (or other legal protection systems) intervene on the relationships between the product and its production system, modifying actors' interests and actions.

1.1 Characteristics of the OLP and its production system:

- ✓ Is OLP production process based on specific non-transferable local assets (both of material - i.e. specific plant varieties or animal breed - and immaterial kind - i.e. local knowledge and culture)?

The OLP production is based on the one hand on two local animal breeds. *Brava* breed used for corrida and *raço di biou* for the course à la cocarde which the former breed *taureau de Camargue*.

This last one has been renamed because it existed a confusion between the geographical name and the denomination of origin.

On the other hand, OLP is based on local knowledge of extensive breeding. A special study (Trift et al., 2002) of knowledge concerning meat process shows that it does not exist really a specific know how to carve the meat of taureau de Camargue. We identified only **an adjusted knowledge** in relation to the generic carve used by all the butcher in France. This adjusted knowledge is due to the more little muscles of the taureau de Camargue than the other french beef breed.

- ✓ To what extent the OLP is made differently in the local area?

The main difference consists in the breeding which is not for the meat but for the games. The production of taureau de Camargue is closely connected with the local traditions which are only in Camargue in France and all the practices are turned towards the production of animals good in bullfighting and not necessarily good for meat in this area.

- ✓ To what extent there is an heterogeneity in production techniques, in production costs and in the characteristics of the firms involved in the supply chain (dimension, access to marketing channels)?

The livestock breeding system is very extensive and there are many ways to breed taureau de Camargue. Inside this OLP, the breeding of *brava* bulls is very different with the *raço di biou* bulls. Indeed, the brava is bigger and it is a really (full) bull for the corrida. The breeding cost is more important because the brava animal must be more developed and so more well-fed for the corrida.

For the transformation, the carving is quite standard for all the carcasses (*brava* and *raço di biou*), so there is not a strong heterogeneity.

The firms are very different. There is a national one (which make a little part of the volume of PDO and a regional one (which make 70 % of the PDO carcasses and 90 % of the PDO meat). In fact, the national firm can not sell PDO meat (they can not carve the carcasses in the PDO area). They must sell the carcasses to the butchers of the region but they do not get the profit of the transformation of the carcasses. So, only the regional firm can sell retail the PDO meat (and notably in supermarket).

1.2 The process of institutionalisation

- ✓ Which were the problems faced by the OLP before the activation of the legal protection system?

A bad valorisation of the taureau de Camargue's meat

An heterogeneity of the price of the alive animal

A improper utilisation of the name of taureau de Camargue for bulls coming from Spain or other animal breed than *brava* or *raço du biou*.

- ✓ Who activate the request for protection? Which are the interests and economic actors?

A wholesaler, the ownership of the regional slaughterhouse which already slaughtered the main part of taureau de Camargue of the region activated the request in 1992.

The main interest was to valorise a meat on other criteria than the yield of the carcass. The definition of the origin give an argument to differentiate the meat. So the definition of the origin and the elaboration of a code of practice allowed the actors of the supply chain to change a disqualified carcass to a qualified and valorised piece of meat.

The protection of the denomination of origin was also a stake because a lots of bulls from Spain was sold (before the PDO) for taureau de Camargue, particularly in the restaurants of the region.

- ✓ Which problems were to be faced in the drawing of the Code of Practices – *Cahier des Charges* (production area, techniques, product quality, etc.)?

Production area was not a problem because it is copied exactly on the area of the Camargue horse defined in the 80's. The breeding system is an extensive system and so it's difficult to codify it, because it's based to a great extent on natural regulations.

One of the problem was to choose the better signal of quality for taureau de Camargue (Origin vs Organical).

Qualify an origin suppose to qualify what it is original in the product quality. This qualification can not only define differences with other similar product but also a real typicity because the product is absolutely unique. So the actors in charge with the PDO must define the product quality for itself without reference to another product, and it's very difficult for them, especially for sensorial specificity.

✓ Which conflicts emerged?

A traditional conflict between breeders and the main wholesaler.

A conflict between 2 firms about the area. The first have a slaughterhouse and a carving workshop in the PDO area, but the other one have only a slaughterhouse in the PDO area and not a carving workshop (so it can only sell PDO carcass and not PDO meat which is more interesting).

✓ Was the solution reached a good compromise (accepted by all actors), or did it give way to an unstable equilibrium?

No good compromise. Need of legitimacy for the wholesaler with the breeders.

1.3 Code of practice:

✓ Relevant issues of the Code of practice (if it exists...)

There is a few elements concerning the livestock farming system. The *table 2* describe it.

The extensive livestock farming system make difficult to codify the practices of the breeders, le technical rules of PDO is only based on general elements (the breeds, area of production and period of breeding in "wet zone", types of animals, weight of slaughtering).

Table 2 : Livestock farming system and objectives

Livestock farming system	Objectives
Extensive breeding	To maintain the wildness of the bull
Stay of the bull in the "wet zone" between April and November	To respect the tradition of the transhumance

The *table 3* (Trift and Casabianca, 2000) sum up the animals processing conditions and their carcass, mentioned in the decree of the 2000/07/07. But no cut up operation is specified, whereas it is obviously specific and determines the quality of the process of the meat. All this conditions is to protect the meat and not valorise the specificity of the meat.

Table 3 : Carcass processing conditions

Technical operations	Technical criteria	Risks associated to operations
Transportation Unloading of the animals Penning in cow sheds	Either separated or attached animals Special passageways for unloading No waiting	Stress due to transportation Size of passage ways
Slaughtering	Animal stunned in 5 seconds Contention trap	Stress at the slaughtering
Weight of carcass	> 80 kg	
Splitting of the carcasses	2 animals/post/hour 25 m ² /carcass Splitting by band-saw or	Approximate cut up Steam one the carcasses Warming-up of the

	only internal shower	carcasses
Cooling	Temperature: 5 to 7°C 10 °C in the heart of the carcass before 10 hours	<i>Cryocho</i> (AFNOR prescription)
Maturation	Temperature: between 0 and 2 °C Between 48 hours and 5 days	Toughness of meat

- All this elements are a part of the regulation conditions in the meat-process and nothing is really specific of carving a carcass of taureau de Camargue.
- There is no information codified in the technical rules about the carving of the meat whereas it is the only transformation existing in the meat process so very important.
- The decree of *Taureau de Camargue* PDO require to protect the product and especially the carcass. In other words, managers of PDO prefer to protect the carcass without assuring its specificity. These reversals in points of views needs to go from implicit know how to the codification to the significant knowledge in the construction of the specificity codified in the code of practice.

- ✓ Relevant issues related on certification (product and process)

The taste of the meat is really different (analyse realised by the French Institute of the Meat).
The working of the carcass is different too because of the little height of the carcass.

Instead of the bad conformation of the taureau de Camargue's carcasses, the price of its meat is sold at the same price than the meat proceeded from carcasses better-formed. The specific codes of rules allows to increase the price by the qualification of the origin of the meat. **When the origin of the meat was not qualify the price was very low in comparison with other meat (of charolais for example) because the carcasses do not be worth much.**

The genetic selection to improve the capacity of the bulls for fighting makes particular animals (small and bad conformation for the meat-process) and it's opposite to a good valorisation of the carcasses by the butchers.

1.4 Certification:

- ✓ Description of certification procedures, subjects involved, certification costs, sanctions

Every people of the supply chain who wants to breed or carve taureau de Camargue must fill a declaration of ability (*declaration d'aptitude*) which urge them to respect the code of practice (it's a kind of contract between the producers and the National Institute of PDO).

Besides, there are 2 certification procedures. A first one which control the **conditions of production**. Every producer of the supply chain (breeders, slaughterhouse, the butcher) is controlled. If the conditions of production are conform with the code of practice, the producers can continue to produce PDO meat . If not, National Institute of PDO give a warning to the producer who does not respect the code of practice. At the end of 3 warnings, the National Institute start a invalidation procedure which consist to correct the non conformity.

A second commission called control assent (*contrôle agrément*) is in charge to control the carcass and meat quality. If it is conform the product can be sold with PDO. If not, There is a warning and after 3 warning the invalidation.

Certification costs for PDO is a public service so they are free for the producers. However, the independent certification bodies charged producers for PGI.

1.5 Legislative aspects – description of:

- ✓ Laws that institute and regulate the denomination of this product

The laws that regulate the PDO of meat of taureau de Camargue are:

Commission Regulation (EC) No 2036/2001 of 17 October 2001 supplementing the Annex to Regulation (EC) No 2400/96 on the entry of certain names in the "Register of protected designations of origin and protected geographical indications" provided for in Council Regulation (EEC) No 2081/92 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs

The R (CE) 297/2000 confers PDO mark to taureau de Camargue.

- ✓ Legal institutions concerned with it (in the definition of product characteristics, in the protection, in quality monitoring, etc.)

National Institute of Designation of Origin (INAO)

Regional Natural Park of Camargue (PNRC)

- ✓ Existence of trademarks and collective brands

It exists two trademark concerning taureau de Camargue. The first one is the trademark of Alazard et Roux society (*Delta toro*) and the second one is the trademark of another traders Guy Dupuis (*Les Brasérades*). **The traders put the trademarks forward rather than the origin of the meat.**

- ✓ Existence of indications which can mislead the consumers
- ✓ Existence of jurisdictional case involving or concerning quality, imitation or denominations of the product

Camargue is a very touristic region and during the summer some restaurateur use the name of "toro" with a special spelling proposed with traditional meal of Camargue. This denomination is tolerate but can mislead the consumer.

But the color and the taste of the meat is very specific, so it's difficult to mislead the consumer. Moreover, the price is the same than other meat, so the fraud is not really interesting.

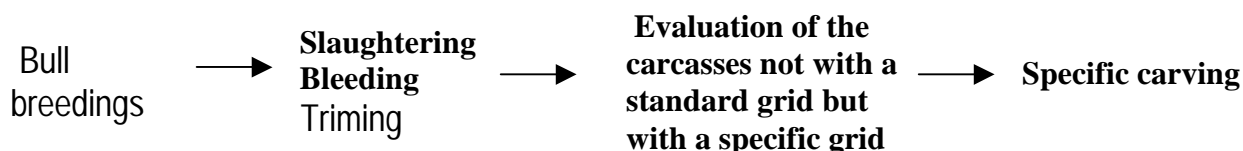
2. Link with production and marketing system (ex-WP2):

In this part we should analyse not only the characteristics of the local production system (vertical co-ordination mechanism among firms inside the supply chain and local agro-food system), but also the marketing system which can be conventional or typical of high quality food products.

2.1 Production chain aspect

- ✓ Short description of the supply chain
- ✓ Organisation of the supply chain with special reference to vertical co-ordination mechanisms

The structure of the supply chain of taureau de Camargue is composed of :



In 2001, **107 breeders** filled in form of a "declaration of aptitude" for breeding taureau de Camargue. Among this 107 requests, the National Institution in charge of PDO products invalidated or suspended 15 breedings because problems with the production system (especially "wet zone" not

available on the grazing of the farm, a farm located out of the PDO area or for the suspensions sanitary problems). So, 92 breedings are able too produce taureau de Camargue. The livestock farming system is based on the transhumance of the bull between the summer (in the “wet zone” where grass is important) and the spring (during they have hay).

The is two slaughterhouses in the PDO area which work animals carcass in Tarascon and Nîmes.

This whole treatment avoids the sharing of the tasks and gives a better meaning to the whole carving of the carcass.

The classification of the European carcass OFIVAL/EUROPA is not easily useful because of the small size of carcasses of the *Taureau de Camargue*. A classification grid was to be set up, adapted to the size of carcasses but it was refused by the European Union that only acknowledged the OFIVAL EUROPA classification. This classification leans on 4 elements : the weight, the *conformation*, the destination of the carcass (from the manufactures to the category), the colour and the fattening (from low to fat). In the same mind, the creation of the new zootechnical category, the « bull » including male and females, shows the necessity to produce pre formatted categories when it concerns original animals.

All these innovations were done in the Tarascon slaughterhouse while the other slaughterhouse located at Nîmes in the PDO area and approved for the slaughtering of the *Taureau de Camargue* only applied them. This makes the Tarascon slaughterhouse a real laboratory in the construction and the management of the *Taureau de Camargue* PDO. The main role of Tarascon’s slaughterhouse testifies a particular capacity of the group in charge of the project to suggest new management rules for the qualification of origin.

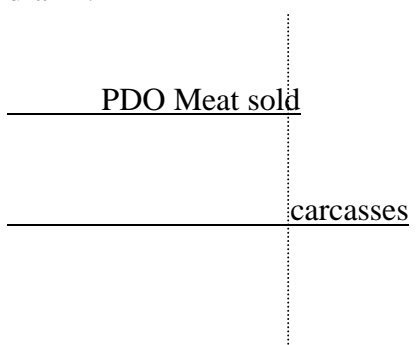
Only the slaughterhouse in Tarascon (and a few butchery) is able to carve the meat, the slaughterhouse in Nîmes can’t carve the meat because there is not a carving shop. The slaughterhouse in Nîmes applies the society Bigard (in half carcasses) but Bigard do not have any carving shop in the PDO area, so (however the meat comes from taureau de Camargue) Bigard can’t sell PDO meat.

The **supermarket** sold the main part of the meat of taureau de Camargue (more or less 2/3 of the production). 1/3 is sold bay restaurant, butchers and a few wholesalers. No production exported out of the region.

The project group position in a labelling procedure allows to re-interpret the regulations and to increment the technical referential while taking care to leave the question path free.

So, the bad conformation of the animals does not seem to be an handicap for good butchery. But the valorisation must be based on a **collective agreement on the criteria witch reduce the importance of the carcasses output and turn the characteristics of the meat to good account**. It is exactly the basis on which the professionals and institutional actors can justify their labelling system.

The general statistic (table 1) shows that the carcass of every bulls slaughtered is not certified. But, on the same way, the meat of every carcass is not sold with PDO. The scheme explain this “PDO-drain”.



Bulls from validated breedings

65% 73% 100%

- ✓ Characters, typology and structure of the Actors involved
- ✓ Strategy of the main Actors (firms and other private/public institutions) involved in the supply chain

It's above all a trademark strategy and then it does not exist a collective strategy to differentiate the meat on its origin.

- ✓ Quality management
- ✓ Characters of the marketing channels
- ✓ Effects of PDO-PGI on prices, volumes, marketing channels, market structures, etc.

The setting up of PDO reduces the difference between the prices of living animals. Today the taureau de Camargue are sold between 3 and 3,80 €/kg carcass for the male and between 2,70 and 3,35 €/kg carcass for the female.

The volume have not increased. Indeed, the code of practices compels the breeders to make their animals pasture in the wet zone during 6 months a year. But this wet zone is not very important and therefore the number of animal which can go on the area is limited. It is a kind of lock to prevent a speculation on the taureau de Camargue controlling the access to the local resources.

The PDO entail a raising of the numbers of products made with taureau de Camargue (for instance minced meat; convenience foods, etc.). The diversification of the products allowed the firms to access to the supermarkets of the region.

- ✓ On which basis do the firms decide weather to use PDO/PGI rather than sell the product without it?

All the firms (the regional and the national one) sold their product with PDO (when all the conditions of production respect the code of practice). A few butcher (located in rural area) don't need PDO and they do not sell "PDO meat" but "taureau de Camargue from such or such breeder". They ensure themselves the reinsurance of the consumers and they do not need a PDO to play this role conversely the supermarkets (or urban butchers).

- ✓ How are these effects distributed along the supply chain? And inside-outside the area of production?
- ✓ Do the PDO-PGI create different opportunities for industrial and artisanal firms, for small and big firms, etc.?

For the regional firm, it is an opportunity to valorise a meat it transformed since many years. For the national firm, it's an opportunity to enter in the closed market of the meat in Camargue. Taureau de Camargue is used like a pass to market other meats in the region.

- ✓ Which kind of firms use PDO-PGI on OLP, and in which kind of marketing channels?
- ✓ Are there firms specialised in PDO-PGI production?

There are no firms specialised in this PDO production because the benefits are not important enough.

2.2 *Consortia and Interprofessional bodies:*

- ✓ Description of the origin and the structure of the Interprofessional bodies involved
- ✓ Role of Interprofessional bodies
- ✓ Issue related to the governance of the Chain

3. Link with rural development (ex-WP3):

In this part we should go into the connection between the OLP and the rural development dynamics. In particular, the analysis concerns not only the supply chain but mainly the relationships between the product and its economic and social context.

3.1 *Area of production:*

- ✓ Relevance of the OLP for the region (in terms of revenue, employment, land management, culture and local identity, etc.)

Camargue is a large dampening zone very rich in biodiversity (plants, birds, ...). Between the big Rhone and the little Rhone it's a salt-marsh (called Petite Camargue) where are the main breeding.

- ✓ To what extent OLP specificity comes from local natural resources?

The specificity comes from the rustic animal breeds which enabled the taureau to enhance the value of the poor natural resources of the wet zone during 6 months the year. It's the connection between an animal and its capacity to valorise the local resources.

- ✓ In which way PDO-PGI Code of practice (if it exists) take into account these relationships?

The definition of animal breed and the period in the wet zone take into account this relation.

In a constraining area, the breeders are satisfied with practices (with the exception of serious interventions) and strategies based on natural regulation and individual experiences which are very difficult to generalise and codify in a code of practices. So, (apart from this 2 elements very large), there is no many relations in the code of practice which guarantee the link between the product and its origin.

- ✓ Which are the links of the OLP with the local culture? (OLP festivals, gastronomy, traditions, etc.)

Tradition of games

Specific cooking

- ✓ Which are the stakeholders in the OLP others than firms involved in the supply chain (tourism associations, local and non local consumers associations, cultural associations, local and non local public institutions, research institutes, etc.?)

3.2 *The Effects of PDO-PGI ("institutionalisation"):*

- ✓ How do the definition of production area, techniques, and characteristic of the final product in the Code of practice affect the value of local resources in the supply chain and outside it (externalities)?

Positive externalities: legitimacy of the local knowledge, cultural identity and tourism, maintain environment for other activities (shooting), localisation of the knowledge and the economic activities of production and transformation

Negative externalities:

- ✓ Have small and/or artisan firms difficulties in implementing PDO-PGI schemes? Which are the problems? (shortness of the resources and skills required, low flexibility in production schemes, hygienic problems, etc.).

There is not really transformation in meat process, so this question is not a topical subject .

3.3 Rural development tools:

- ✓ Are OLP important for stimulating the demand of other local products (both food and non-food, or services) in the rural area?

The OLP is not so important to stimulate the demand of other products. OLP do not lead the producers or institution to develop other local activities. Because the bullfights are the main production and taureau de Camargue is only a co-product of this activity.

- ✓ Are there any tools for building networks between different local economic activities starting from the OLP, that can create diversification opportunities in rural areas (tourism, non-food craft products, environmental and recreational services ...)? (for example: “product routes”)
- ✓ Which are the actions of rural development based on the OLP product? Which is their legal base? (for example: EU LEADER Initiative ...)

The damping zone are generally areas with a high biodiversity (birds, plants).

The natural park of the Camargue is a important actor in the region and promote the presence of birds.

Agritourism is an activity to diversify the incomes of the bulls'fights. Some farmers organise training day to understand the job of breeders of taureau de Camargue. They organise **entertainments which recall the different stages to breed a taureau** (for example the “ferrades” when the manadiers brand the calves to identify them). So there are many activities around the taureau de Camargue and the tradition of corrida. The breeding of taureau de Camargue is above all **the breeding to apply animals for bull fights and corridas** (and not meat).

S, it looks like an *endogenous development* by the proper resources of the taureau de Camargue supply chain.

- ✓ Which are the actors involved (public/private, Consortia ...)?
- ✓ Problems and results of these OLP-related development actions

There is only private actors involved in the PDO taureau de Camargue. So the strategy of differentiation is not according the origin but according the trademark.

3.4 Evaluation:

- ✓ Keeping in mind your case-study, which are the most appropriate methodologies, criteria and parameters to use when evaluating the economic, social, cultural, environmental impact of OLPs on rural development processes?

4. Link with consumer and citizens (ex-WP4):

In this part we should go into the attitudes of the consumers towards the OLP analysed and their habits and perceptions. Consequently we have to analyse even the marketing strategies related to this.

4.1 Image of the product:

- ✓ Description of promotion (advertising, packaging, use of trademark, use of Collective brand, etc)

It exist a common advertising for all the firms which product meat of taureau de Camargue and every firm put its name on this advertising. PDO keeps the property of the National Institute of PDO.

- ✓ Perception by the consumer
- ✓ Image of the product VS competitors

Before being an original product, for the consumers, meat of taureau de Camargue is above all a natural product bred free without any complementary feeding. Besides, all the advertising for the trademark of traders is based on natural images.

4.2 Marketing differentiation:

- ✓ Capability of the consumers to recognise and perceive OLP Vs non OLP

The difference is based on the product himself and the natural conditions of its production because the price is the same with the other meat. It's a very specific product and once there is not a lot of references to compare with another similar product, it is **completely original**.

- ✓ Competitive advantage and disadvantage of OLP against non OLP

4.3 Strategies:

- ✓ Influence of GDO on the chain
- ✓ Quality strategies: "Cost leadership" against "Focalisation": low/high quality, different techniques of productions and different prices.
- ✓ Most relevant actions of marketing supporting the product
- ✓ Strategy of diversification followed by the firm involved

2/3 of the taureau de Camargue is sold in GDO but in some of them there is not butchers or they do not have the competences to carve the carcasses. So they must buy meat and not carcasses. In this case the negotiation for the traders is more easy.

The Strategy of diversification followed by the firm involved in PDO consists in making cut of meat, but also prepared dishes and sausage (to sell the part of the animal which is forward). But it raise the question if it's possible to sell prepared dishes and sausages with a PDO mention ...

Please add the following information:

- bibliographic references on the OLP analysed

Lagacherie-Valmalle Michèle, 1988. Diagnostic des systèmes d'élevage en Camargue. Thèse de doctorat, Montpellier, 196 p.

Trift N., Casabianca F., 2000. Quelles formes d'organisations techniques pour construire la typicité des viandes bovines ? Rencontres et Recherches sur les Ruminants, 7, Paris, pp. 255-258.

- a copy of the Code of Practice

J.O n° 134 du 10 juin 2000 page 8818

Textes généraux

Ministère de l'agriculture et de la pêche

Décret du 7 juin 2000 relatif à l'appellation d'origine contrôlée « Taureau de Camargue »

NOR: AGRP0000328D

Le Premier ministre,

Sur le rapport du ministre de l'économie, des finances et de l'industrie et du ministre de l'agriculture et de la pêche,

Vu le règlement communautaire no 2081/92 modifié du Conseil du 14 juillet 1992 relatif à la protection des indications géographiques et des appellations d'origine des produits agricoles et des denrées alimentaires ;

Vu le code rural, et notamment les articles L. 641-2, L. 641-3 et L. 641-6 ;

Vu le code de la consommation ;

Vu le décret no 91-368 du 15 avril 1991 portant organisation et fonctionnement de l'Institut national des appellations

d'origine ;

Vu la proposition du comité national des produits agro-alimentaires de l'Institut national des appellations d'origine en date du 1er décembre 1999,

Décète :

Art. 1er. - Seules ont droit à l'appellation d'origine contrôlée « Taureau de Camargue » les viandes fraîches de bovins mâles ou femelles, nés, élevés, abattus et découpés dans l'aire géographique définie à l'article 2 ci-dessous et qui répondent aux conditions définies par le présent décret.

Art. 2. - Aire de production :

Pour avoir droit à l'appellation d'origine contrôlée, la viande doit provenir des manades (élevages de taureaux de race « raço di biou ») ou des ganaderias (élevages de taureaux de race « de combat ») situées dans l'aire géographique composée des communes suivantes :

Département des Bouches-du-Rhône

Cantons d'Arles : toutes les communes.

Canton de Châteaurenard : toutes les communes.

Canton d'Eyguières : Aureilles, Eyguières, Lamanon et Mouriès.

Canton d'Istres : Fos-sur-Mer, Istres.

Canton d'Orgon : toutes les communes.

Canton de Port-Saint-Louis-du-Rhône : Port-Saint-Louis-du-Rhône.

Canton de Salon-de-Provence : Grans, Miramas, Salon-de-Provence.

Canton des Saintes-Maries-de-la-Mer : Saintes-Maries-de-la-Mer.

Canton de Saint-Rémy-de-Provence : toutes les communes.

Canton de Tarascon-sur-Rhône : toutes les communes.

Département du Gard

Canton d'Aigues-Mortes : toutes les communes.

Canton d'Aramon : toutes les communes, à l'exception des communes d'Estézargues et de Domazan.

Canton de Beaucaire : toutes les communes.

Canton de Lédignan : Maressargues.

Canton de Marguerittes : toutes les communes.

Canton de Nîmes : toutes les communes.

Canton de Quissac : toutes les communes, à l'exception de la commune de Quissac.

Canton de Remoulins : Argilliers, Collias, Remoulins, Vers-Pont-du-Gard.

Canton de Rhony-Vidourle : toutes les communes.

Canton de Saint-Chaptes : toutes les communes, à l'exception des communes d'Aubussargues, Baron, Collorgues, Foissac et Saint-Dézéry.

Canton de Saint-Gilles : toutes les communes.

Canton de Saint-Mamert : toutes les communes.

Canton de Sommières : toutes les communes.

Canton d'Uzès : Arpaillargues-et-Aureillac, Blauzac, Sanilhac-Sagriès, Saint-Maximin, Uzès.

Canton de Vauvert : toutes les communes.

Canton de La Vistrenque : toutes les communes.

Département de l'Hérault

Canton de Castries : toutes les communes.

Canton de Claret : Campagne, Fontanès, Garrigues, Sauteyrargues, Vacquières.

Canton de Lunel : toutes les communes.

Canton Les Matelles : Prades-le-Lez, Saint-Bauzille-de-Montmel, Sainte-Croix-de-Quintillargues, Saint-Vincent-de-Barbeyrargues.

Canton de Maugeio : toutes les communes.

Canton de Montpellier : Castelnau-le-Lez, Clapiers, Le Crès, Lattes, Montpellier, Pérols.

A l'intérieur de cette aire géographique, il est défini à l'intérieur des communes d'Arles, Fontvieille, Fos-sur-Mer, Maussane-les-Alpilles, Mouriès, Paradou, Port-Saint-Louis-du-Rhône, Les Saintes-Maries-de-la-Mer (département des Bouches-du-Rhône), Aigues-Mortes, Aimargues, Beauvoisin, Le Cailar, Le Grau-du-Roi, Saint-Gilles, Saint-Laurent-d'Aigouze, Vauvert (département du Gard), Candillargues, La Grande-Motte, Lansargues, Lattes, Marsillargues, Maugeio, Palavas-les-Flots, Pérols, Saint-Nazaire-de-Pézan (département de l'Hérault), une aire dite « zone humide » dont les limites ont été approuvées par le Comité national des produits agroalimentaires de l'Institut national des appellations d'origine au cours de sa séance du 22 mai 1996, sur proposition de la commission d'experts nommée à cet effet.

Un document cartographique reprenant les limites de cette zone humide est déposé dans les mairies des communes intéressées.

Art. 3. - Races et jeux taurins.

Les animaux doivent être exclusivement de race « raço di biou », de race « de combat » ou de croisement « raço di biou » et « de combat ».

Les critères de sélection génétique doivent correspondre aux us et coutumes, liés à la vocation des jeux taurins, à l'exclusion de critères bouchers qui pourraient nuire à la combativité de l'animal et aux caractéristiques de la viande.

Art. 4. - Identification et suivi du cheptel.

Les animaux doivent être nés et élevés dans des élevages situés dans la zone définie à l'article 2.

Sans préjudice de la réglementation en vigueur relative à l'identification des bovins, chaque animal est identifié par une marque au feu et éventuellement une escoussure dès l'âge de six mois.

Art. 5. - Mode d'élevage.

L'élevage doit être pratiqué en liberté, en plein air, de façon extensive afin de préserver le caractère sauvage des animaux.

Tous les animaux doivent être contrôlés annuellement vis-à-vis des maladies légalement contagieuses.

Le chargement ne peut être supérieur à une unité gros bovin (UGB) pour 1,5 hectare de landes, parcours et prairies.

Le calcul des UGB est effectué à partir des données suivantes :

- animal de zéro à six mois : 0 UGB ;

- animal de six mois à deux ans : 0,6 UGB ;

- animal de plus de deux ans : 1 UGB.

Tous les animaux doivent séjourner au minimum six mois, sans affouragement, dans la période d'avril à novembre, dans la zone dite « humide » définie à l'article 2.

L'alimentation essentielle doit être celle de la pâture. Toutefois, en période hivernale, un complément alimentaire peut être apporté exclusivement à l'aide de foin et de céréales originaires de l'aire géographique. En aucun cas, les aliments complets composés, y compris médicamenteux, ne sont autorisés.

Tout traitement ayant un objet non thérapeutique est interdit.

Art. 6. - Abattage.

Les animaux doivent être abattus et découpés dans des abattoirs et des ateliers de découpe situés dans l'aire géographique définie à l'article 2. Ces abattoirs et ateliers de découpe doivent répondre aux normes communautaires en vigueur attestées par l'estampille communautaire d'abattoir. Les ateliers de découpe vendant directement au détail (boucheries de détail) peuvent être situés hors de la zone définie.

Les animaux sont abreuvés avant d'être enlevés vers les abattoirs. Lors du transport, chaque animal est attaché ou séparé. Au déchargement, les animaux sont lâchés successivement dans un couloir spécialement conçu à leur intention. Chaque animal doit être livré avec son DAB (document d'accompagnement bovin). Il doit être âgé de dix-huit mois minimum.

L'abattage intervient dès le déchargement de la bétailière, sans délai d'attente. Le stockage d'animaux à l'abattoir est interdit.

Les animaux doivent être bloqués et assommés en moins de cinq secondes, un piège de contention étant obligatoire.

Chaque opération d'abattage est conduite dans un souci de préservation du produit et non de productivité.

La cadence d'abattage ne doit pas dépasser deux têtes par poste à l'heure.

Le local d'abattage doit être conçu de façon à bien évacuer les vapeurs des carcasses (ratio d'occupation : une carcasse par 25 mètres carrés).

La dépouille et l'éviscération se font avec un soin particulier de manière à ne pas souiller les carcasses.

Le douchage de la carcasse est strictement limité aux parties en contact avec la masse abdominale.

La fente est réalisée à la feuille ou à la scie à ruban, de façon à ne pas échauffer la viande.

En fin de chaîne d'abattage, les animaux sont pesés et classés suivant la grille Europ.

Les carcasses ne doivent pas avoir un poids fiscal inférieur à 100 kg. Elles doivent présenter une couleur de viande rouge intense.

Les carcasses seront soumises à un ressuage doux dans une salle frigorifique fortement ventilée, à une température de + 5 oC à + 7 oC afin de sécher et refroidir la carcasse sans contraction musculaire. La température à coeur devra être de 10 oC environ au bout de dix heures de ressuage.

La durée de maturation à l'abattoir des carcasses doit être au minimum de quarante-huit heures et au maximum de cinq jours à une température comprise entre 0 oC et 2 oC.

Art. 7. - Identification de la viande en AOC.

L'identification de la viande en AOC « Taureau de Camargue » se fait au stade de la carcasse entière, entre l'instant de la pesée fiscale et la sortie de ressuage.

Elle se traduit par l'apposition immédiate du tampon d'identification AOC sur les différents muscles (huit points). Ce tampon est délivré par les services de l'Institut national des appellations d'origine.

Dès lors et jusqu'au distributeur final, la carcasse et les pièces de découpe qui en résulteront sont accompagnées d'une étiquette d'identification qui précise au minimum :

- le nom de l'appellation ;
- le numéro d'abattage ;
- le nom en clair de l'élevage ;
- le nom, l'adresse de l'atelier de découpe ou de l'abattoir.

Art. 8. - Agrément.

Pour avoir droit à l'appellation d'origine contrôlée « Taureau de Camargue », tout opérateur, intervenant dans les conditions de production de la viande, doit respecter les règles fixées par le décret relatif à l'agrément de la viande AOC « Taureau de Camargue » pris en application des articles L. 641-3 et L. 641-6 du code rural.

Art. 9. - Protection.

L'emploi de toutes indications ou de tous signes susceptibles de faire croire à l'acheteur qu'une viande a droit à l'appellation d'origine ci-dessus définie alors qu'elle ne répond pas à toutes les conditions fixées par le présent décret sera poursuivi conformément à la législation générale sur les fraudes et sur la protection des appellations d'origine contrôlées.

Art. 10. - Les décrets du 3 décembre 1996 et du 8 septembre 1997 relatifs à l'appellation d'origine contrôlée « Taureau de Camargue » sont abrogés.

Art. 11. - Le ministre de l'économie, des finances et de l'industrie, le ministre de l'agriculture et de la pêche et la secrétaire d'Etat aux petites et moyennes entreprises, au commerce, à l'artisanat et à la consommation sont chargés, chacun en ce qui le concerne, de l'exécution du présent décret, qui sera publié au Journal officiel de la République française.

Fait à Paris, le 7 juin 2000.

Lionel Jospin
Par le Premier ministre :

Le ministre de l'agriculture et de la pêche,
Jean Glavany

Le ministre de l'économie,
des finances et de l'industrie,
Laurent Fabius

La secrétaire d'Etat
aux petites et moyennes entreprises,
au commerce, à l'artisanat
et à la consommation,
Marylise Lebranchu

- internet websites on the OLP analysed (official website, firms' websites, etc.)

www.inapg.inra.fr/dsa/especes/bovins/camargue.htm
www.mhr-viandes.com/fr/docu/docu/d0002357.htm

- any other useful information