SINER-GI project
Montpellier Plenary meeting
6 – 7 September 2006

Pampean Beef: to protect the international reputation of a product located within a large territory

Marcelo CHAMPREDONDE (INTA)
Elena SCHIAVONE (SAGPyA)
The Area of production
The pampean beef commodity chain

550,000 km² (equals France)
25 million local consumers
82,000 breeders - 33 million of cattle
400 cows per farm
162 slaughterhouses - 38 agree to export
94% of the national exported beef
Beef exporter since 1770
The image of this product
Where does the reputation come from?

...by the consumers in the choice of cuts and in the cooking,
...by the butcher in the cutting,
...by the traders in the selection of the cattle to be slaughtered
...by the breeders in this localised extensive production

It's the result of the coordination of know-how which are distributed within this localised commodity chain.
Local Knowledge by the consumers

In the choice of cuts, the externals indicators to guess their quality...

For the tenderness: the beef must came from young cattle ...
the light colours, small cuts, small rib.

For the flavour: the fat that covers the cut, and the level of marbling

In the cooking

Barbecued slowly (between 1 to 12 hours) using a special kind of wood (hard wood) or char coal

The cook of the meat is well done
Local know how by the butcher

Typical beef cuts (Short Ribs, Flank Steak, Roast beef) are obtained with methods of cutting up based on local know how that are diffused from generation to generation.
Local knowledge by the industry and traders of live cattle

To select the live cattle that have adequate fatty levels required by the consumers
Know how by the local breeders

To obtain cattle in early greasing (resulting in a tender beef) and with a great tenor of marbling (resulting in a juicy cut and with a particular flavour) in the extensive local systems, because …

… all males are castrated before they are 8th month of age

… the breeders select the meat breed with genotype adapted to the local extensive system

… steers and Heifers are slaughtered before they are 24 - 30th months
Profits that present communication of an G.I. for the pampean beef
Legal situations en Argentina

**National Law**
- N° 25.966 /05
- Decree N° 202 in 2006

**Provincial laws**
- Nine provinces have their own G.I. Law. One of them is in the pampean region
- Two province with a law of adhesion to the national law
The case of La Pampa province

Provincial Law Nº1989, promulgated in 2002, purpose the certification of “Carne natural de la provincia de La Pampa” (“Natural Beef of La Pampa province”).
Preceding without get its objective

“Carnes naturales de la provincia de La Pampa”
“Carnes de la pampa del Salado”
“Carnes de Córdoba”
“Carnes de Santa Fe”
“Ternero Certificado del Centro”
Private marks that shows the image of the Argentina

- Carnes Argentinas
- Argentine Beef
- Carnes Argentinas del Chaco
- Top Beef Argentine Beef
- C & C Argentine Beef
- Shorthorn Argentine Beef
- Estancias Argentinas
What’s the interest around this case?

- Can we use **local** for this region (superficies equals to France area)?
- The legal framework (national and provincial)
- The **proximity** between the actors and the Institutional configuration of this commodity chain
- The question about the conformation and the **governance** in the committee
Thak you for your attention !!!