SINER-GI project
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Charlevoix Lamb :
The First IGP in North America?
10 Years of Territorial Development
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Legal frame

In Canada

- GIs are only recognised for wines and spirits
- For other items, trade and certification marks can include names of places

Au Québec

- 1996 : « Law on reserved names »
- 2006 : « Law on reserved names and valorizing terms » (Law 137)
Usurpation

- Some cases of usurpations reported in restaurants outside of Charlevoix
  - Montreal
  - Quebec City
  - even France!
Zone : Finding Charlevoix
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- Loss of dairy and other conventional farming
- Harsh winter climate, short growing season
- Population decline, particularly youth
- Community discouragement
EVOLUTION OF THE NUMBER OF FARMS BETWEEN 1961 - 2004

DECREASE OF 81% IN 43 YEARS
Charlevoix Lamb: a rural development project

Revaluing the Local

- Growing emphasis on tourism and reclaiming tourism history
- Natural attributes
- New modes of farming
- Value-added: “Condemned to quality”
Product: Charlevoix Lamb

- Natural breeding
- Careful diet (no corn)
- Pastured
- Soil and climate effects
- Special cuts
A local market

- Essentially a regional market
  ...and touristic
- Some direct sales to consumers
- But mostly to restaurants, hotels...
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La Route des Saveurs

- Regional itinerary in summer months
- Farm visits, B&B’s, restaurants
- Creation of new value-added products tied to the region via ingredients
- Emphasis on direct marketing
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La Table Agro-Touristique de Charlevoix

- Producers and chefs
- Integrated territorial development
- Encourage local residents to innovate
- Reaffirm the value of their history and environment
What is the situation for Charlevoix Lamb today?

- The Eboulmontaise farm has registered two brands and a logo with WIPO:
  « Ferme Eboulmontaise" "Agneau de Charlevoix"

- 2004: Charlevoix Lamb became a GI pilot project for Quebec
Charlevoix Lamb: a rural development project

The IGP Project: Emergence of a Producer Organization

- Creating a producer dialogue
- Protecting the name and value-added of the product
- Determining the Code of Practices (production rules)
- Determining a control plan for the whole chain
- Organoleptic tests for specific characteristics
- Ensuring that production is economically viable, environmentally and socially sustainable
The moving force:
The Eboulmontaise farm

- 10 producers presenting very different production capacities
- The whole slaughter is made in the territory within the Veal Charlevoix’s slaughtering house (which keeps a part of the carcass to cut and to sell outside the territory)
- The Eboulmontaise farm cuts the rest (nearly all the production) and sells it in the territory
Benefits of this farming mode

- Allowing a regional dialogue between all parties
- Increasing diversification of very specific products for specific markets
- Strengthening the use of heritage breeds or varieties in the face of global standardization
- Reaffirming the value of the historical and the natural attributes of the region
Benefits to be evaluated

- Maintaining jobs in the region
- Strengthening Charlevoix’s renowned gastronomy
- Strengthening the impact of the product reputation on the tourism industry of Charlevoix
Some difficulties

- A very strong and very active leader …but a weaker collective group
- Small production capacities and a non-satisfactory demand
- A weakly valorized product (in terms of price on the market)
- A renown essentially limited to the province
In conclusion

« Geographical Indication » or « terroir »: what sense do these words have in Québec?

The renown is based on Charlevoix’s beauty, history and local Francophone culture.