

Impact of a Geographical Indication on Agriculture and Rural Development

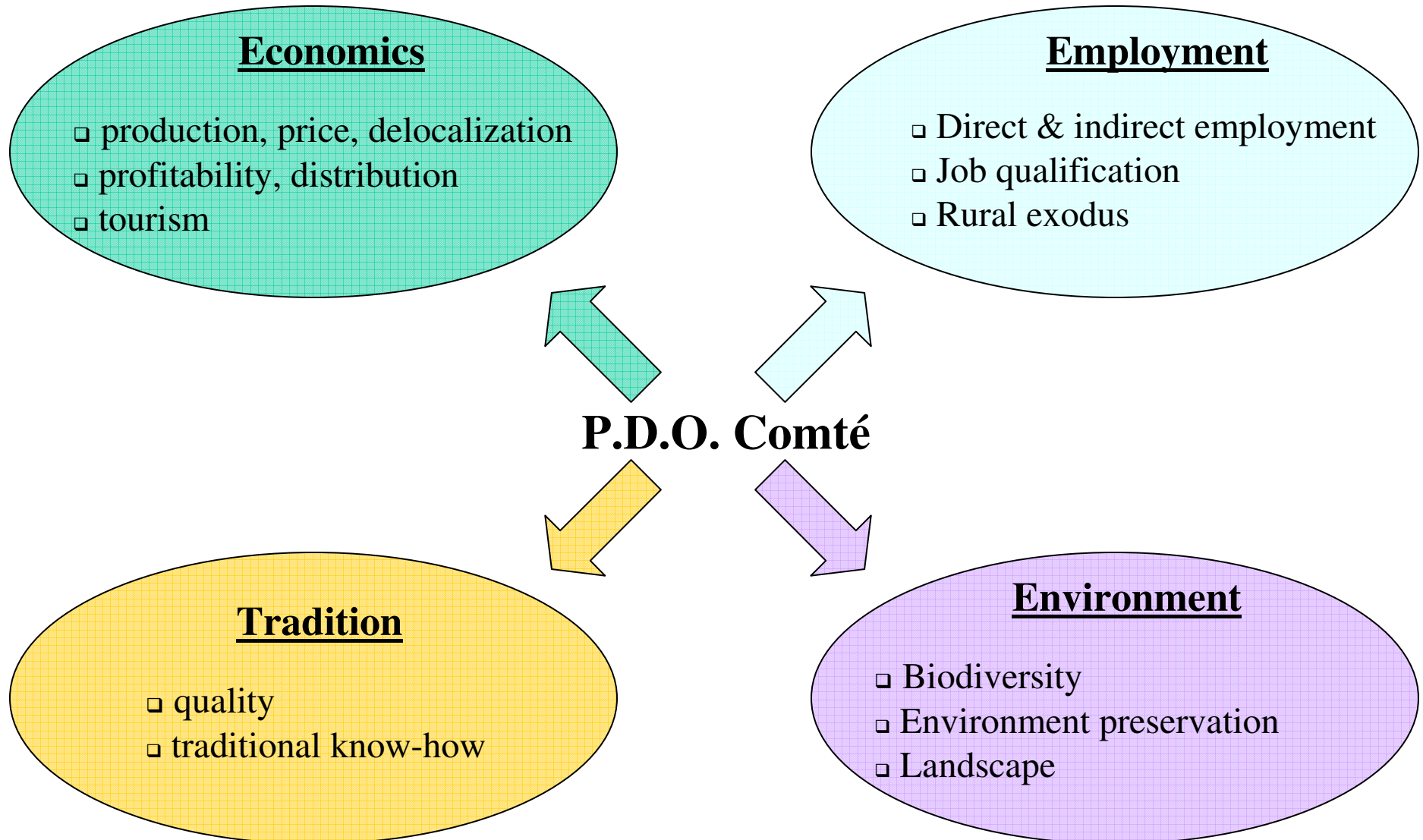
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France

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COMTE cheese





• Introduction / Comté cheese



- A cheese that can be kept
- Adapted to local conditions
- Roots from the Middle-Ages
- PDO as soon as 1958
- Produced in Franche-Comté

• Rules governing production apply to all process stages

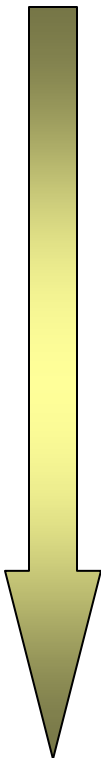
□ Milk producers



□ Cheese-makers

□ Maturing



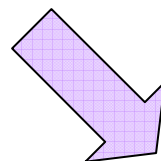
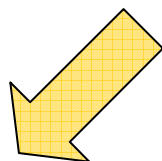
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- Montbéliarde cows
 - 1 ha grassland per cow
 - Preprocessing within 24h
 - Limited collect area
 - 4 months minimum
 - Spruce shelves

- Comté vs Emmental : close origins but opposed developing strategies
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Origins

- Geographical area
- Technical constraints to keep the milk

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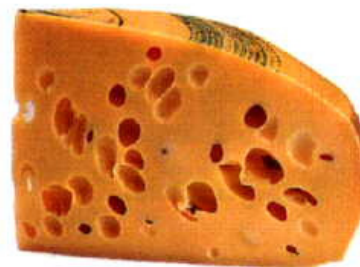
EMMENTAL

P.D.O. strategy

Industrial strategy

Heritage protection and local development

Generic product and production delocalization

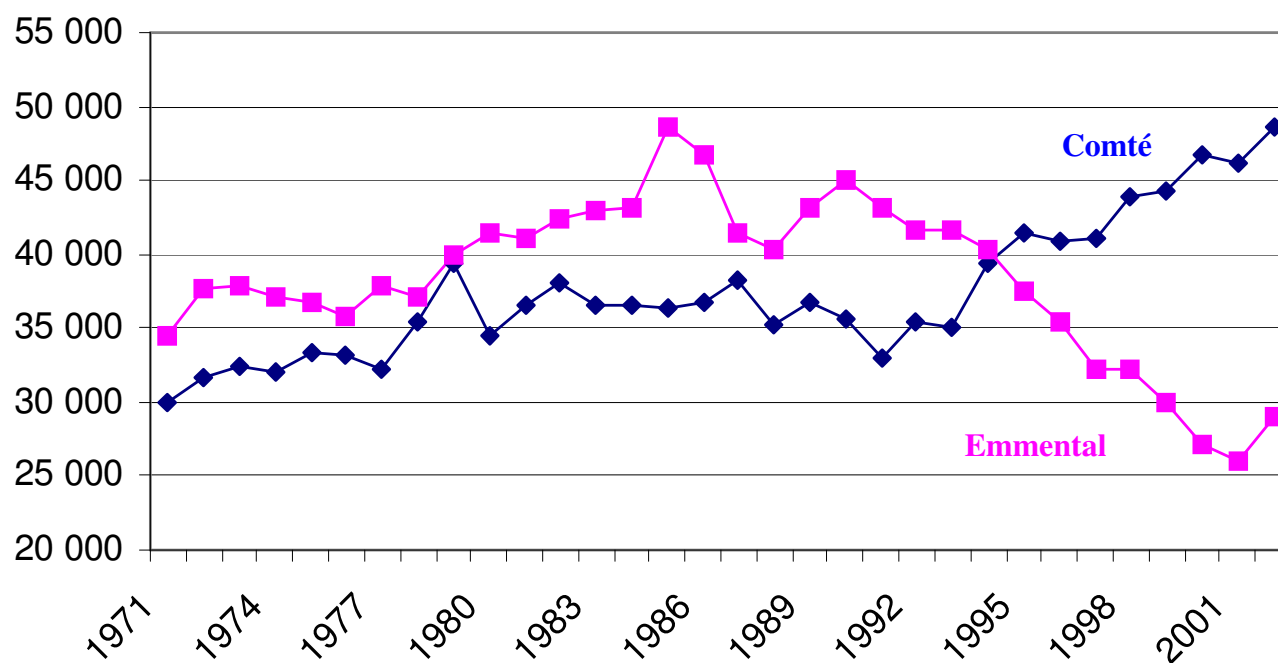


• Which Impact of the Use and Protection of the GI Comté

- Economics
- Tradition
- Employment
- Environment

Economic impact

- **Comté production in Franche-Comté has increased at a regular pace of 3%/year for 10 years, whereas the local Emmental production has dropped**



- Supply control
- Improvement of quality
- Advertisement cover
- Development of individual packaging

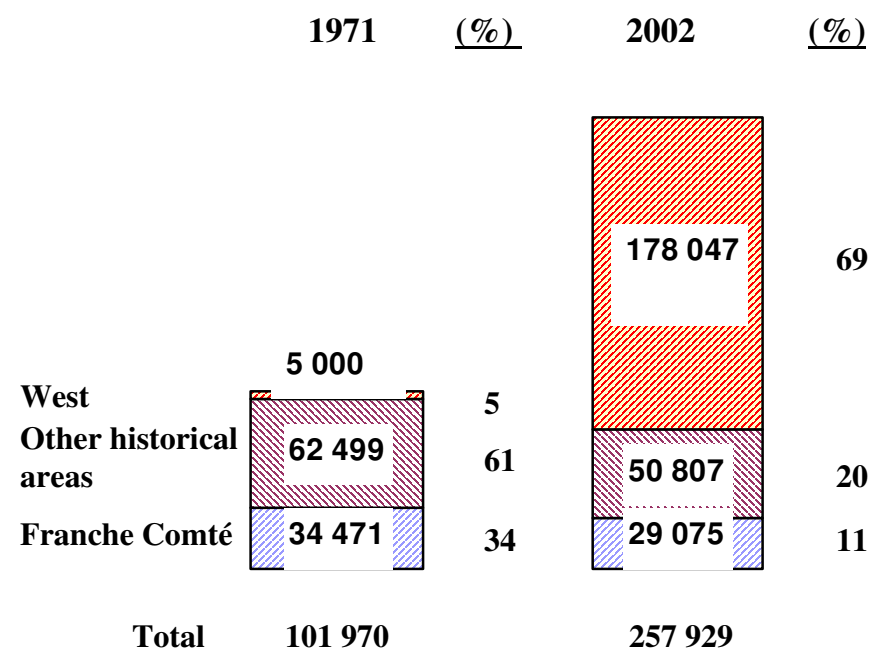
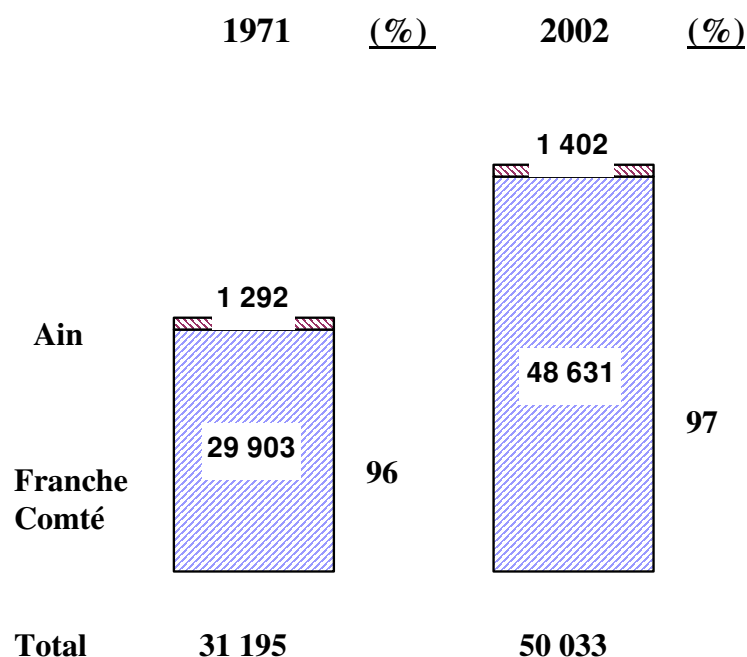
Comté & Emmental in Franche-Comté – Production evolution (tons)
source : DRAF

Economic impact

- Comté production has remained localized in Franche-Comté as an up-market product, whereas Emmental production was transferred to the West, as a basic product

COMTE

EMMENTAL



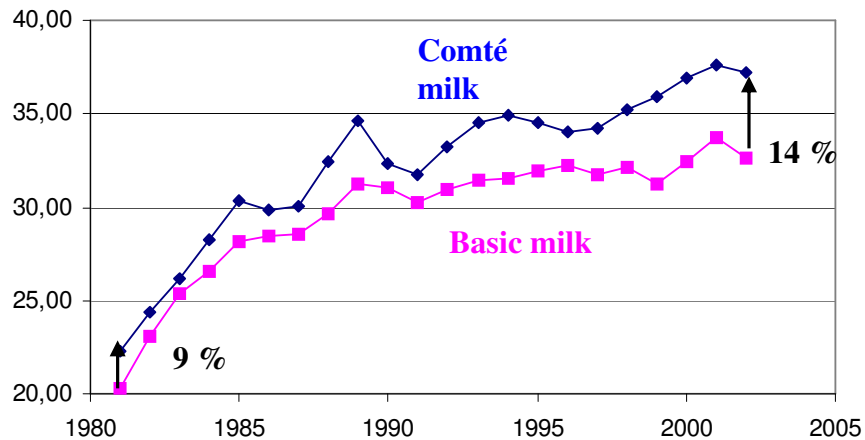
Comté production - France (tons) - source : DRAF

Emmental production - France (tons) - source : DRAF

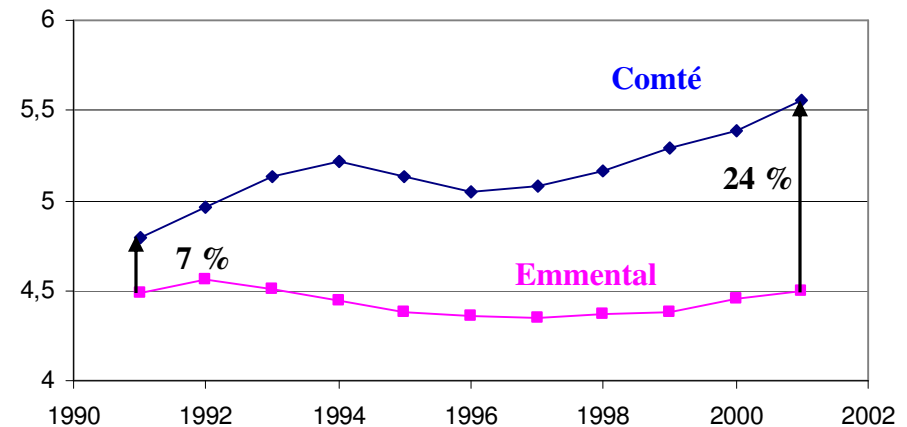
Economic impact

- Comté up-market strategy has an impact at every stage of the production value with higher prices than those observed in the Emmental sector. Moreover, the gap is increasing.

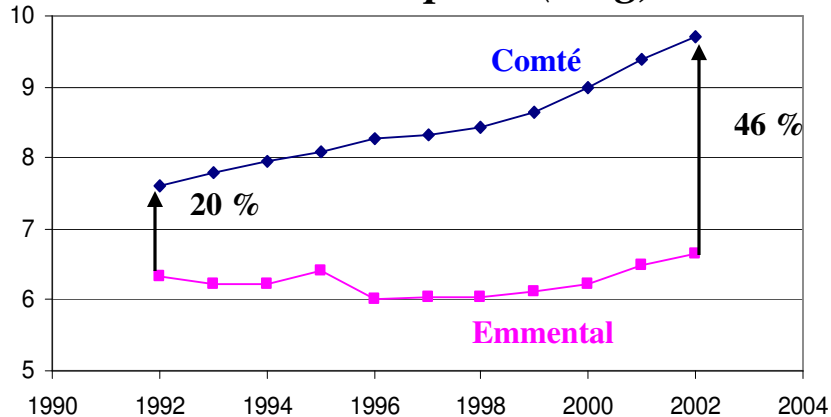
Milk price (€/hl)



Gross price - maturing (€/kg)



Consumer price (€/kg)

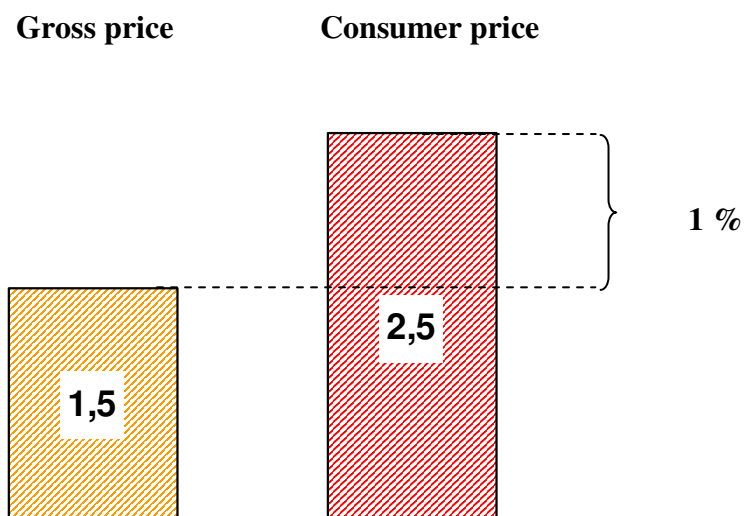


- Comté is in the up-market segment
- Emmental is considered more as a cooking ingredient rather than a cheese (55% grated cheese)

• **P.D.O. Comté helps to counterbalance the retail dominating position**

COMTE

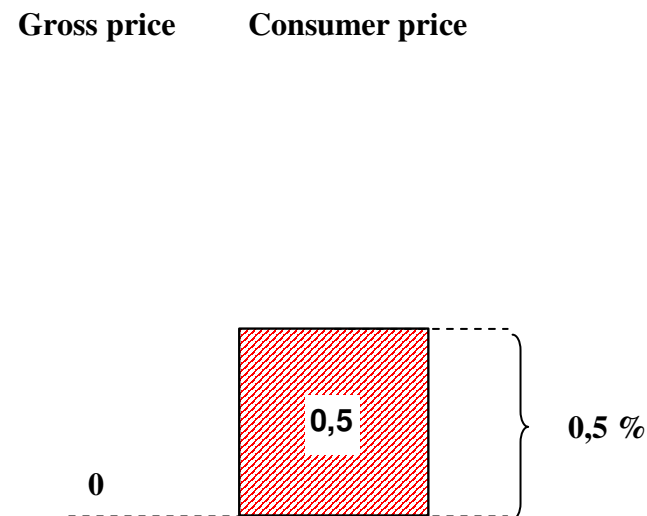
Appropriation of 1 point of the growth rate by the retail companies, that is 40 % of the total growth rate



Comté price evolution per year (%)

EMMENTAL

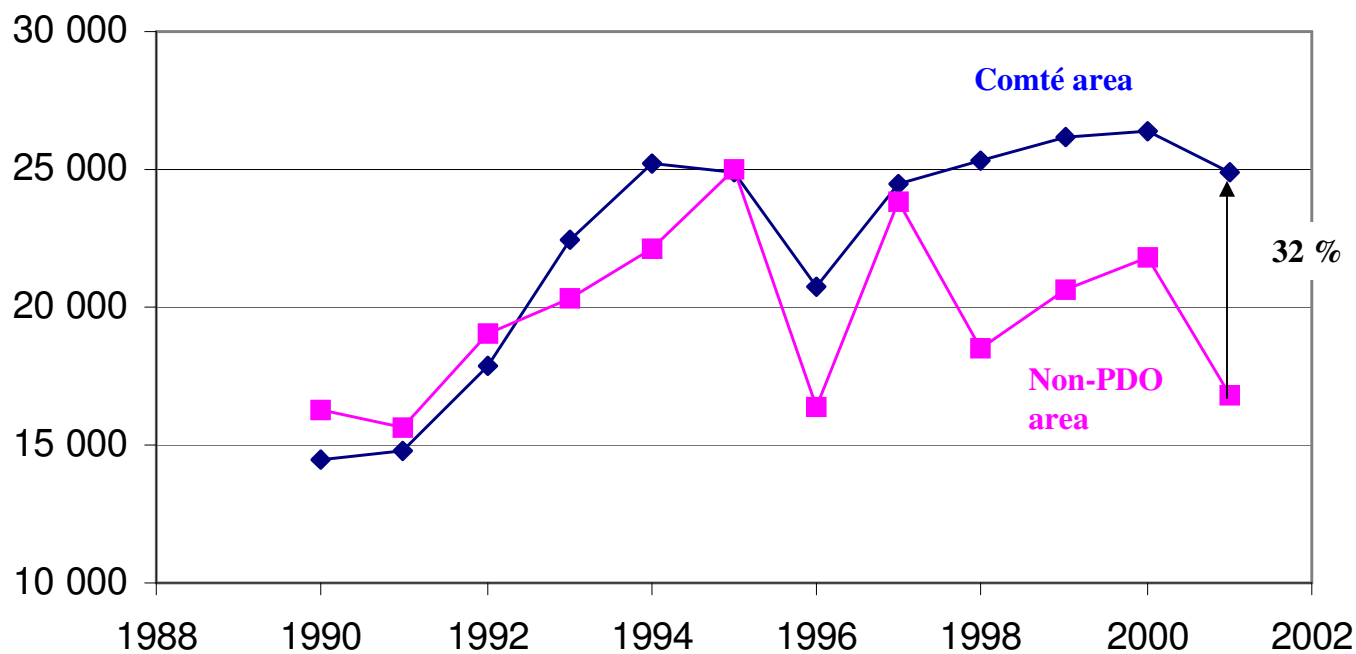
Appropriation of 0,5 point of the growth rate by the retail companies, that is 100 % of the total growth rate



Emmental price evolution per year (%)

Economic impact

- The economic profitability of milk farms in the Comté area has regularly increased, and has nowadays a 32% premium on Franche-Comté milk farms outside the PDO area.



- Improved profitability
- Lower volatility

Evolution of the result before tax, per farm specialized in bovine milk - K€

Source : SCEES

Economic impact

- **Comté, as a traditional product, contributes to the promotion of tourism in the region, and to develop food and hostelry activities**



PDO area - 2002

- 2 190 000 overnight stays
- 115 000 visits of “fruitières”
- 30 000 visits of maturing caves, a majority of visitors buying cheese
- A museum (la maison du Comté) is dedicated to this cheese in Poligny

Tourist animations on the theme « Routes du Comté »



PDO area : 5% of the farms are concerned

Non-PDO area : 3%

Quality / tradition impact

- The rules governing production stabilize several stages of the process that contribute to the specific quality of Comté, and that could have been given up under the only investment profitability objective.
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Technical process

- Local grazing
- 25 km collect area
- Processing 24 h
- Copper tanks
- 4-month maturation

Quality contribution

- Specific tastes
- « Crus » of Comté
- preservation of the milk characteristics
- Stainless steel develops unpleasant tastes
- Elaborated tastes

Basic product : Quality = sanitary security

PDO product : Quality = typicity

Quality / tradition impact

- **Comté P.D.O. preserves traditional know-how that gives its characteristics to the cheese, without blocking technical progress**
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Preserved traditional know-how

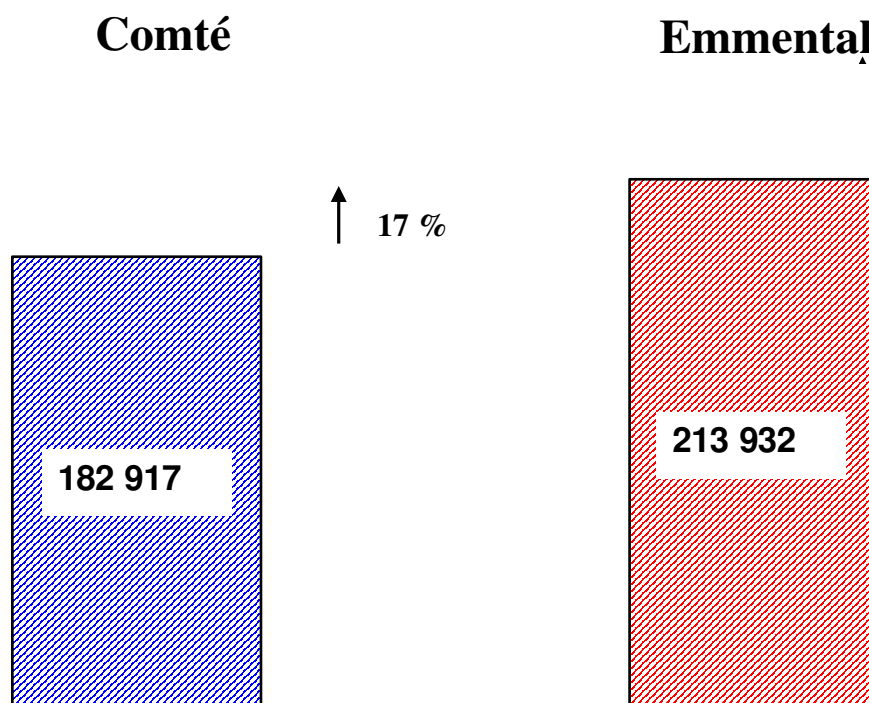
- Copper tanks
- Maturing on spruce shelves
- Natural crust
- Lait cru (< 24h)
- Collect area 25 km

Abandoned traditional methods

- ❑ Coagulated milk extraction with a linen
- ❑ Manual reversal of cheeses
- ❑ Manual milking

Employment impact

- **Emmental milk farm size is 17% higher than Comté milk farm size.**



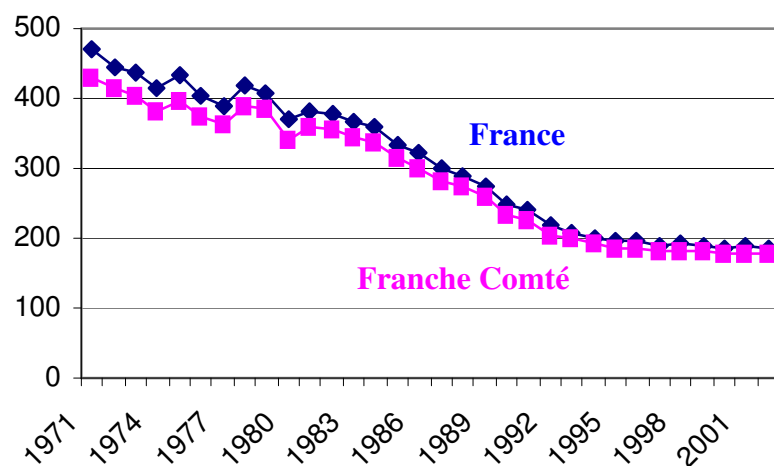
□ Comté PDO gives the opportunity to develop a profitable activity on a smaller area

□ 3 200 Comté milk producers

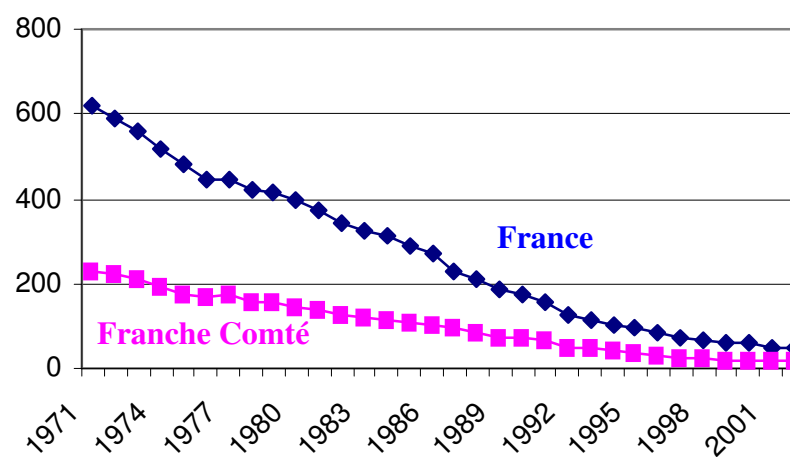
Milk delivery per farm (litres) - source : DRAF

Employment impact

- Cheese dairy concentration has been much more important in the Emmental sector



Number of Comté production centers

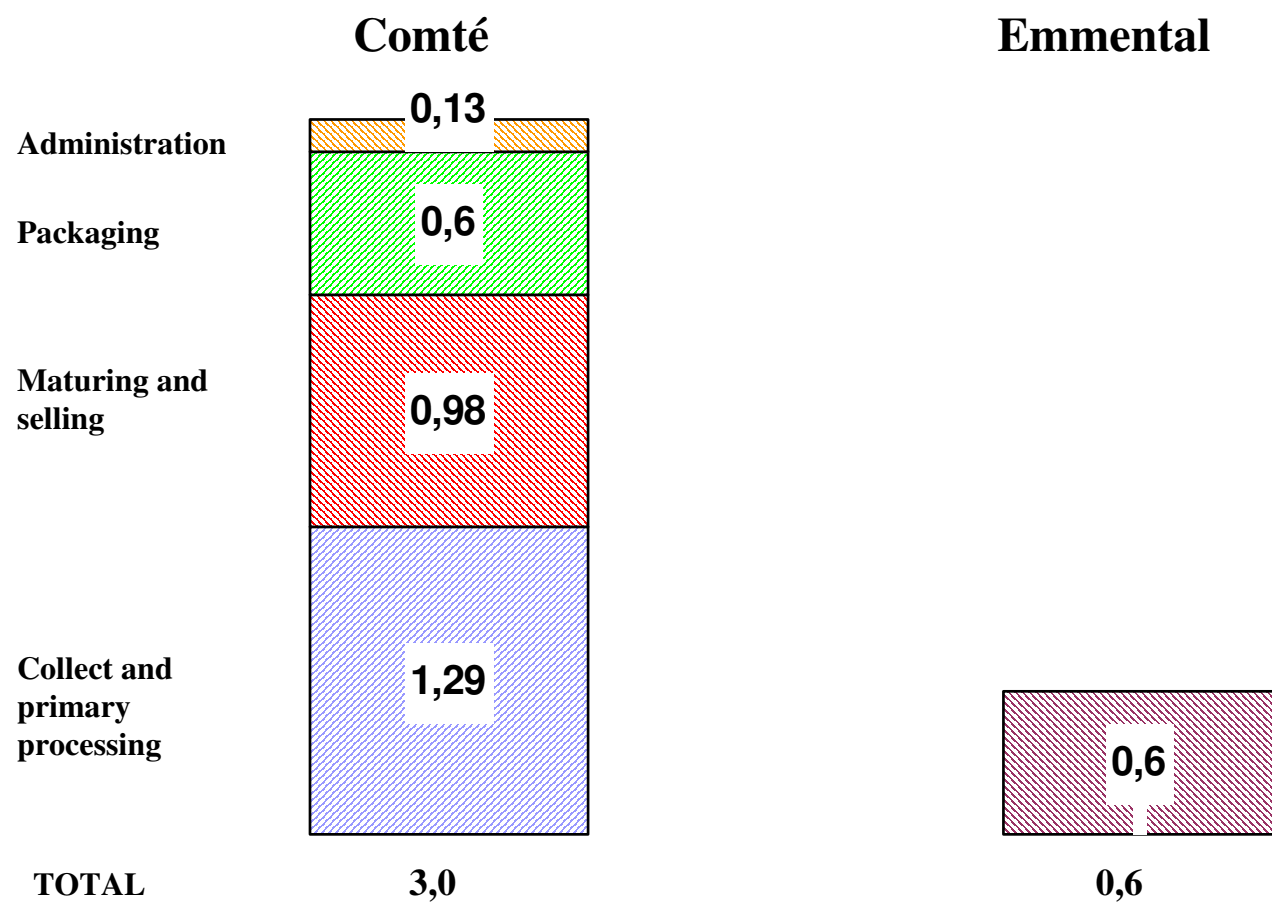


Number of Emmental production centers

- Average size of a cheese dairy : COMTE = 270 tons; EMMENTAL = 5 400 tons
- Very high concentration level in Emmental sector : 6 producers make 90% of the total production
- Preservation of a dense professional network in the Comté business

Employment impact

- The number of full time equivalent jobs per litre is 5 times higher in the Comté sector (not including milk producers)



- 3,0 FTE vs 0,6 in the Emmental sector
- 0,5 indirect FTE per Ml in the Comté sector (promotion, consulting...)

Total jobs in the Comté business

Milk producers	3200
Direct jobs	1520
Indirect jobs	250
TOTAL	4 970

Number of full time equivalent jobs per 1 000 000 liters collected

Source : fédération des coopératives laitières du Doubs, DPEI estimates

Milk producers

- **Rearing practices that give more time to producers.**
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- More extensive practices...
- ... that imply an easier management of the livestock...
- ... that help the farmers to save time.

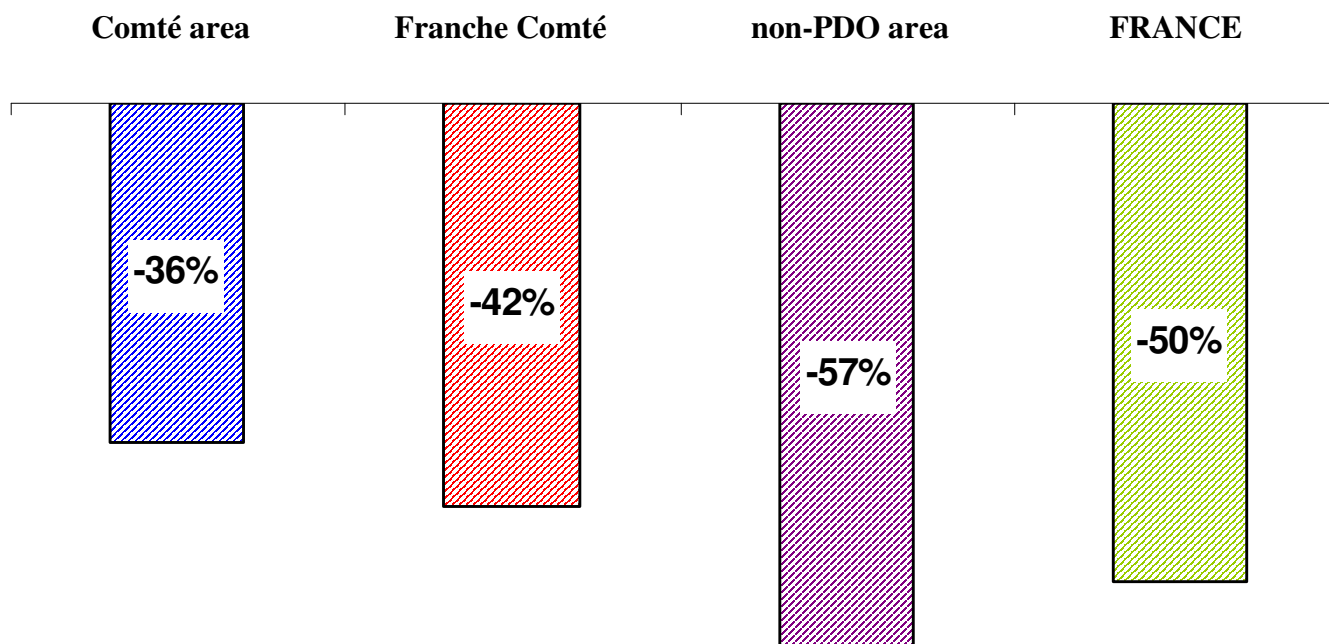
Transformation process

- **Comté cheese dairy has a higher concentration of qualified cheese-maker jobs.**
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- 40% of job proposals in milk schools come from PDO businesses, which account for only 10% of the total cheese production
- More unqualified jobs in Emmental plants, and more non cheese qualified jobs (computer, automats...)

Employment impact

- The economic vitality of the Comté area helped limit the rural exodus, with almost twice as less departures than in the non-PDO area.
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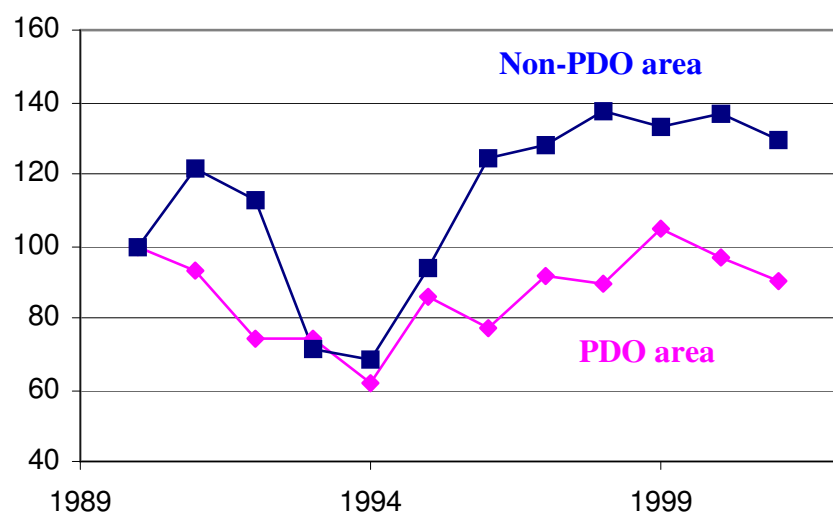
- An attractive Comté sector situation that can be characterized by the facility to sell farms to young producers.

Evolution of the number of bovine milk farms between 1988 and 2000

source : agricultural inventory

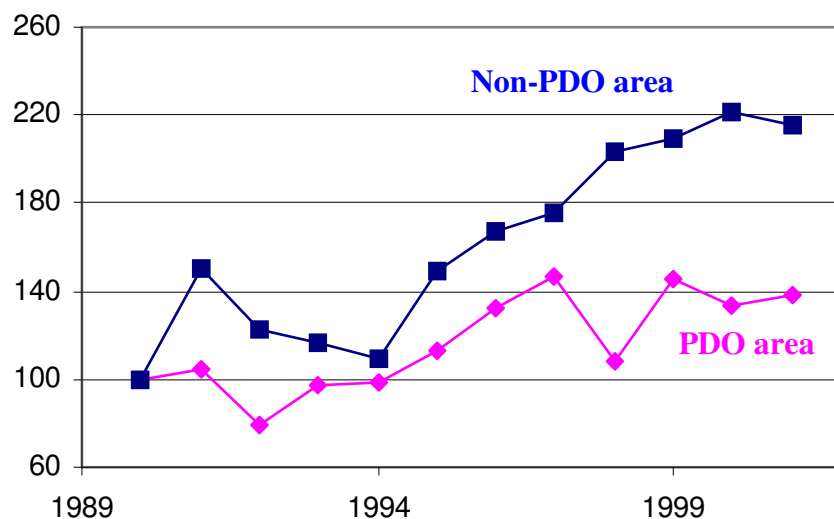
Environment / landscape impact

- The rule governing production implies a lesser intensification of rearing and a better protection of environment



Fertilizer utilization per ha – base 100 in 1990

Source : DRAF Franche Comté



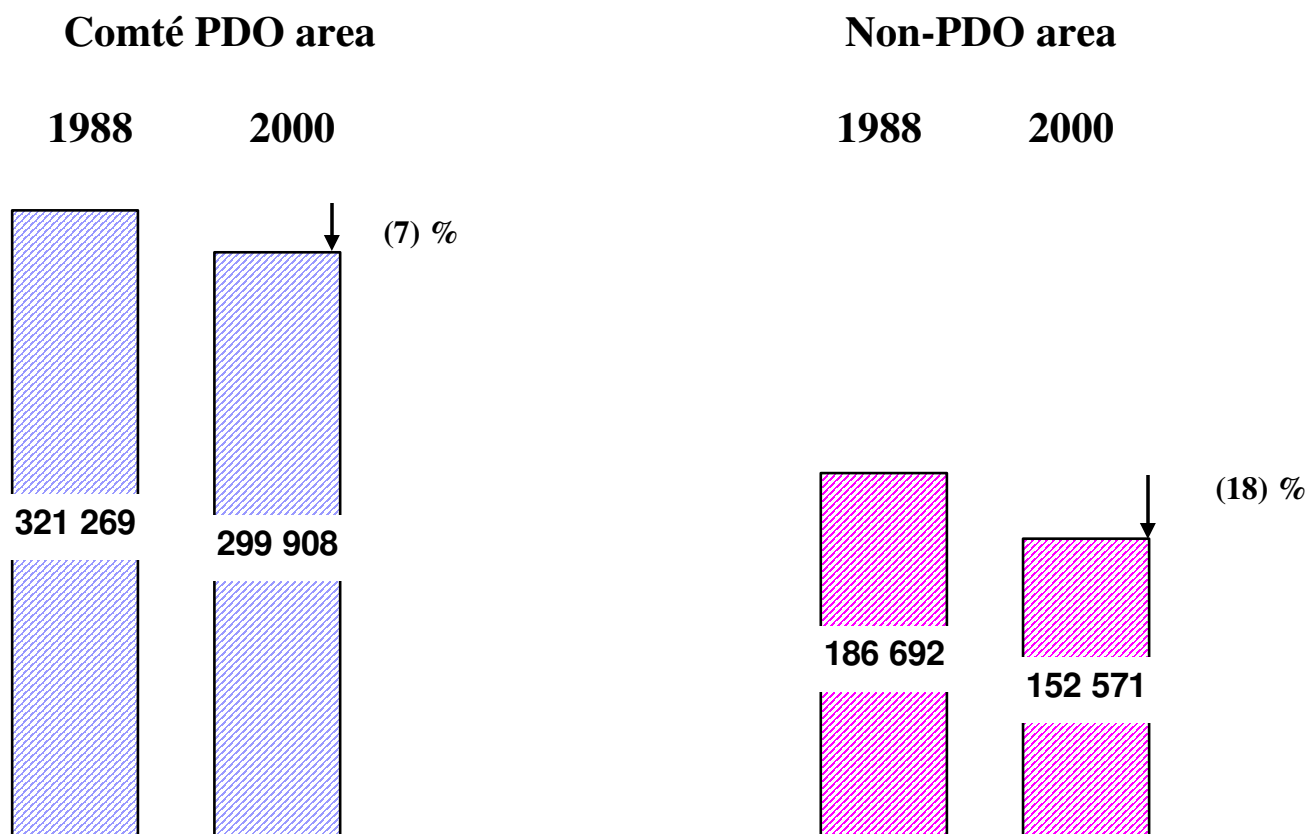
herbicide utilization per ha – base 100 in 1990

Source : DRAF Franche Comté

- The use of fertilizers and herbicide increased 2,5 times less rapidly in the PDO area.
- The number of animals is 0,95/ha in the Comté area versus 1,11 in other areas.
- 30 to 65 botanic species have been identified per field in the PDO area vs only 10 species in artificial grasslands.

Environment / landscape impact

- The preservation of a profitable and traditional rearing activity in the Comté area helped limit the diminution of the grassland surfaces.



□ The grassland area has diminished 2,5 times faster in the non-PDO area

Evolution of grassland area in Franche-Comté (ha) – Source : DRAF

Environment / landscape impact

- **The Comté PDO helps preserve open landscape, transition between grasslands and forests, that are traditional in Jura rearing areas.**
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**Jura mountains, open
landscape, grazed (PDO area)**



**Haute Vosges (non-PDO area),
closing landscape**



**Haute Saône (non-PDO
area), closed**

Source images : "Territoires de Franche-Comté en images. CD Rom. Ecole d'agriculture de Levier et Cnerta-ensesad Dijon"