



National Association  
of Municipalities and Producers  
for Valuation and Qualification  
of Portuguese Traditional Products

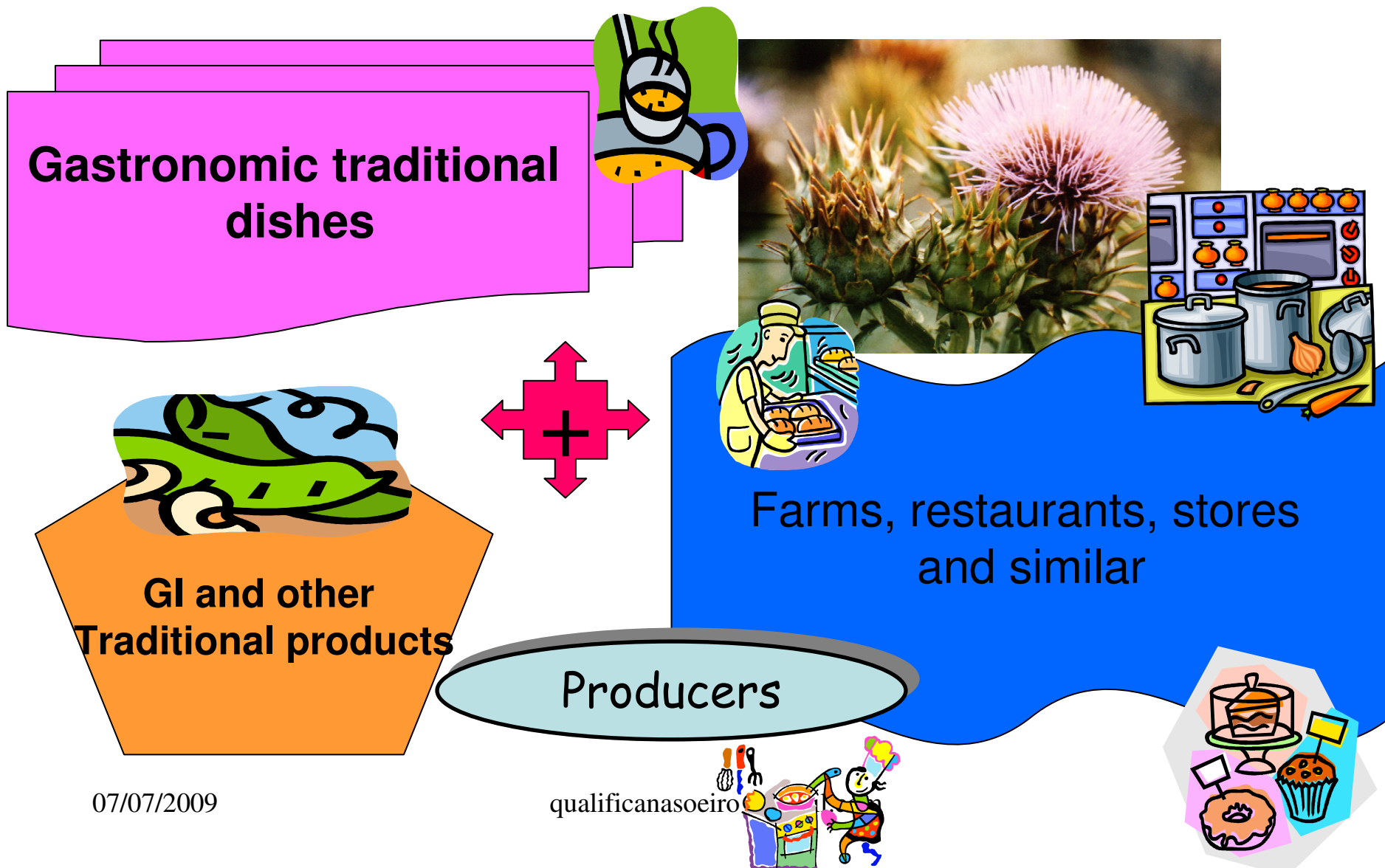
# GIs and Tourism Opportunities

ANA SOEIRO  
GENERAL SECRETARY OF



**PROMOTION, ADDING VALUE,  
DEFENSE AND QUALIFICATION OF  
PORTUGUESE TRADITIONAL  
PRODUCTS**

*Including GI products, of  
course*





## Weak points /

New generations almost forgot them

Very seasonal

Very small producers, not organised

Weak associations/small cooperation between producers

Small ability to intervene in the market

Lack of technical studies / scientific evidence on food safety, on link with the region...



## Strong points

Huge productive experience

Small enterprises quite well organised

Food quality systems implemented (informally)

High level tasters

Accredited suppliers of raw materials and services,  
Techniques to avoid the critical points

Ability to manage the business

Well known by older generations

Producers with positive social image

Culturally integrated



**GI and other traditional products  
have a lot of opportunities**

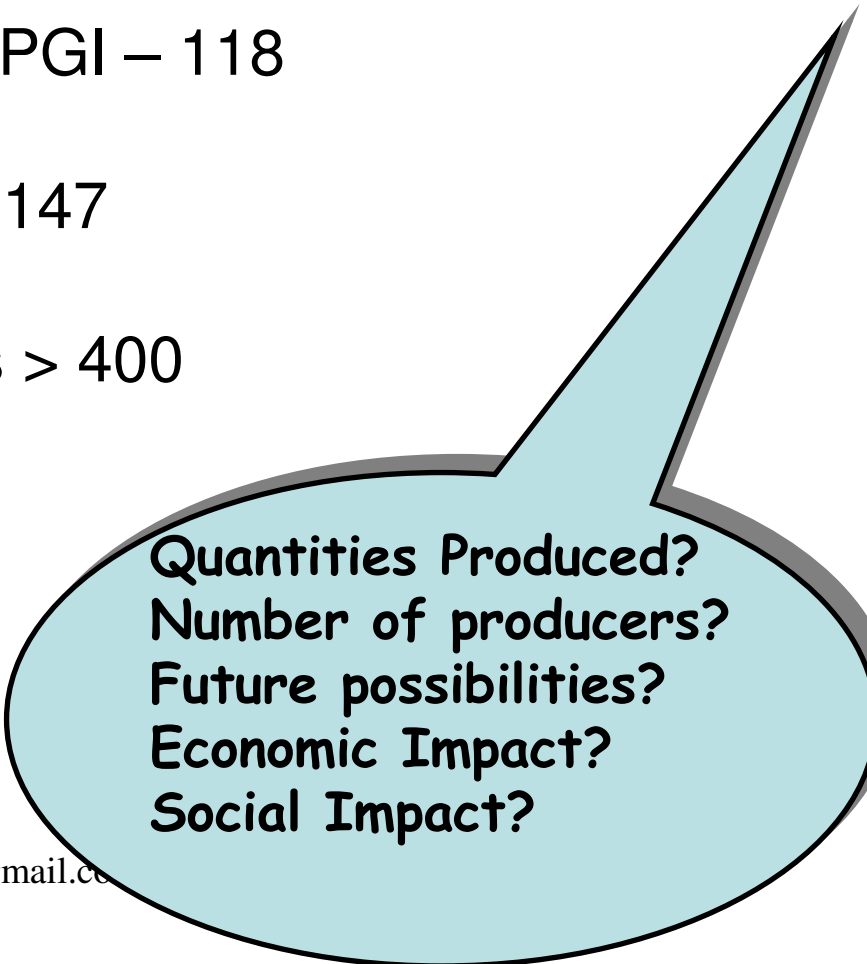


A seesaw is shown with a black beam balanced on a triangular orange fulcrum. A light blue semi-circular fulcrum is visible on the beam. On the right side of the beam, an orange rectangular box is tilted upwards, containing a list of opportunities. The left side of the beam is lower than the right side.

- Products near the nature
- Seasonality
- Basis of PT national gastronomy
- Quality internationally accepted
- Health benefits
- Possibility of innovation

# Some figures on PT Traditional Products

- Protected names under Reg 510/2006 (PGI/PDO) – 61
- Products covered under PDO/PGI – 118
- Ongoing applications (2006) - 147
- Other traditional food products > 400
- Non food products > 100



**Quantities Produced?  
Number of producers?  
Future possibilities?  
Economic Impact?  
Social Impact?**

**We don't have real statistics**

## **General point of view: 1 to 2% of the market**

- **How many Jobs are concerned – direct and not direct**
- **Territorial occupation**
- **Keeping soil fertility**
- **Forest fire prevention**
- **Keeping biodiversity – breeds and varieties and microorganisms**
- **Rural occupation**
- **Value added to poor raw materials**

- **Added value in tourism**
- **Impact in national, regional and local income**
- **Who is keeping the added value**

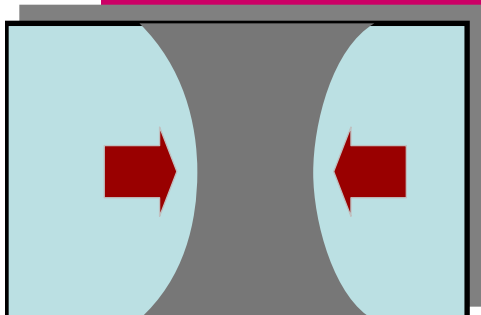
- **Nutritional benefits**
- **Typical and balanced gastronomy and nutritional regime: Mediterranean, Atlantic and mountain gastronomy**

# Bottlenecks and threats

**Portuguese Laws are inappropriate and complex**

**Community rules with specific exceptions for traditional products and for small amounts is very poorly adapted**

- Consultants inappropriate
- Aggressive sales of unneeded equipment and hygiene and cleaning products
- Trade policies of big supermarkets and companies (own brands, qualitative and quantitative requirements inappropriate, impossible prices)
- Imitations and counterfeits
- Unfair competition



anasoeiro@gmail.com





# Traditional Producers ...



**would not remain over time .... with results that are still in sight, with thousands of loyal customers...**

- **If they were not good producers**
- **If they were not good managers**
- **If they did not meet consumers requirements**





**Portuguese producers can produce a very high and a very diverse range of agricultural and non agricultural products with a specific quality, with a traditional know how and with self reputation**



07/07/2009



canasoeiro@gmail.com





Olive oils and olives;  
bovine, caprine, ovine  
and swinish meats;  
fresh fruit; dried fruits,  
honey; sausages; cured  
ham; cheeses and  
curds; cakes, sweets  
and breads; fish and  
sea food.....





- embroidery and lace, tapestry ; bedspreads and fabrics; ceramics and clay works; wood and stone carvings; wrought iron, basketry, copper and tin works, and so many others





*Sweet, hot, juicy, fresh, soft, succulent, smoked, bitter, meaty, spicy, sour, acidic, very sweet, fresh, tender, melting, pungent, aromatic, smooth, glaring, stylised, rough, natural, satiny, silky, quilted, rustic, bright, ...*



# TRADITIONAL AND GI PRODUCTS AND TRADITIONAL SYSTEMS ARE A SOURCE OF SUSTAINABILITY

- FIGHT AGAINST DESERTIFICATION
- IMPROVING GOOD PRACTICES
- ENVIRONMENT POLICY
- KEEPING BIODIVERSITY



But even without statistics we know that  
Traditional products are important to:

**QUALIFICA**

- **Rural world,**
- **Producers self roundness,**
- **Consumers ....**
- **Tourists (high level ones)**
- **Preserve national culture and know how**
- **And to local, regional and national economy because they can compete in the market**

# Interest of the geographical indications for the producers

- Names are protected against infringements or unfair competition
- The added value stays in the region
- GI improve good practices as well as demands better presentation, better labelling, better marketing and better advertising
- Improves sales and exports





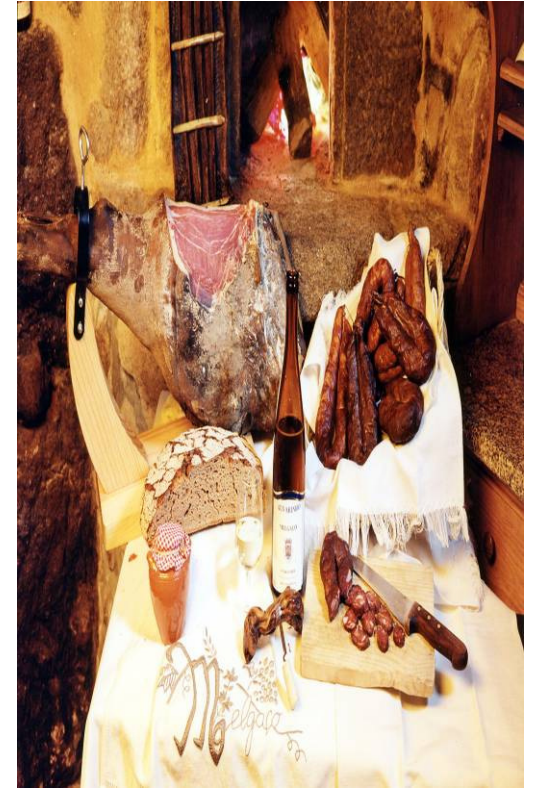
# Interest of geographical indications as a tool for rural development



- to encourage diverse agricultural production
- to maintain people in agricultural areas
- To improve employment and vitality of rural areas
- Sustainability

# Interest of the geographical indications for the consumers

- GI covered products are original, authentic and with specific quality
- GI gives information on the origin and the quality of the product – safety and traceability
- GI products are at the same time pleasure and culture. Sometimes they are also luxury products used in very important occasions



# Why are GIs so important ?

- GI creates or keeps JOBS in difficult regions, and jobs asking for qualified people (dealing with food needs qualification and expertise)



# Why are GIs so important ?



SUSTAINABILITY

Jobs are creating other jobs... building new houses and enterprises, cultivating land, taking care of cattle, transport of goods, slaughterhouses, new operators, sellers, advertising, labelling, buyers, restaurants, hotels, tourism, fashion, local shows, presentations, seminars ....

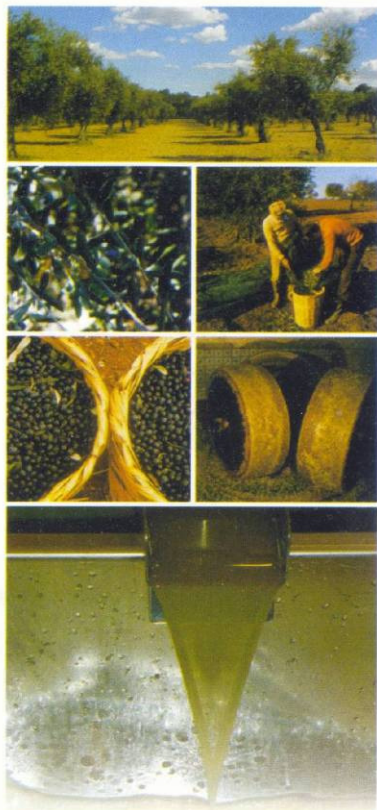


# Good possibilities:

- To sell the product outside the region

**To sell the product  
and the region,  
together**

**QUALIFICA**



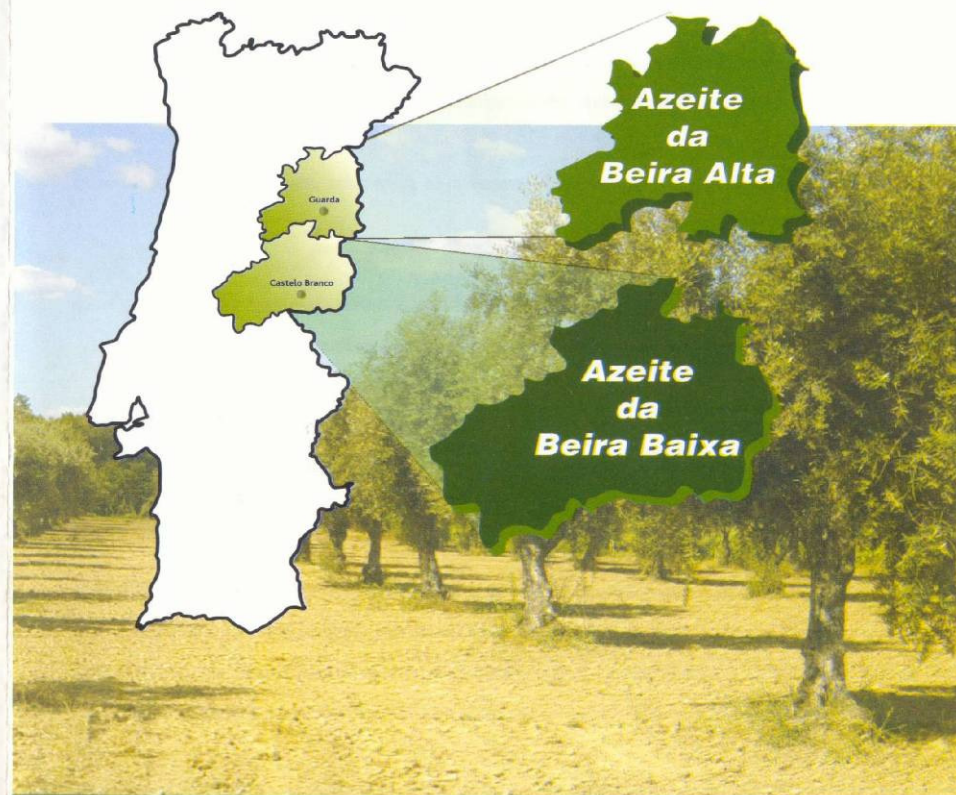
ENTIDADE GESTORA:



Rua São João de Deus | N.º 23 | R/C Esq. | 6000-276 Castelo Branco  
Telef./Fax: 272 326 143 | Email: apabi@sapo.pt



Denominação de Origem Protegida  
**AZEITES DA BEIRA INTERIOR**







The sweet "Ovos Moles de Aveiro" is made of sugar, eggs, water and... a lot of knowledge, according to an old recipe, that has been secretly hand over through several generations. This sweet is made in the unique coast Region of Aveiro city, where the river "Vouga" meets the Atlantic Ocean, forming a river branch called "Ria de Aveiro".

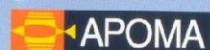
This way the ocean is the inspiration for the forms of the original covers made of the consecrate water called "hostia". This delicious and nutritive sweet, which had a medicinal function in the old religious hospitals in the old times, is ready to be tasted by a demanding consumer.

The sweet is also sold in small handmade barrels made of wood and porcelain, hand painted with typical pictures, such as, the typical boats called "moliceiros" or the "salinas" that exist all around the region. This small barrels show a peculiar care for the presentation of an endemic product, in a city where "good taste" and aestheticism always empire, by looking to the graciousness of the "Arte Nova" houses, the hand painted glazed tiles, the churches, monasteries, or once again the beauty of the "moliceiros".

**Ovos moles de Aveiro** • Indicação Geográfica Geographical Indication



Águeda  
Albergaria-a-Velha  
Aveiro  
Estarreja  
Ilhavo  
Mira  
Murtosa  
Oliveira do Bairro  
Ovar  
Sever do Vouga  
Vagos



Associação de Produtores de Ovos Moles de Aveiro

Mercado Municipal de Santiago, 106.1º A|AB  
3810-145 Aveiro-Portugal

Tel./Fax: +351 234 428 829

Email: apoma@sapo.pt

www.apoma.pt



**AMRIA**

Associação de Municípios da Ria

Rua do Carmo, 20 - 1º

3800-127 Aveiro-Portugal

Tel.: 234 377 650

Fax.: 234 377 659

e-mail: amria@amria.pt

www.amria.pt

**Ovos moles de Aveiro**®  
Doce Tradicional Traditional Sweet



Atelier Jorge Trindade



## Portalegre traditional food.....



...served in traditional parties





# And local traditional pottery and museums

## As cores e os sabores em Pratos Ratinhos do Museu Municipal de Portalegre

>

**Descrição:** Prato ratinho, esmalte branco amarelado, decoração policroma. Na aba anversal, dois filetes, flores esponjeadas e folhas estilizadas. No fundo anversal, figura de homem com chapéu, camisa de mangas arregaçadas e calções com vineta. De perna cruzada, apóia-se a uma pá de leito comprida. Encontra-se ladeado por duas árvores com folhagem esponjeada. No reverso, manchas de cor verde.

**Medidas:**

Altura - 5 cm

Diâmetro - 29,3 cm

**Inventário:**

MMP.1838/389.C



^

**Descrição:** Prato ratinho de decoração policroma. Figura de mulher com chapéu, blusa, saia comprida com decoração vertical trançada e avental liso. Do braço esquerdo pende um coto, segura uma cora na mão esquerda.

**Medidas:** Altura - 5 cm

Diâmetro - 29 cm

**Inventário:** MMP.1879/420.C



<

**Descrição:** Prato ratinho, esmalte amarelado, decoração policroma. Na aba anversal, dois filetes e festões de flores e folhas estilizadas. No fundo anversal, figura de homem com barrete de campino, casaca curta e calções muito largos, transportando ao ombro uma vara onde se encontram penduradas cinco aves. À sua esquerda arbusto estilizado.

**Medidas:** Altura - 4,9 cm

Diâmetro - 29 cm

**Inventário:** MMP.1840/390.C

# Heritage, region, tradition and GI sausages and pottery



## Heritage



### Monumental

Alto Tâmega e Barrosos has an enormous cultural and historic value, which testifies to its past and mirrors its inhabitants' experiences along the centuries.

Of the vast existent architectural heritage in the six municipalities we point out, for example, the churches (of different epochs and styles), the forts, the castles and walls, the roman and medieval bridges, the fortified roman towns and the cave paintings, the megalithic monuments and roman mines and stone-paved roadways, the Castros, the sacred art and the Solares (Manor Houses).





07/07/2009



## Small village in Barroso with local cattle ( Carne Barrosã PDO)



*In the Very Heart of Barroso, Discover the Seduction of the Mountains!*  
*En el corazón del Barroso, la Seducción de la Montaña!*

Aguas cristalinas, paisajes deslumbrantes y tradiciones seculares han sobrevivido al tiempo en la Montaña del Barroso.

Parte al encuentro de tus raíces y descubre a una cultura que juzgas perdida para siempre. Tierra de fortalezas y pueblos perdidos en el tiempo, guardados por guerreros inmortalizados en granito, hogar de moras y encantamientos. Abrazas a Bólicas, en donde las herencias del pasado conviven con el presente en plena armonía.

Visita los pueblitos de las Alturas do Barroso, donde un sistema de información y orientación te proporciona rutas y visitas para diferentes grados de accesibilidad y temáticas de interés.

Descubre a las incontables iglesias, participa en las tradiciones paganas y en las fiestas de un pueblo profundamente religioso.

Encuentra a los homas comuniterios donde aún se hace el pan centeno y déjate sorprender por las vazeiras de cabras, las genuínas chegas de toros. En la alimentación tradicional prueba la ternera Barrosã, el Jamón, los embutidos, la trucha y el miel.

Encuentra a los homas comuniterios donde aún se hace el pan centeno y déjate sorprender por las vazeiras de cabras, las genuínas chegas de toros.

En la alimentación tradicional prueba la ternera Barrosã, el Jamón, los embutidos, la trucha y el miel.

Reposa confortablemente en nuestros hoteles o turismo rural, o alíntate en pequeños abrigos de montaña, o en antiguos molinos de agua que te van a proporcionar momentos únicos e inolvidables.

Parte a la descubierta de los molinos de agua recuperados, pequeñas construcciones en granito austero con mecanismos arcaicos, memorias de un tiempo perdido.

Pure crystal waters, outstanding landscapes and centurial traditions have survived until today in this region.

Search for your roots and discover a culture that you thought to be lost.

In Barroso, pre-roman fortresses and lost villages are kept by old granite warriors and magical enchantments that fill life with harmony.

Visit Alturas do Barroso where an information and orientation system will guide you to pathways with differing degrees of difficulty and accessibility.

Find some of the numerous small churches and be part of a melting pot of pagan rites and deep religious festivities.

Admire rare community ovens in which rye bread is still made.

Be amazed by post community flocks (vazeiras) and genuine exhibition of bull strength (chegas). Eat traditional beef of local animals (vitela Barrosã) and taste local ham, trout and pure honey.

Stay in comfortable hotels or try one of our small mountain shelters in old traditional watermills, constructed of granite stone with archaic machinery belonging to a lost world.

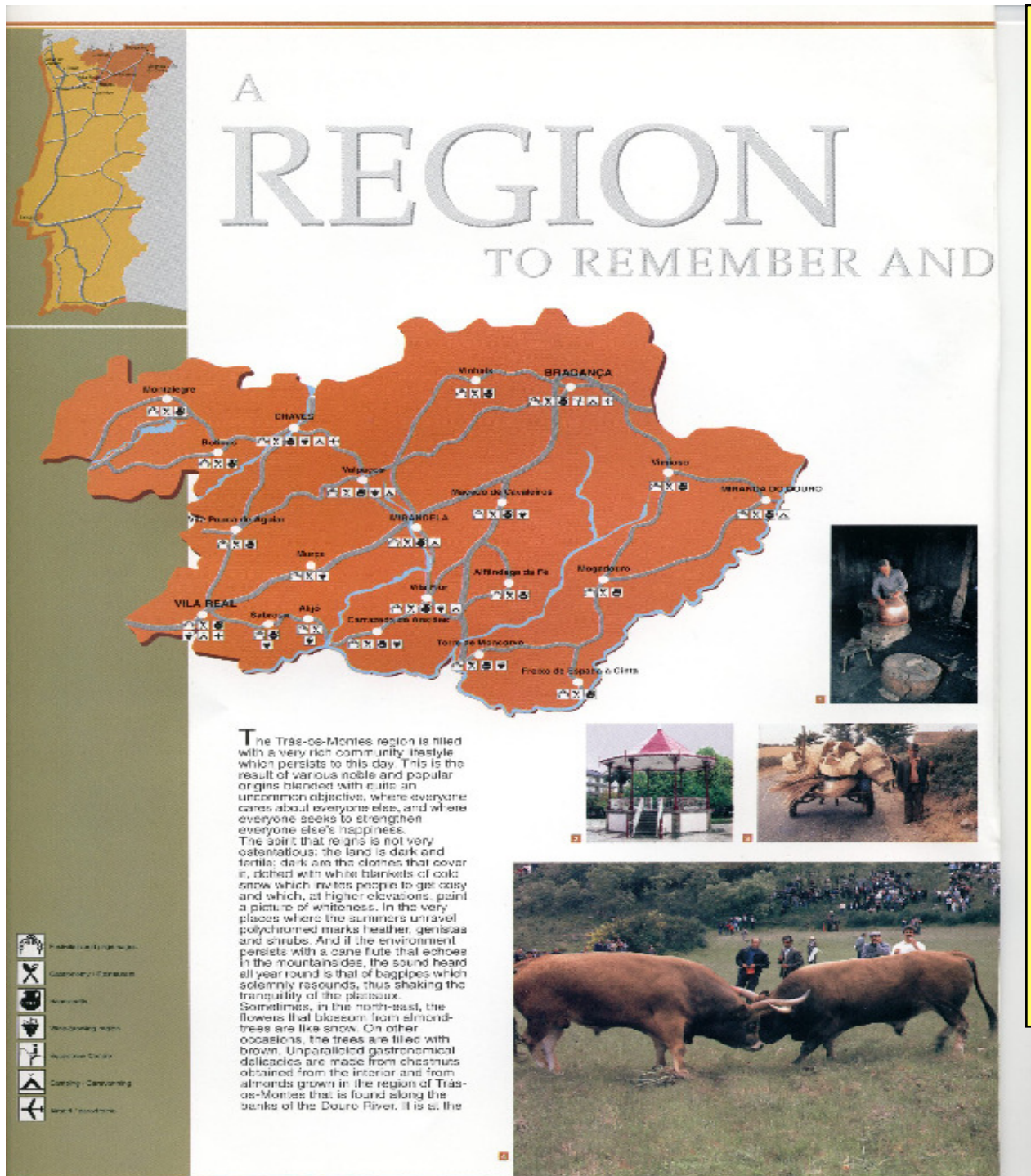


Old monasterium and  
GI Nisa Cheese  
and  
GI Portalegre sausages  
and  
Future  
GI Nisa Pottery

07/07/2009

qual





## Trás-os-Montes:

Monuments,  
Landscape,  
local know how  
and  
Local bullfights  
(chegas)



# **Vinhais: landscape, guesthouses' and Vinhais GI sausages and Vinhais ham PDO**



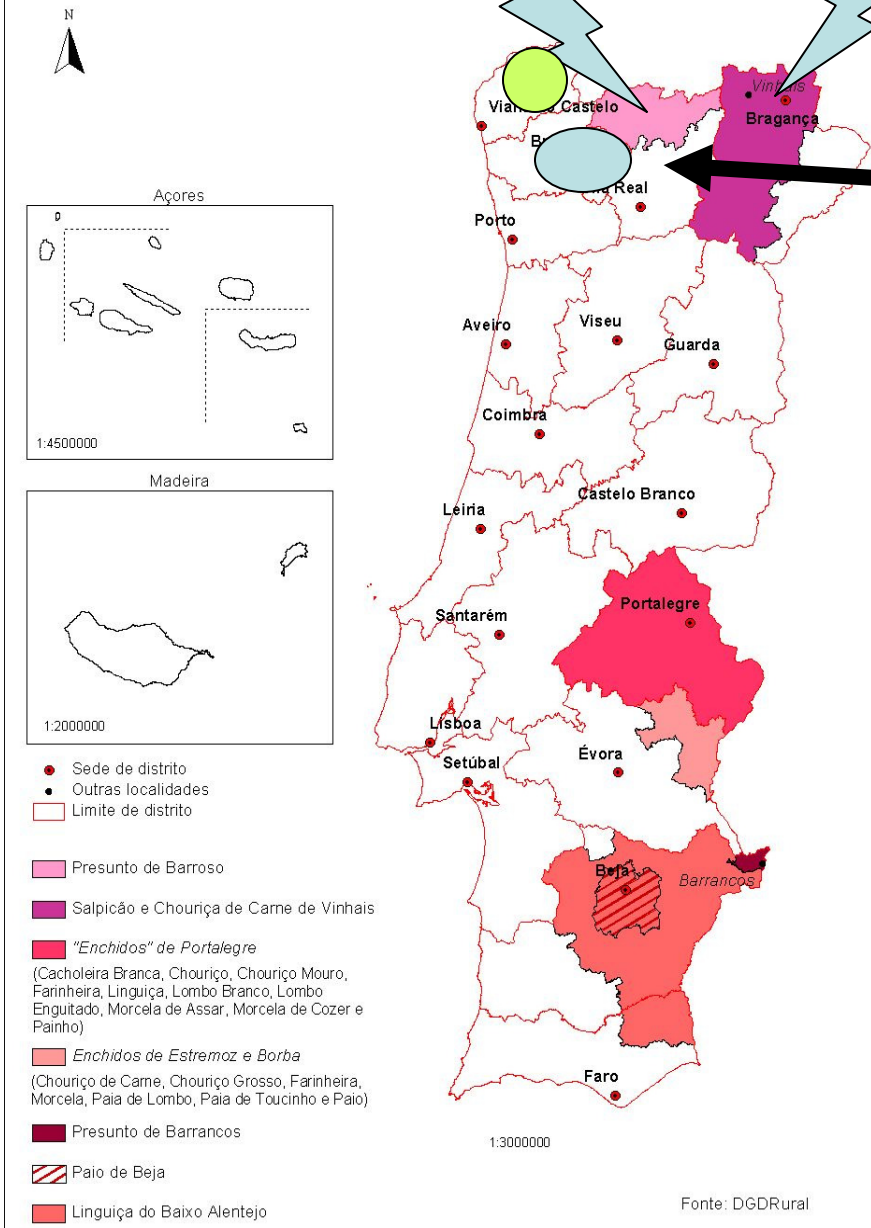






## Produtos Tradicionais - Produtos de Salsicharia

Áreas Geográficas de Produção (por Círculos e Freguesias)



Pig Bísaro –  
Autochthonous breed

soeiro@gmail.com





07/07/2009

[qualificanasoeiro@gmail.com](mailto:qualificanasoeiro@gmail.com)

34

# problems

- Mountain
- Age
- Low or very low educational level
- Very, very small producers
- Isolated producers

- Enormous reputation
- Lots of consumers
- “High” quality
- Financial

# Since 1999 local authorities try to help very small producers

- Simplified construction rules
- Improving existing enterprises – near family house, but specific to deal with meat and meat products
- Helping on financial issues
- Technical assistance on hygienic rules



# Some conditions

- Pigs must come from authorized farms and slaughtered authorized slaughterhouses
  - No more than 3 workers in average
  - Hot and cold water
  - Protection against flies and mice....
- Only local traditional specialities can be produced
  - Direct sales in the enterprise or in local markets

# Raw material

- Small farms



- In average 7 reproductive female/farm



- Slaughter – in average 150kg net



(PT68CE



# Outside view of some small units







07/07/2009

[qualificanasoeiro@gmail.com](mailto:qualificanasoeiro@gmail.com)

40



07/07/2009

[qualificanasoeiro@gmail.com](mailto:qualificanasoeiro@gmail.com)

41





07/07/2009

qualificanasoeiro@gmail.com

42





07/07/2009

[qualificanasoeiro@gmail.com](mailto:qualificanasoeiro@gmail.com)

43



07/07/2009

[qualificanasoeiro@gmail.com](mailto:qualificanasoeiro@gmail.com)

44



# How they sell!

Local markets and  
exhibitions  
(around 60%)

Direct sell  
(around 40%)



ciro@gmail.com





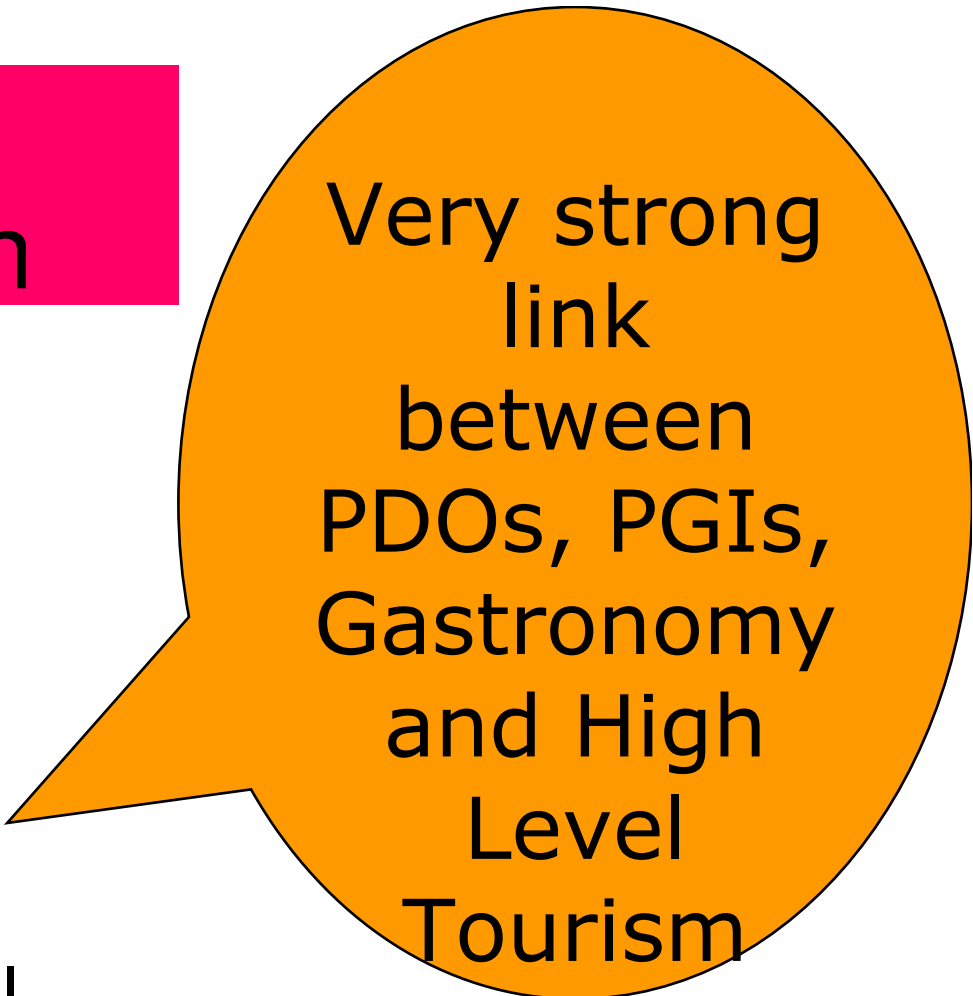
07/07/2009

[qualificanasoeiro@gmail.com](mailto:qualificanasoeiro@gmail.com)

46

# The added value stays in the region

- Local consumption (restaurants, hotels, rural tourism, rural houses and so on)
- Local shows, traditional food festivals, food and cultural events...

A large orange speech bubble with a black outline, pointing towards the left. It contains text about the link between PDOs, PGIs, Gastronomy, and High Level Tourism.

Very strong link  
between  
PDOs, PGIs,  
Gastronomy  
and High  
Level  
Tourism

**QUALIFICA**