



CNAOL an association

just for French cheeses with GI's

What else....

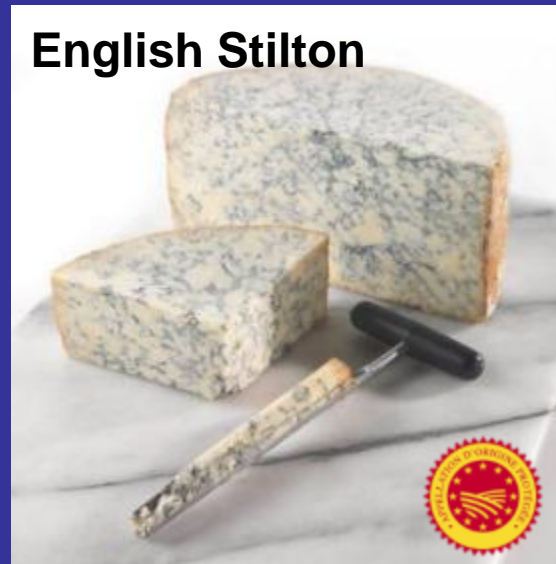


Agenda

1. Some figures

2. CNAOL,

- Who are we ?
- What do we do ?
- Budget
- Results: PDO and sustainable development



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CONSEIL NATIONAL
DES APPELLATIONS
D'ORIGINE LAITIÈRES

French dairy PDO products

49 dairy AOC in France 46 PDO

- Cheeses
 - 27 AOC from cow's milk
 - 15 AOC from goat's milk
 - 3 AOC from ewe's milk
- Butters and cream
 - 1 AOC cream
 - 2 AOC butters



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CONSEIL NATIONAL
DES APPELLATIONS
D'ORIGINE LAITIÈRES

**An association bringing
together all French dairy
PDOs**

CNAOL

What do we do ?

- **Anticipate legal developments and lobbying**
- **Share experiences**
- **Pooling costs for scientific studies**
- **Pooling resources for financing communication campaigns**
- **Teaming up with other GIs to establish a worldwide association: ORIGIN !!!**

Since 2002

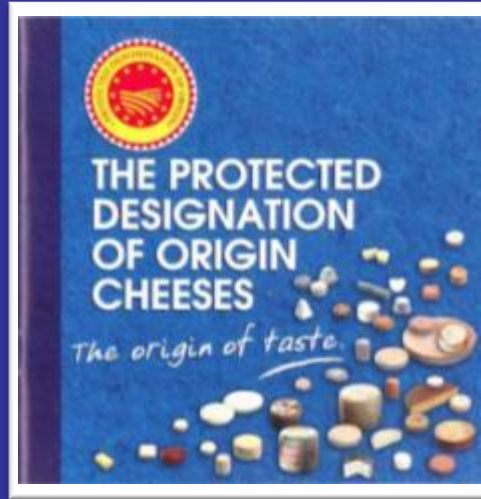
- **Successful lobbying actions:**
- **Establishment of a combined technology network**
- **2 communication campaigns with European financing**

- **Successful lobbying actions:**

- **defense of raw milk cheeses and traditional materials for cheese production**
- **change in color of the European PDO logo**
- **defense of a particular economic model to administer PDOs, highlighting their role in regional planning**

- 2 communication campaigns with European financing

Actions in supermarkets



Web site



3 weather report breaks



Cheese show



CNAOL BUDGET



Operation: 200 000€

- 2 employees
- Technical actions and lobbying

Communication = 1.2 million euros with French and European co-financing !!!!
- 360 000 €

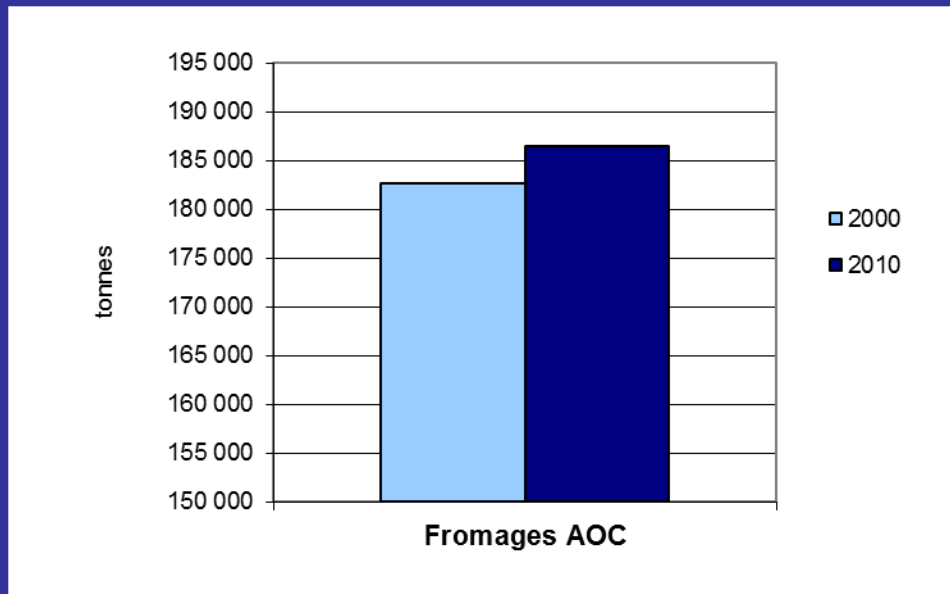


PDOs: sustainable development

Economy: progression in volumes



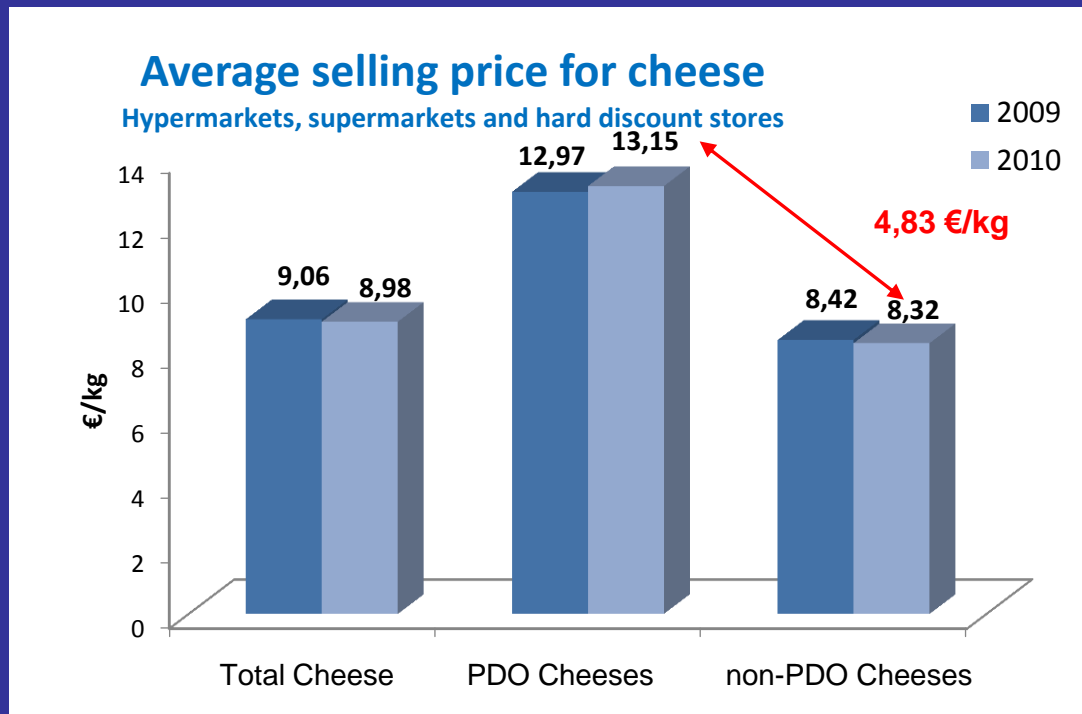
- AOC milk production marketed in 2010: **186 473 tonnes** : + 2,1% compared to 2000



- 72% of the total AOC cheese tonnage made from raw milk

Economy: added value

- AOC cheeses represent about:
16% of matured cheese production,
or 26% of the turnover for "matured cheeses" *



PDO cheeses are
58% more
expensive for the
consumer than
non-PDO cheeses.

Social

- **Nearly 45 000 jobs on qualified dairy farms**
Meaning about 20% of jobs in ruminant animal farming in France
- **Many jobs in processing and/or ripening**
3 times as many direct jobs per litre of milk processed
2.8 jobs for processing 100 000 litres into PDO as compared to 1 job for conventional milk

Environment : biodiversity

- **Plant biodiversity**

Importance of pasture and grassland



- **Animal biodiversity**

30 dairy AOC have a breed criterion
in their list of specifications



- **Microbial biodiversity**

For raw milk, maintenance of microbial strains



Thank you for your attention !