Valuation of a traditional farming system of North Neuquen (Patagonia, Argentina) by developing a PDO for goat meat

- Actors of the chain
- INTA AER Chos Malal and EEA Bariloche
- North Neuquen Town’s Councils
- Neuquen Province Government
- Economic Sciences Fac. Uni Nac. Comahue
The region

- Argentina
- Patagonia
- Provincia de Neuquen
- Region: (36-38 S  69-71 W)
- Area: 30,000 km²
Particular rural system, because of its social, cultural and productive characteristics.

Transhumant pastoralist: “Crianceros”, keepers of goats and sheep living on public land.
Long term sustainability is threatened
- Environmental degradation
- Scarce works opportunities
- Migration
- Poor access to market

Close relation between people, animals and environment

Product with high reputation
Hypothesis

- The valuation of the genuine products of the system contributes to their sustainability

Predictions
- Promotion of crianceros organization
- Improvement of system income
- Improvement of regional work opportunity
What elements support the Protected Designation of Origin?

- a well defined region
- a social group that has a strong identity sense and is closely tied to its tradition, animals and land
- a local genetic resource shaped by the “crianceros” after their own criteria
- a genuine product that is the pride of their breeders
- a recognised quality
Discussion with the people

Agreements about the advantages and importance of this mechanism to protect their animals and their cultural values

“our product is the best”

To guarantee origin and production form
Construction of a common vision

El criterio consensuado

LA ZONA NORTE ESTÁ INTEGRADA POR LAS ÁREAS DE INVERNADA Y VERANADA CUYOS CAMPOS DE VERANADA SE ENCUENTRAN UBICADOS EN LOS DEPARTAMENTOS MINAS, CHOS MALAL, PEHUENCHES Y ÑORQUÍN

The traditional form to produce....
Steps to PDO

Discussion with the people
Construction of a common vision

Products to protect

The Criollo... because of its adaptation to the climatic condition of the region, the quality of its meat, taste and growth

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Discussion with the people
Construction of a common vision
Products to protect

Production process

Transhumance ........... extensive husbandry ....... patience .......

TRANSUMANCIA

CRIANZA CHIUSOS

CAMEMBA LA PASTURA DE INVERNADE A VERNABIDA (CALIDAD)

Arroz xove caligones hacen que suen un trabajo todos particular.

NO HAY CONTROL SANITARIO

CREMADA CON PISO BIERAL

CREMADA CON PACIENCIA

CLIMA

FEO INFLUENCIA ARTHURMANN BOS VAELANDA

CAMPO HOJA CEREBRANT
Steps to PDO

- Discussion with the people
- Construction of a common vision
- Products to protect
- Production process

DEFINING A NAME

PROTOCOL REDACTION

ORGANIZATION FORM

Products to protect

Chivitos Ecologistas

Chivitos Criollo
Conclusions

- PDO Board
  - 9 crianceros
  - 1 middleman
  - 2 traders
- Advisory board
  - INTA, Province, PSA
- Registered Mark
- Logo
- Protocol
- Two products to protect
  - “Mamón Kid” (suckling kid) 2 month of age, from winterfields
  - “Veranada Kid” 6 month of age, from summerfields
- Both products were characterized and differentiated (weight, fat muscle and bone content)
- Sensorial analysis: flavour, tenderness, aroma, juiceness, connective tissue

Results
- Scarce use of formal path
- Causes:
  - Increasing use of meat for the household
  - Increasing informal slaughter
  - Lack of controls
- Lack of knowledge (urban – tourist consumer level)

Results

- **CRIANCEROS**
- Traders
- Middlemen
- **Slaughterhouse**
  - Local dealers
  - Supermarkets
  - Restaurants
  - Butchers
- **CONSUMERS**
  - Local dealers
  - Supermarkets
  - Restaurants
  - Butchers

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EEA Bariloche
Results

- All the actors have the same “quality” conception
- They consider this product as “Superior”, meaning that they are good producers, they know what they do and do it well
- The principal uncertainty is coordination of supply
- Other problems: routes, transportation, communication, etc
Next actions

- Next season (November) start of PDO use
- New project planning together with the people to:
  - Reinforce the organization
  - Publicity campaign
  - Improve the production and trading chain
  - Improve the infrastructure (transportation/communication)
• The process was more successful as expected
• Criançeros empowerment
• People in movement
Muchas gracias