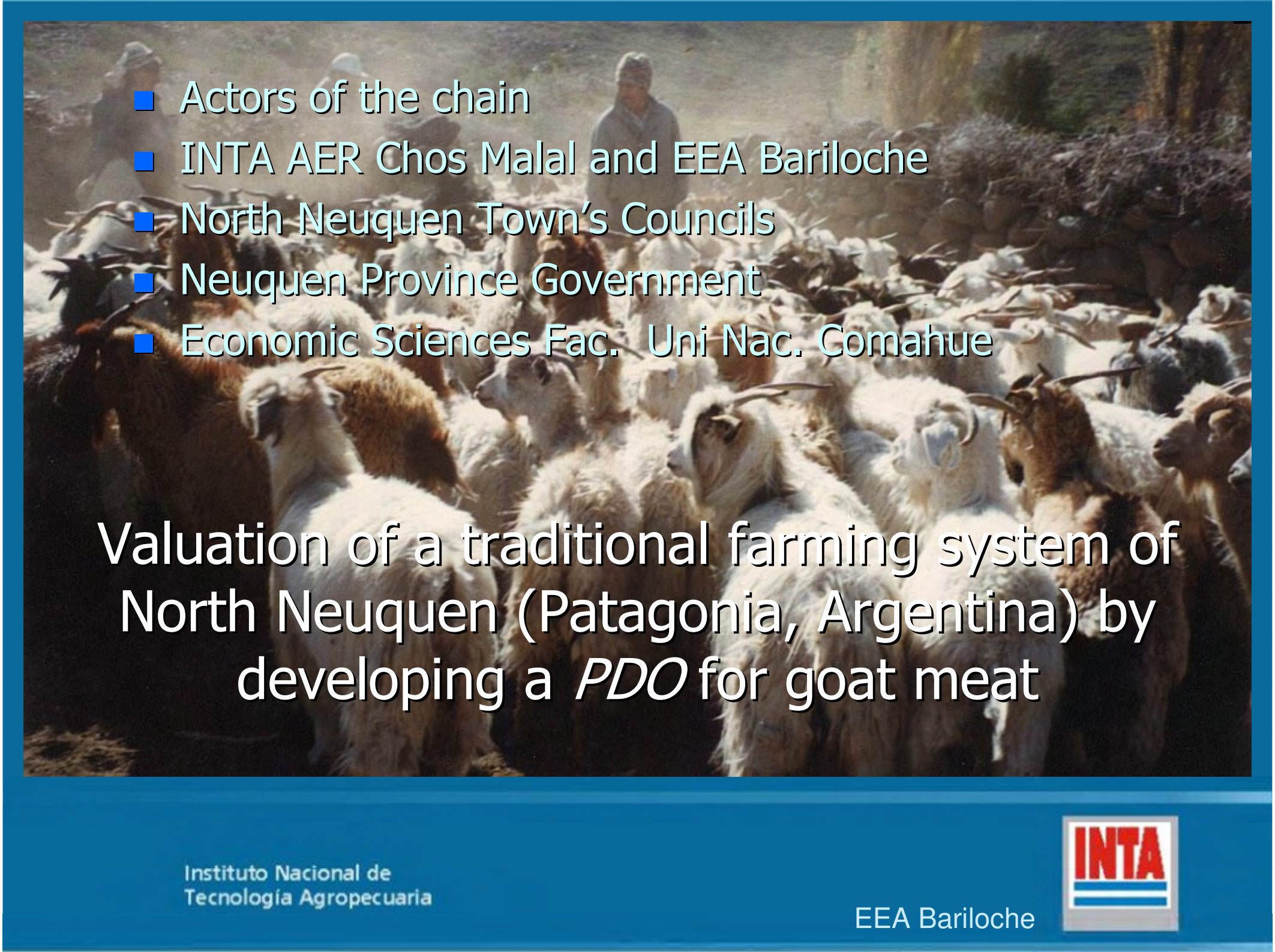
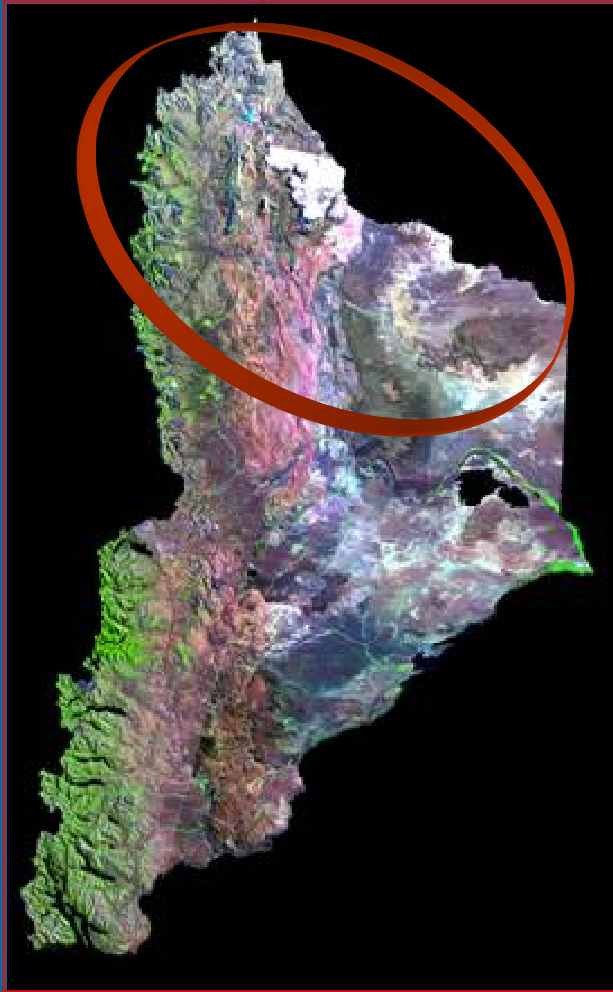


- 
- A photograph showing a large flock of goats, mostly white with some brown and black, in a field. Several people are visible in the background, some wearing hats, suggesting a rural or farm setting. The image is used as a background for the slide.
- Actors of the chain
 - INTA AER Chos Malal and EEA Bariloche
 - North Neuquen Town's Councils
 - Neuquen Province Government
 - Economic Sciences Fac. Uni Nac. Comahue

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

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



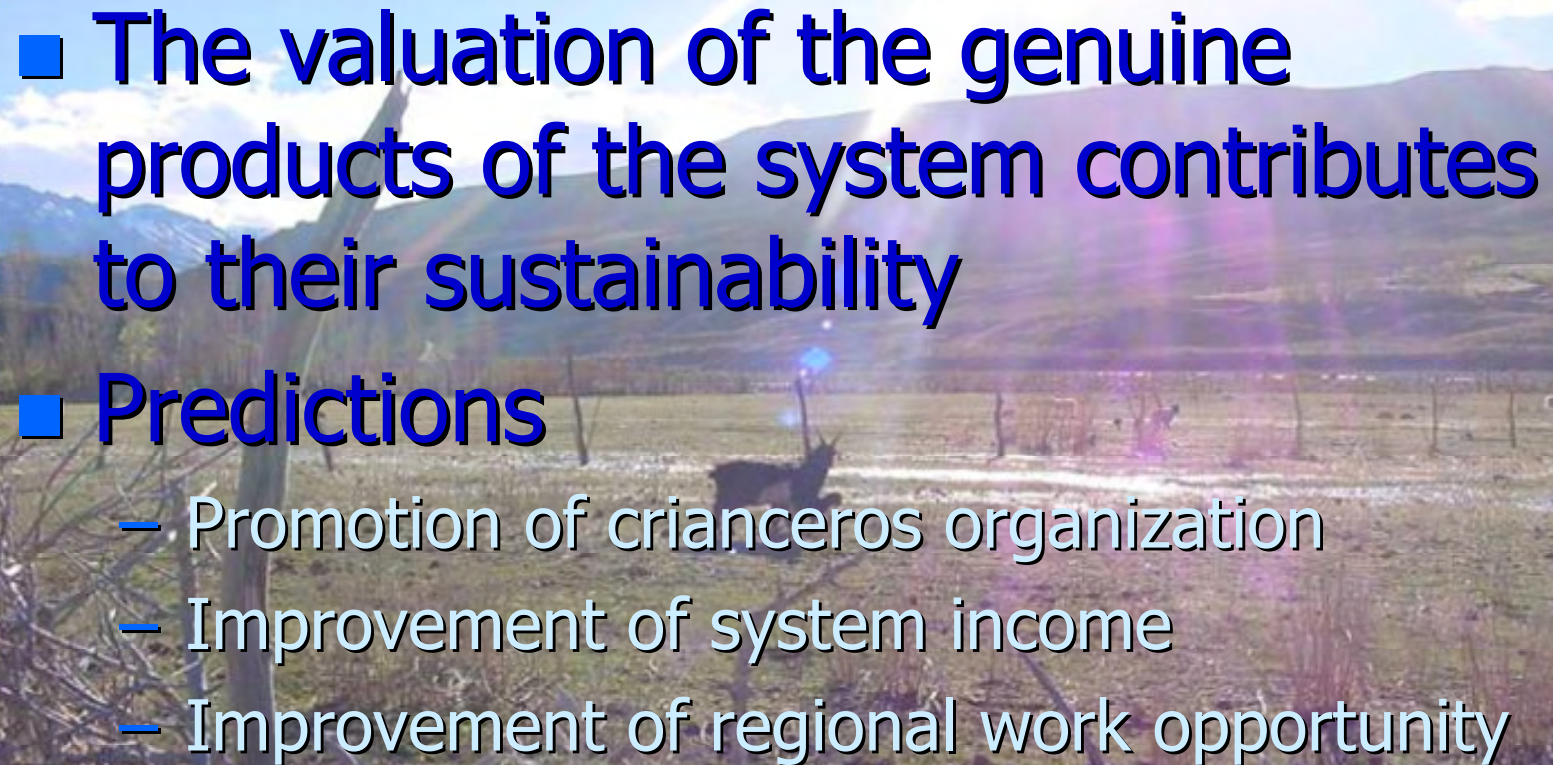
Transhumant pastoralist:
“Crianceros”, keepers of
goats and sheep living on
public land

Background

- Long term sustainability is threaten
 - Environmental degradation
 - Scarce works opportunities
 - Migration
 - Poor access to markt
- 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

- 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

What elements support the Protected Designation of Origin?



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

“our product is the best”



IDENTITY

To guarantee origin and production form

Construction of a common vision

***SECUÍA:**

***AGUA**

- INVERNADAS: AGUA TIPIA (SE ADEPTAN LOS ANIMALES)
- VERANADAS: AGUA DURA

* HAY OVEJOS, CUA DOS MONTAÑAS Y MUCHOS ANGELOS

ES PARTICULAR POR LA PASTURA DE LA REGION Y EL AGUA.

La cría de chivos
Depende de los campos
Adecuados las pasturas
El sabor de la carne

Calidad Animal
La al clima con los pastores

Consistencia de la carne
Oferta para la industria
de carne para el consumo
o para el comercio con el Sello
para el comercio con el Sello
para el comercio con el Sello

La Experiencia
la trayectoria de generación o
generación

Forma de Cuidado
el buen trato al animal.

FORMA DE PRODUCCIÓN TRADICIONAL

MANEJO (SEPARACIÓN MOSTRANCO - CASTAÑERAS)

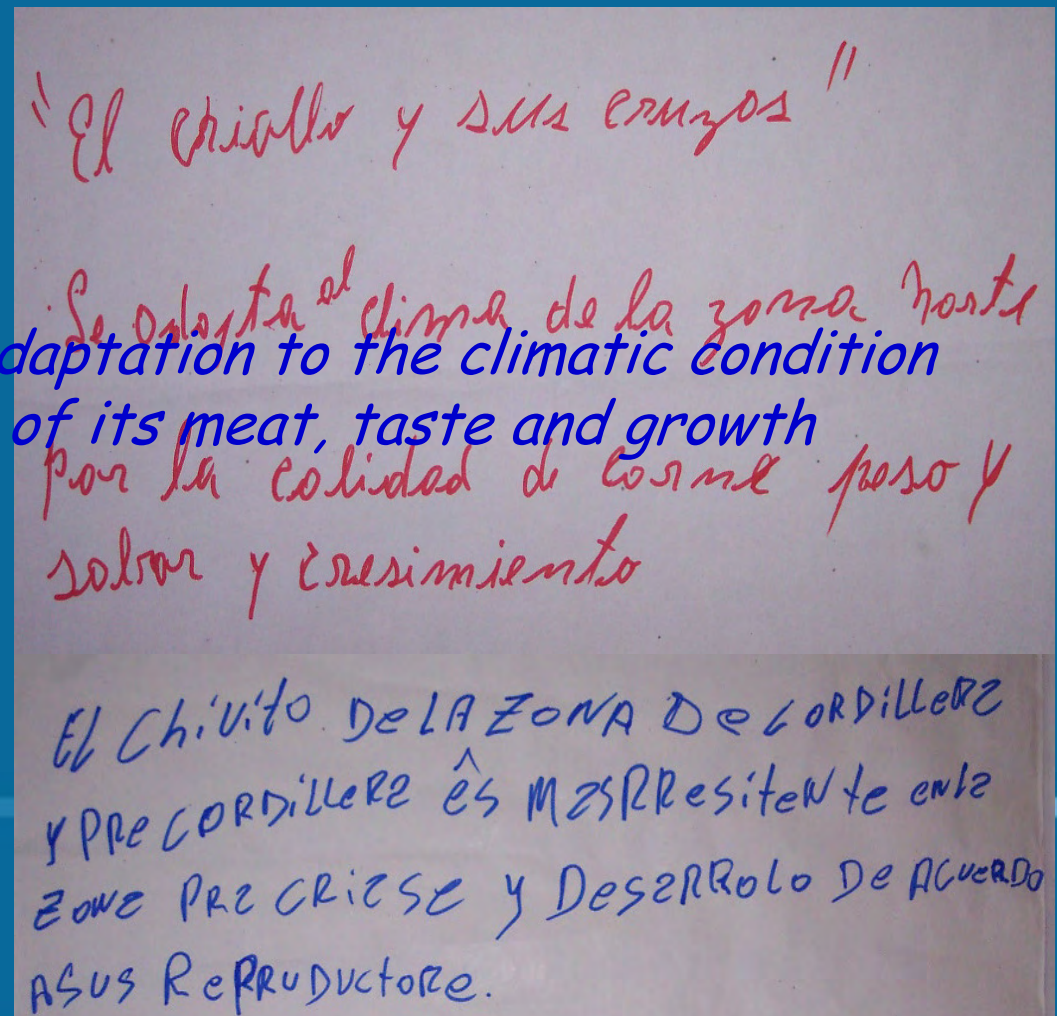
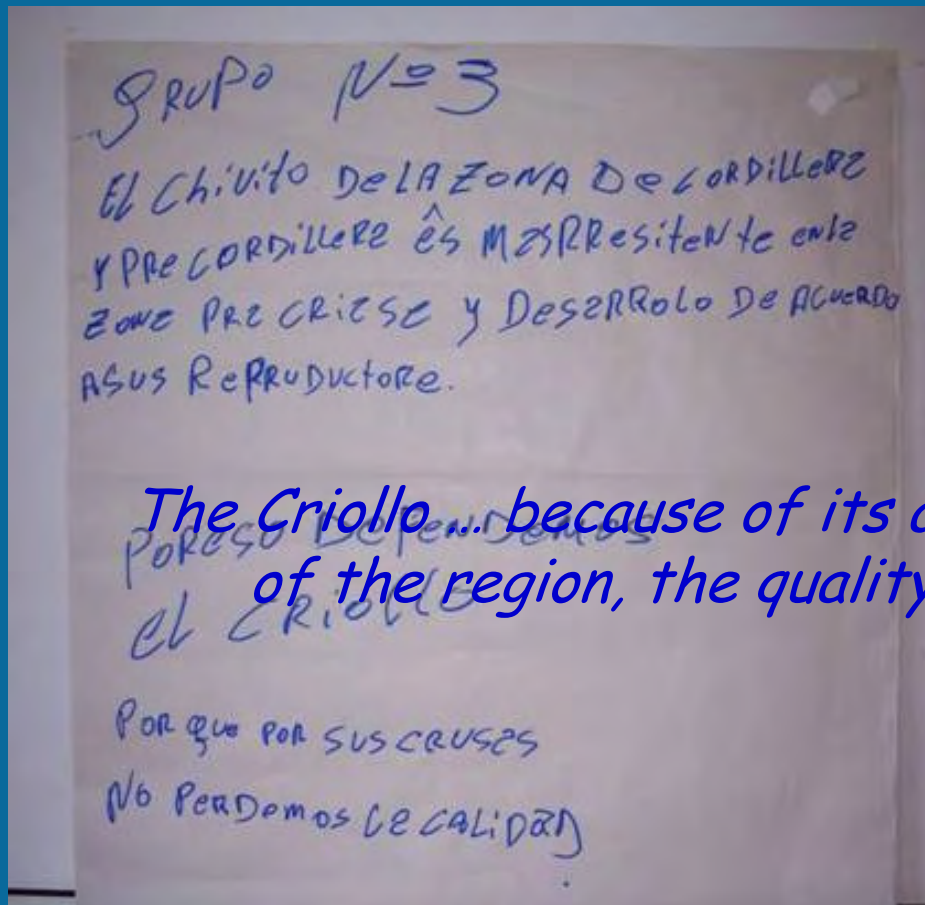
La cultura del trabajo
la forma de criar
el chivo y los cambios
de generación en
con el mismo sistema.

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....

Products to protect



Discussion with the people

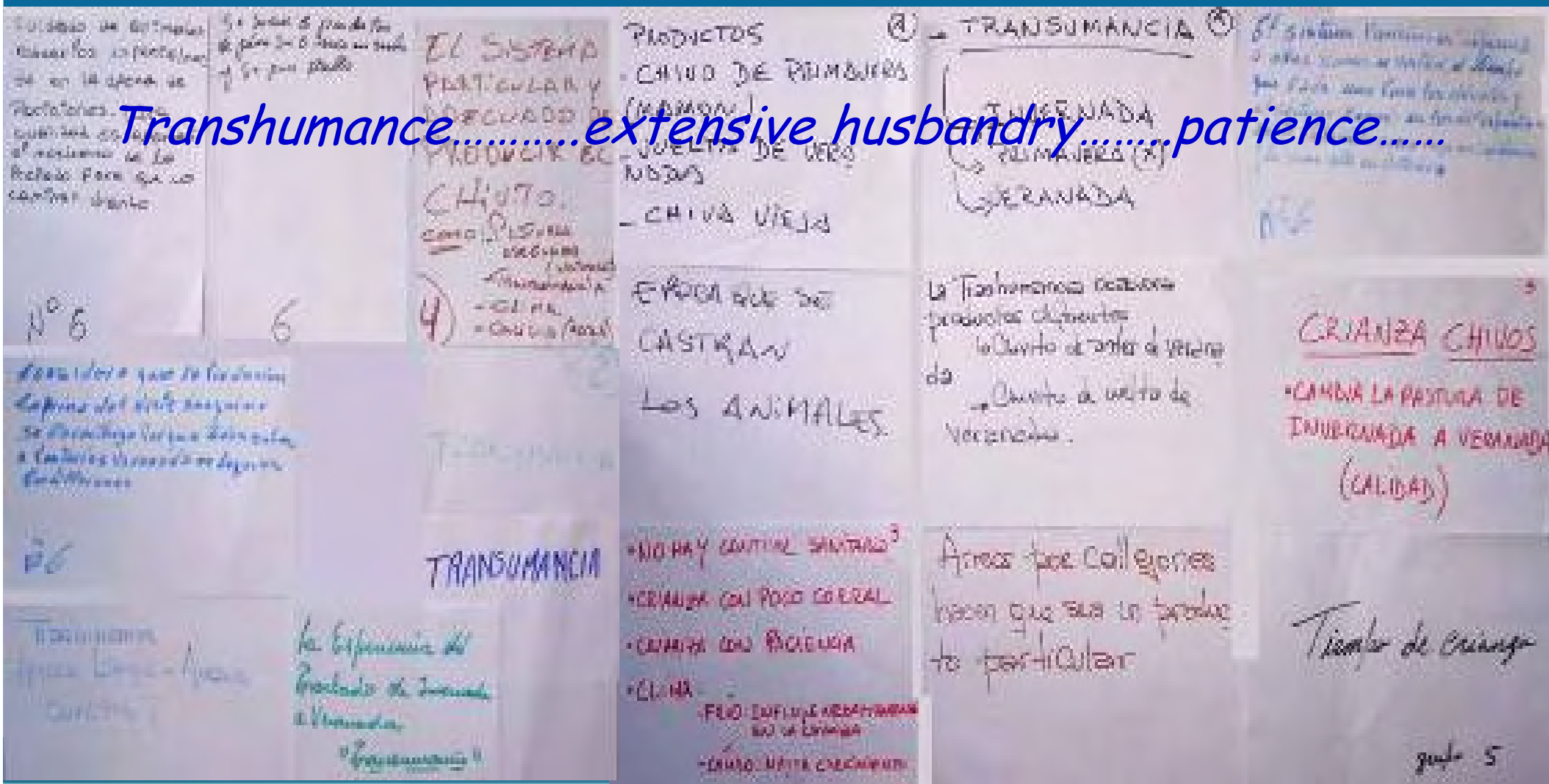
Steps to PDO

Construction of a common vision

Products to protect

Production process

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



Discussion with the people

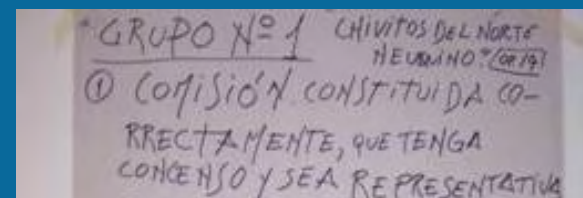
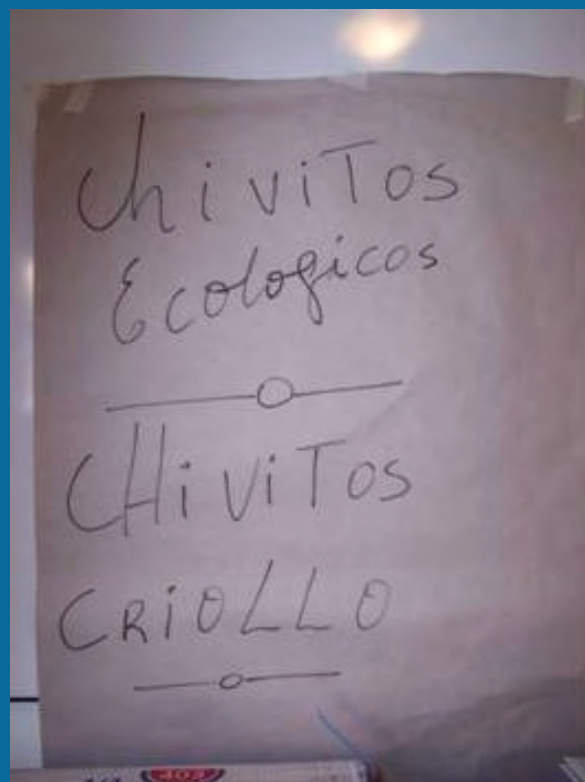
Construction of a common vision

Products to protect

Production process

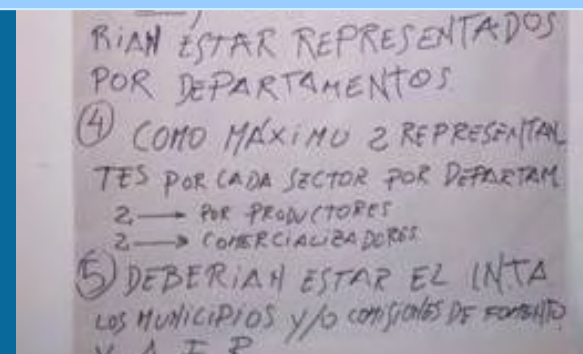
Steps to PDO

DEFINING A NAME



PROTOCOL REDACTION

ORGANIZATION FORM

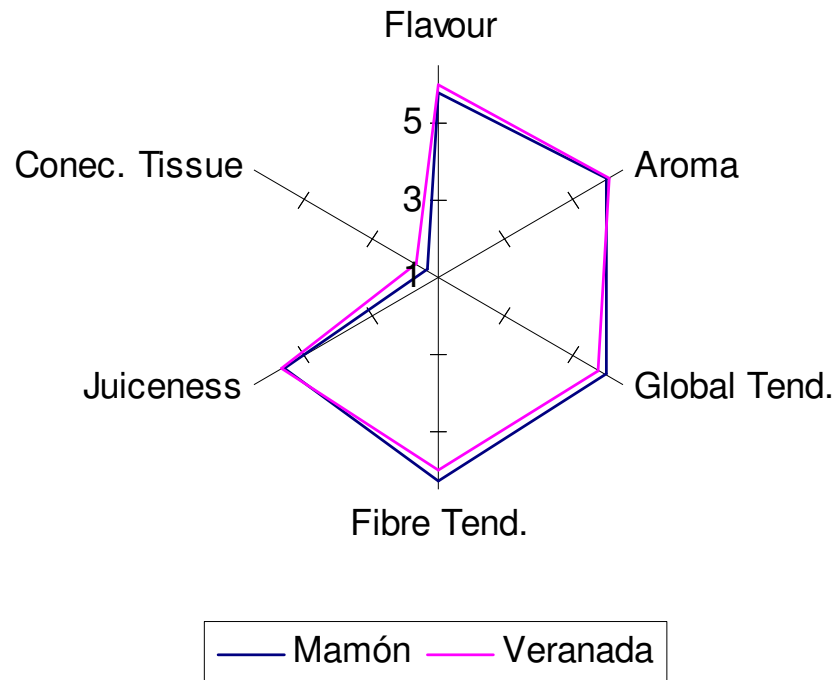


Conclusions

- PDO Board
 - 9 crianceros
 - 1 middleman
 - 2 traders
- Advisory board
 - INTA, Province, PSA
- Registered Mark
- Logo
- Protocol



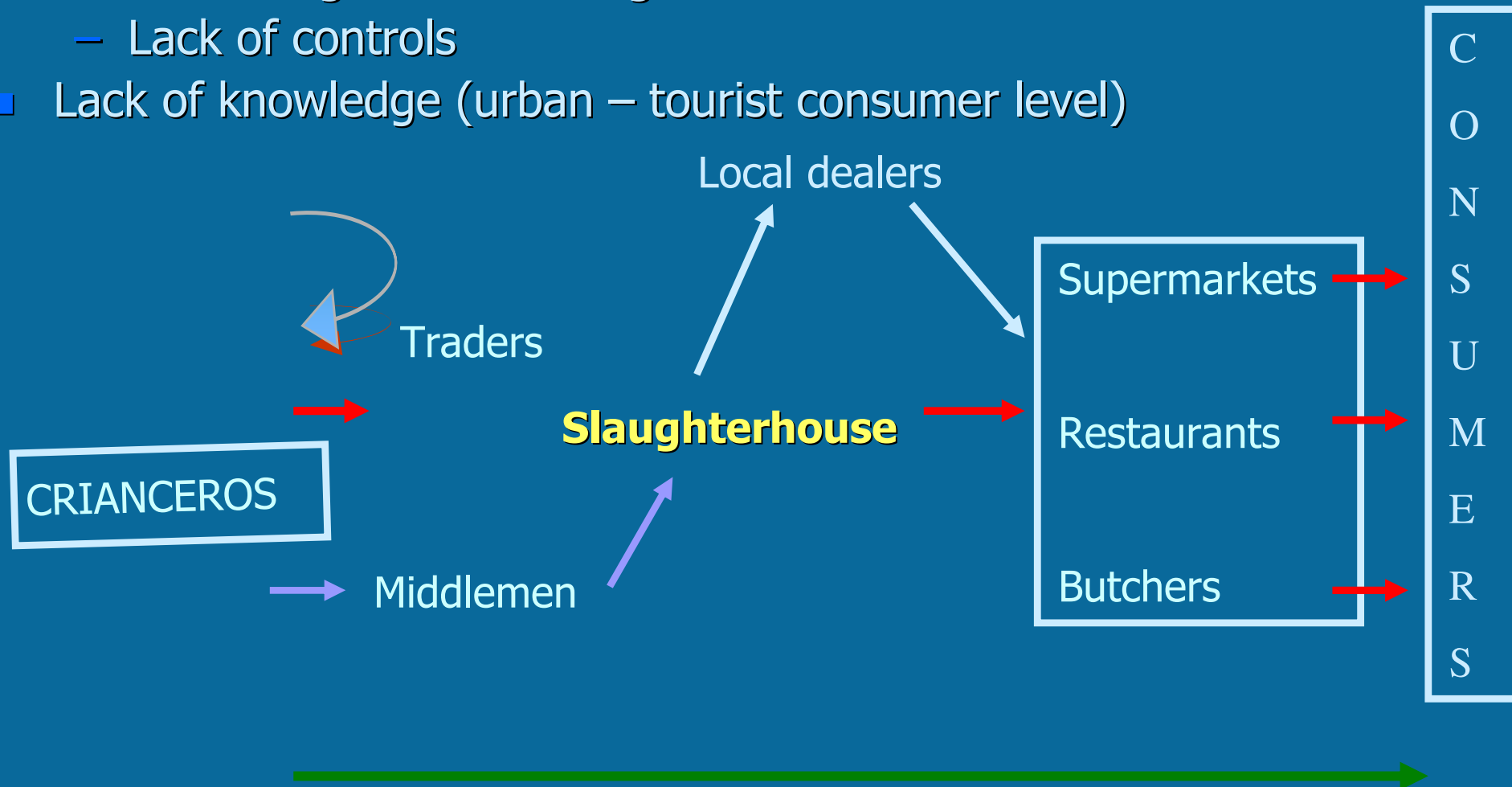
- Two products to protect
 - “Mamón Kid” (suckling kid) 2 month of age, from winterfields
 - “Veranada Kid” 6 month of age, from summerfields
- Both products were characterized and differentiated (weight, fat muscle and bone content)
- Sensorial analysis: flavour, tenderness, aroma, juiciness, conective tissue



Results

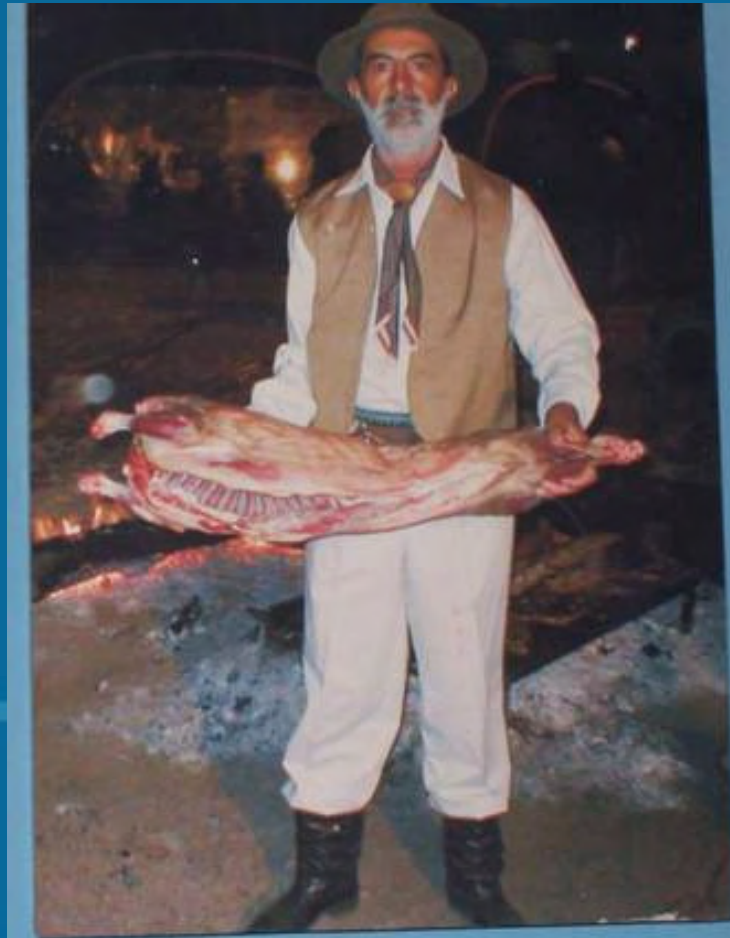
Results

- 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

- 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 planing together with the people to:
 - Reinforce the organization
 - Publicity campaign
 - Improve the production and trading chain
 - Improve the infrastructure (transportation/communication)



- 
- An aerial photograph of a rugged landscape. The upper half of the image shows a steep, rocky slope covered in dark grey stones and sparse green vegetation. Below this slope, a horizontal stone wall made of dark rocks runs across the middle of the frame. In the foreground, a green, grassy field is visible, with several people and animals (including a horse and some dogs) scattered across it. The overall scene suggests a rural or semi-rural environment in a mountainous region.
- *The process was more successful as expected*
 - *Crianceros empowerment*
 - *People in movement*

Muchas gracias

