SINER-GI project
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Case Studies presentations

Pampa Gaucho da Campanha Meridional Meat

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Case presentation

• “Carne do Pampa Gaúcho da Campanha Meridional”

• 4 high quality pieces of fresh meat (barbecue) from British breeds fed on “Pampean Gaucho” native pasture

• Brazil, Rio Grande do Sul State, Campanha Meridional sub-region

• Very small quantities (<50 animals/week)
• One association : 15 producers (2005) to 42 (on June 2007) + one slaughterhouse

• Latin America = World beef production area with high quality fame (Argentina)
• Brazil = 1st beef exporter (volume + zebu)
• Wish of South Brazil (RS) producers to differente their production
• Very specific market : one retailer in Porto Alegre city
Protection schemes

- Brazil approved Industrial property law in 1996 (n°9279/96) but moved slowly to regulate registration process
- 2 kinds of GI species: DO and IP
- INPI is in charge of products register, MAPA since 2006 is in charge of GI promotion (2005 decree)
- Other national body begins to promote GIs (Sebrae)

- Origin strategies started in the 90s’ (Institution-supported projects)
- In the 2000’s: increase of Industrial property, patent, trademarks and acceleration of GI projects (MAPA, SEBRAE, INPI)
- Opposition from agribusiness: sanitary legislation vs origin protection
- Immature protection scheme still in construction (no control system, fundamental role of the institutions in the first GI initiatives)
Specific hypothesis

- H1: Brazilian Pampa beef is a collective initiative based on European market anticipation and national market segmentation (differentiation process based on British breeds and pasture feeding = marginal production in Brazil)

- H2: The way the GI rules have been constructed and defined imply strong effects on producers selection/exclusion, which could make the label less attractive.

- H3: Yet, the GI label could have some positive potential impacts (environment preservation, supply-chain organization, increased credibility of GI). It also fosters the creation of references across Argentina, Uruguay and Brazil.
Motivations and stakeholders

• 2004: Beginning of the project
  Main motivation: access to European market offering a distinct product from Center-West Zebu fresh meat / key role of one institution (Sebrae)

• 2005: GI project elaboration
  – Territorial, historical embeddedness recovery (gaucho’s culture)
  – Code of practice elaboration with 6 requirements (delimited area, cattle breeds, animals feeding, animals fattening staying in the area, traceability, and animals’ characteristics);
  – Association Apropampa creation

• 2006: Official recognition and first slaughter

• Conflicts: code of practice respect (breeds, feeding), local producers exclusion/inclusion, delimitation of the area
Motivations and stakeholders

Brazilian Pampean Beef system description

- **Birth**
  - Producers
  - Breeders

- APROPAMPA Producers
  - 42 Producers
  - 1 Executive Secretary

- Slaughterhouse
  - 1 Veterinary (GI carcass certification)

- Regional retailer: Casa Moacir
- National retailers
- Slaughterhouse: export
  - Intermediaries
  - Restaurants, hotels, supermarkets
  - European consumers
  - Local, regional, national consumers

GI system controlled by only one slaughterhouse
Impacts of the GI system / protection scheme on sustainability / economic effects

• New project + GI emergence in Brazil
• Few producers but regular increase of the number of associated members (15 → 42 in three years)
• Weak volume of production (due to the Code of Practices exigencies)
• Difficult evaluation of the GI impacts => general analysis on qualitative data of potential impacts according to the stakeholders (estimation) + price observation in 5 different shops.
Impacts of the GI system / protection scheme on sustainability / economic effects

- Expected and observed impacts according to the stakeholders

<table>
<thead>
<tr>
<th>In the supply chain</th>
<th>Expected impacts</th>
<th>Observed impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net value added</td>
<td>Not yet</td>
<td></td>
</tr>
<tr>
<td>Increase of the producers income</td>
<td>Not yet</td>
<td></td>
</tr>
<tr>
<td>National and international demand stimulation</td>
<td>Not yet</td>
<td></td>
</tr>
<tr>
<td>Market segmentation</td>
<td>Not yet</td>
<td></td>
</tr>
<tr>
<td>Better supply-chain organization</td>
<td>Not yet</td>
<td></td>
</tr>
<tr>
<td>Out of the supply chain</td>
<td></td>
<td></td>
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<tr>
<td>Impacts on tourism (hotel-fazenda)</td>
<td>Not yet</td>
<td></td>
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<tr>
<td>Impacts on regional economic development</td>
<td>Not yet</td>
<td></td>
</tr>
</tbody>
</table>
**Impacts of the GI system / protection scheme on sustainability / economic effects**

- Prices observation (reais/kg)

<table>
<thead>
<tr>
<th>Animal breed</th>
<th>Força de Rio Grande (IG)</th>
<th>Moacir Reiter premium</th>
<th>Zaffari Hereford</th>
<th>Zaffari Angus</th>
<th>Top Quality</th>
<th>Zaffari</th>
<th>PUL</th>
<th>Campgiro</th>
<th>Campos do Sul</th>
<th>Best Beef</th>
<th>Mercosul frigorífico</th>
<th>Friboi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picanha</td>
<td>27.95</td>
<td>27.95</td>
<td>28.04</td>
<td>26.90</td>
<td>26.90</td>
<td>24.90</td>
<td></td>
<td>22.90</td>
<td>21.90</td>
<td>23.88</td>
<td>23.83</td>
<td>25.73</td>
</tr>
<tr>
<td>Maminha Org.</td>
<td>17.50</td>
<td>17.50</td>
<td>15.95</td>
<td>15.98</td>
<td>15.75</td>
<td>14.95</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>14.97</td>
</tr>
<tr>
<td>Entrecot</td>
<td>17.50</td>
<td>17.50</td>
<td>15.48</td>
<td>15.48</td>
<td>14.29</td>
<td>14.29</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>14.97</td>
</tr>
<tr>
<td>Filé mignon</td>
<td>26.82</td>
<td>26.82</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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US$1=R$2

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Impacts of the GI system / protection scheme on sustainability / social effects

- Family breeders vs agribusinesses (patronal breeders)
- According to the producers, the GI drives to:
  - Increase of human and cultural value
  - _Gaucha_ culture preservation
  - Actors auto-satisfaction and pride
  - Implication of the stakeholders in territorial development debate
- According to our fieldwork:
  - Exclusion within Apropampa members themselves
  - Exclusion of others producers (either large or small-scale)
  - GI process does not seem to improve or facilitate market access for family farmers
Impacts of the GI system / protection scheme on sustainability / environmental effects

- Expected and observed impacts according to the stakeholders

<table>
<thead>
<tr>
<th>Expected impacts</th>
<th>Observed impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biodiversity</td>
<td>Biodiversity</td>
</tr>
<tr>
<td>Native pasture preservation</td>
<td>Native pasture preservation</td>
</tr>
<tr>
<td>Reforestation fight</td>
<td></td>
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<tr>
<td>Agriculture expansion fight</td>
<td></td>
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<tr>
<td>Lanscape valorization</td>
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<td></td>
<td>International recognition of the ecosystem quality (BirdLife NGO)</td>
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<tr>
<td></td>
<td>Awakening of the environmental value in the marketing strategy</td>
</tr>
<tr>
<td></td>
<td>Apropampa became a new actor in the debate of sustenability and territorial development at the regiona level</td>
</tr>
<tr>
<td>Recognition of the Brazilian ecosystem &quot;Pampa gaucha&quot;</td>
<td></td>
</tr>
</tbody>
</table>
Impacts of the GI system / protection scheme on sustainability / environmental effects

- **Synchronic comparison**:

<table>
<thead>
<tr>
<th>IP carne do Pampa Gaúcho da Campanha meridional</th>
<th>Programa ANGUS</th>
<th>Rio Grande do Sul Beef</th>
</tr>
</thead>
<tbody>
<tr>
<td>- System based on <strong>preservation of native pasture</strong>, environment preservation: system based on animal <strong>native pasture feeding</strong> (native pasture, improve native pasture and native or exotic cultivated winter pasture)</td>
<td></td>
<td></td>
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<tr>
<td>- Weak utilization of chemical inputs</td>
<td></td>
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<tr>
<td>- Marketing argument = native ecosystem valorization: consciousness of the <strong>landscape</strong> safeguarding importance</td>
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<td></td>
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<tr>
<td>- Difficult conditions of agriculture in the area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not specified</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- <strong>Pasture feeding</strong> but several systems with or without focus on native pasture preservation: native pastures, improve native pasture, cultivated (winter and spring) pastures, cereals culture (rice, soy)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- (Intensive) agriculture associated with chemical inputs use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Risk of reforestation and expansion of agriculture: weak native <strong>landscape</strong> preservation / degradation?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Comparison with other cases - initiatives

- Few RGI products in Brazil (6 products)
- With different justifications and stakeholders motivations (international market segmentation, biodiversity conservation, strategies based on notion of territory and family farming as social category)
- Heavy dependence on the institutional support (national body, international cooperation..)
- Many difficulties (supply chain interest conflicts, incompatible sanitary legislation....)
- Alternative quality schemes: IPHAN, but also organics, fair trade, Slow Food...
Trends and perspectives: GI system

Driving forces
• European market demand differentiated products, traceability,
• New reforestation dynamic in the south with exotic plants
• Brazilian public policies to increase beef production in center west and north regions

Pressure
• Ecosystem threatened: biodiversity / monoculture plantation
• Loss of 134 mil pasture ha/year since 30 years expansion of soy, trees plantation..
• Loss of local competencies (breeds, feedings and manage animals, consumption)

State
• First Beef GI in Americas (creation of referent frame for others Latina-American countries - Argentina)
• Valorization of British breeds and Pampa ecosystem through origin protection
• Production system modified (grain complementation restricted, traceability)
• Code of practices without real appropriation by stakeholders
• Heavy sebrae’s dependence on association (still pay the costs)

Response
• Discussion by Apropampa members to “soften” the code of practices with less rigorous criteria
• Promote environmental actions to protect ecosystem and insert them in marketing strategies
• Became a new regional actor in the debate of sustainability and territorial development (Public/Private)

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• Remarque : GI vs trademark

Confusion GI /Trademark at the slaughterhouse level
Trends and perspectives: national GI framework

Driving forces
• Bilateral agreement with European Union
• European market demand differentiated products, traceability, Will to improve organization supplies chain
• Will to develop economic tool to improve food quality and rural development (?) on national level and international level

Pressure
• Weak institutional coordination (INPI, MAPA, others institutional bodies ..)
• Agribusiness think tank against GI
• Need to find some innovating measures to protect small scale family farmers and promote sustainable development

Response
• Creation of o GI coordination to improve
• Training module organization
• Specific think tank to define public policies for GI

State
• Few initiatives
• System to be improved (control system)
• Difficult appropriation of the GI concept at different level ( policy makers, technical..)
• (Effects of quality turn evident)
• Confusion GI / trade mark– usurpation

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