

Case studies: Production system – Supply chain – Collective organisation



Corsica - France, Fez Boulemane -Morocco, Cyprus, Ipeiros - Greece
 Personal interviews of the farmers about the farm and the farming system, the management and production aspects, farm economics and projects for valorization of the products. Collection of data from other stakeholders, breeders' associations, regional administration etc.

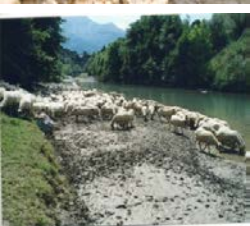
Aims and objectives:

Understand the factors underlying product differences, through the comprehension of the uniqueness of selected systems and the differences between them.

Country / Region	Species / Breed	Product	Production System	Products
Fez-Boulemane, Morocco	Sheep Timahdite Beni Guil, Ouled Djellal, Safra Crosses from D'man and Beni Guil or Sardi	Meat	- Agro-sylvo-pastoral - Pastoral - Oasian - Intensive system	Meat (mainly weaned lambs)
Corsica, France	Sheep Corsican (an obligation for PDO)	Meat Milk	Low intensity rangeland /grassland Forage crop intensification	Dairy products Brocciu whey cheese (PDO) Milk lamb
Cyprus	Sheep Cyprus Chios, Cyprus fat-tailed & crosses Goat Cyprus Damascus, Machaeras, other local breeds & crosses	Meat Milk	Agro-pastoral Mixed system	Dairy products Halloumi Milk lambs /kids
Ipeiros Greece	Sheep Katsika, Kallaritiko Chios, Lesvos Karagouniko Frizarta & crosses Local Goat	Meat Milk	Agro-pastoral Transhumance	Dairy products Feta (PDO) Other PDO cheeses Milk lambs /kids

Value Chain Analysis

Aims to present an objective assessment along the chain and to propose ways for the sheep and goat value chains to function more efficiently, in order to deliver increased value to the rural development in the Mediterranean region.



Collective action around breeds and products

	Corsica	Cyprus	Ipeiros	Fez-Boulemane
Initiative and main stakeholders	Diversity of stakeholders e.g. Organisme de Sélection, Chamber of Agriculture for technical support (PDO Projects Fiera di u Casgiu) association for promoting on-farm processed cheeses, on-farm processors associations AREO for lamb valorization.	Dept. of Agriculture and the Agricultural Research Institute, both departments of the Ministry of Agriculture	Ministry of Agriculture - Breeders Associations	- Ministry of Agriculture - National Association of Sheep and Goat Breeders (ANOC)
Interactions between stakeholders	Several initiatives for obtaining a PDO for cheeses with potential tensions between them. Only a part of the sheep farmers have joined the organization for selection.	Tensions between sheep and goat breeders and cattle breeders. Sheep and goat breeders have difficulties in making their point of view considered in discussions.	Not direct links between different stakeholders	GI projects are led at a national level How could the local stakeholders be more involved in the dynamics?
Links between management of products and management of breed	Dynamics for PDO products - Strong link with the breed	Dynamics for PDO project for the Halloumi cheese	Dynamics for PDO products - no link between management of products and management of breeds	GI products - mandatory use of the breed

Formalization of the link between the breed and the product

The study of the four cases shows that when a specific project to add value to a product is established and when this project specifies the breeds in the specifications, it is a geographical indication (PDO or PGI). However in all the situations studied, connections between a single breed and a product are rather weak.

Organizational and social aspects of the interactions between local breed management and product valorization

- ❑ When local breed management and product valorization are institutionalized projects at national scale, the local stakeholders find it difficult to get involved in those projects
- ❑ Collective organization involved in the debate for GI projects can go through a process for auto-legitimation and influence the orientation of the specification according their power
- ❑ When the product processing depends on a large proportion of farmers or on a single big structure, changes in organization, status and/or practices of this structure can have global consequences on the sector.