

## Case Study Summary: Idiazábal

Brief description of product (specification) and area	Dairy product. Ewe Milk Cheese. Basque Country and Navarre (mountains). Milk farming through shepherding (extensive production). Ancient tradition. Autochthonous sheep races. High rate of self elaboration by farmers (Farm Cheese).
Background/history/motivation	Shepherding in the region comes from prehistoric times. Motivation: Cultural: importance of preserving a long lasting tradition. Socio-Economic: avoiding demographic desertification of mountain regions. Add value to local product.
Status of protection (PDO or PGI), other labels/trademarks	DO in Spain since 1987 (EC since 1993). The Regulatory Council of Idiazábal RCI is in charge of monitoring compliance with product specifications and ensuring that the Regulation of the PDO Idiazábal RPDOI is applied.
Environment: Overall assessment	Extensive system of production lessens the impact on the environment. Traditional activity has shaped landscapes (highland pastures). PDO qualified sheep -Latxa and Carranzana-: autochthonous sheep.
Environment: Most important effects (positive/negative?)	There are two organic cheese producers within the PDO (one experimental farm). Extensive model of production which competes with more intensive models (caw milk). (+) Environmental impacts are low. (+) Contribution to landscape maintenance. Landscapes are often described as "semi natural" due to repetitive, seasonal grazing of transhumant flocks. (+) Biodiversity: preservation of autochthonous (not highly productive in terms of quantities produced) sheep. Latxa and Carranzana (Carranzana in peril). (+) Biodiversity: creation of diverse habitats in mountains –mosaics-
Effects on regional economy: overall assessment	This activity affects between 500 and 550 families. Estimated annual sales could reap 12.000.000 – 15.000.000 Euros. Benefits captured locally. Employment creation and profitability in <i>fermier</i> model (very extended) Good impact on regional image. Synergies and spill-over effects (tourism). PDO has had enormous success. (Little to no producers are out of the system).
Economy: key data (e.g. scale of production, jobs, price premium...)	Certified cheese: +66% between 1995-2003 (today 1223 TN of cheese). Practically all ovine milk production sold for making dairy products goes for Idiazábal production. Price premiums are difficult to calculate (no non-PDO reference). Profitability for small producers is larger under <i>fermier</i> model than under industrial model. Job creation ( <i>fermier</i> model is <i>start-up</i> friendly). Activity is not subsidized.
Organisation of producers' group, structure of production and marketing. What role does producers' group play?	Supply chain: 500 cattle farms sell milk to 20 cheese producers and industries (70% of the market). Some milk cooperatives. 120 farm cheese producers.. <i>Artzai Gazta</i> (association grouping 117 shepherds producing <i>fermier</i> cheese) in lending technical assistance to producers, informing consumers. Great importance since it gives platforms for commercialization of <i>fermier</i> cheese: 1) Organizing gastronomic tours – <i>artzai</i> tour- and organizing fairs enabling direct sales. 2) Brokering sales to retailers.3) Creating new labels –exclusively for DOP products- (Zumitz green and black labels) for differentiation of through quality. Marketing emphasises quality, artisan elaboration, and historic link with environment.

<p>Role of subsidies – national/EU funding supporting the product or the region (e.g. LEADER)</p>	<p>Role of subsidies. The market is not regulated. Compensatory payments exist for farmers on less favoured regions (Mountains), investments on agricultural holdings, setting up young farmers.</p>
<p>Synergies with other sectors/issues, e.g. regional identity, social structure of the region etc.</p>	<p>Synergies exist with tourism, cultural and recreational activities (Abundant Natural Parks, gastronomic routes and tradition). Great synergies between PDO and <i>Artzai Gazta</i> in <b>quality supervision and product marketing</b>. Synergies with MENDIKOI (Centre for training and Rural Dev of the Basque Country, <b>creation of a Shepherd/cheese maker school</b>). Synergies with technological institutes (ITG Navarra; Neiker, Basque country=<b>animal technologies, animal health</b>). Leader + initiatives related to this product not found</p>
<p>Characterisation of the case – Role of GI for the product. What is particularly interesting, what can be learned from the case?</p>	<p>The PDO is one element clearly inserted in local Rural Development strategies which show through different initiatives aiming at developing quality, organizing existing rural production towards markets, developing opportunities for rural populations. Important level of synergies among stakeholders. The PDO has strongly contributed in creating a positive local image, based on local environment and tradition which is attached to cheese. Direct contribution by adding value and goodwill. Positive incidence of the GI for the environment comes from the promotion of traditional non intensive methods of production.</p>