

**EAAP Annual Meeting HERAKLION 2010**

**Session 14** : Strategies to add value to local breeds

**Are PDO projects adding value to local breeds?  
Comparing two case studies,  
Nustrale and Cinta Senese pig breeds**

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# Exploring strategies to add value to local breeds : what about PDO?

- Protected Designation of Origin is generally adding value to the product on the market.  
**When based upon the mandatory use of local breeds, are PDO adding also value to these breeds and what kind of value?**
- We compare two cases of previously endangered and now recovered local pig breeds:  
Cinta Senese in Tuscany (Italy)  
Nustrale in Corsica island (France).
- 5 comparison points : Names, performances, environment, distribution of added value, attractiveness.

# The two local pig breeds

**CINTA SENESE**



**NUSTRALE**



# The two situations we compared

- Cinta Senese breed is mandatory for the PDO *Cinto Toscano*. Protection is already obtained, **only for the pork meat**, at national level and European registration is still in progress.
- Nustrale breed is included in the application for a PDO as *Prisuttu di Corsica* (dry cured ham of Corsica). Protection is not yet completed and still examined at national level.
- In both situations, breed census is growing and animals are reared in pasturelands and forests referring to traditional practices.
- Our work is based upon :
  - several interviews with a large part of the breeders involved both in the PDO body and in the local breed management.
  - official documents such as PDO specifications and breed management criteria.

# Name to be protected

PDO name must avoid any confusion with the name of the breed.

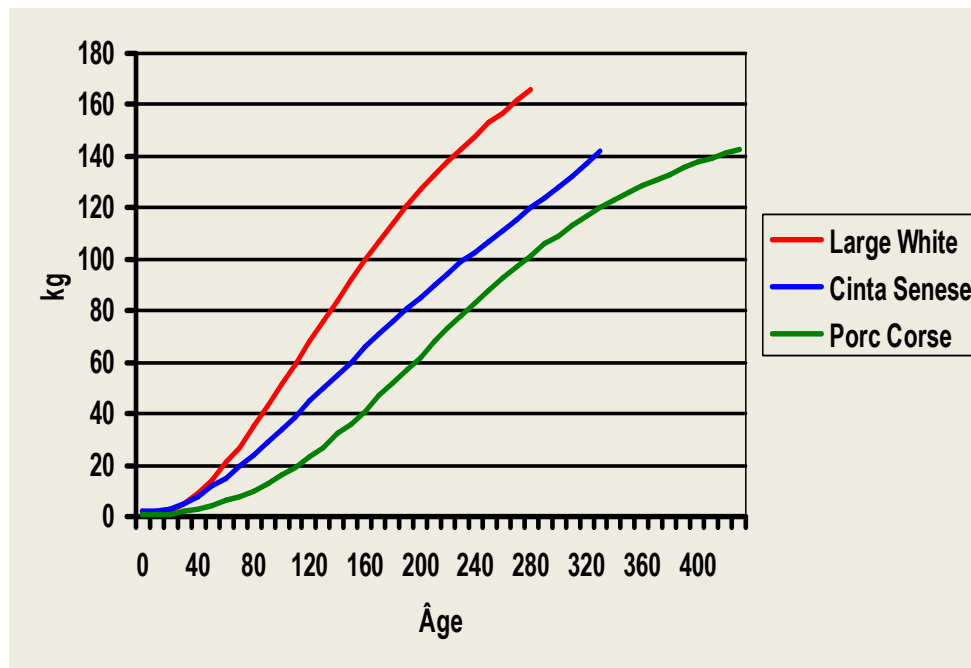
**What decisions to be made by administrations, breed managers and PDO appliers?**

- In Tuscany, PDO appliers decided to « create » a new name « *Cinto Toscano* », evoking the breed as a partial homonymy
- European Commission is still contesting this name as without any previous use.
- In Corsica, PDO appliers asked the breed managers to change the name of the breed (Corsican pig).
- The breed managers accepted to rename the breed « *Nustrale* » and let Corsica for the products on the market.

**When the breed name is including a location, there is a risk of conflict to face with PDO name.**

# Content of PDO specification on animal performances

Code of practices regulates the use of the local breed within a livestock system. **Is it valorizing specificity of the breed ?**



- In PDO specifications, slaughter age in both cases is over 1 year. But, in the farms, animals are slaughtered at 14 – 18 months
- A minimum of carcass adiposity (3 cm) and of intramuscular fat (6%) are mandatory in Corsica.

**PDO specification is respecting quite well the local breed specificity, giving new value to apparent defects**



# Content of PDO specification on Environmental impacts

As herds are reared on the pasturelands, some degradation can occur. **Is natural resource managed in a sustainable way?**

- **Cinto Toscano** : A maximum of 1.5 T/ha. Only reference coming from organic farming. Obvious problems are observed.
- **Corsica** : A maximum of 5 pigs/ha of pastureland and of 8 pigs/ha during finishing period. To be checked.



**PDO don't worry about how forest and pasturelands are going on. Moreover, there is a problem of control.**

# Distribution of added value along the supply chain

Local breed is less productive for quantitative criteria.

**Are lack of productivity (low prolificacy and slow growing) and carcass adiposity compensated by raw material price for the breeders?**

- **Cinto Toscano** : A large fraction of Cinta Senese breeders have chosen to be on-farm processors for realizing added value linked to the breed.
- **Corsica** : All Nustrale breeders are also on-farm processors and they gather all added value.  
Future PDO is opening the possibility for some of them to sell raw material.



**Till now, breeders – processors at the same time and short chain with direct selling seem to be the best solution, even with PDO.**



# Heritage value due to the PDO protection

Local breed brings a strong image to the product. **Is PDO bringing back to the farmers new attractiveness for the local breed?**

- **Cinta senese** : Risk of extinction, now 147 breeders with 1200 sows. A great part are newcomers due to PDO.
- **Nustrale** : Risk of extinction, now 83 breeders with 550 sows. Newcomers are choosing Nustrale pigs partially due to PDO application.



**PDO has a positive effect on the breed census with breeders' pride. But risks of opportunism, lack of technical culture on the « system ».**

# Conclusion

- For local breeds, PDO seems to induce contrasted effects :
  - legal value of the breed name = Negative
  - breed performances = Positive
  - environmental issues = Negative
  - distribution from market up to breeders = It depends
  - attractiveness of heritage value = Positive, but...
- PDO projects mobilizing local breeds can add value for the breeders according the shape of the supply chain.
- Value is including **symbolic and cultural elements** able to attract new breeders and to help in recovering endangered local breeds.