

Case Study to develop in WP5 a very local PDO product in France : Taureau de Camargue

1. General information:

- ✎ Name of OLP : Taureau de Camargue
- ✎ Type of product : beef meat
- ✎ Type of denomination : PDO since 1996
- ✎ Country of origin : France - Camargue
- ✎ Area of production : It's produced in the South of France within a triangle delimited by the towns of Montpellier-Nîmes-Marseille.
- ✎ Presentation and general description of the product (story of the product, region of production, relevance in the market, reputation, products competitors, etc)

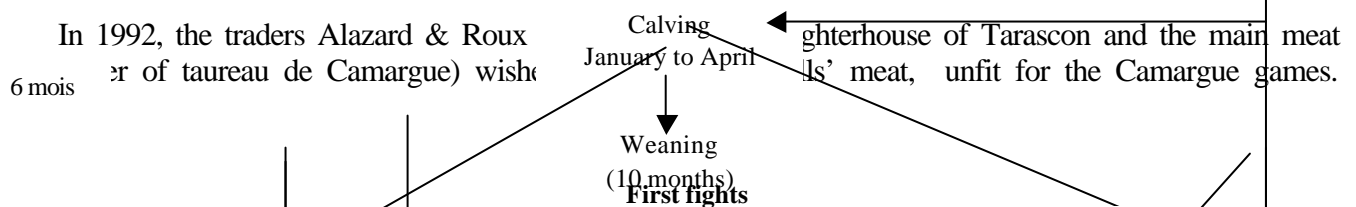
The *taureau de Camargue* is the first PDO beef meat and for the meantime it's the only one in France. It's the origin of the meat which certified.

In all the countries, bulls was usually used for ploughing the fields. But this camarguan bull was naturally aggressive. So the greatest care must be taken to yoke the oxen and what it was a dangerous activity became a popular game.

The breeders of *taureau de Camargue* do not breed their animals for meat production, but for bullfights and especially for "course à la cocarde". It's looks like "corrida" but the bulls are not killed at the end of the game. The bulls unfit for the "course à la cocarde" apply the meat-process.



(Course à la cocarde)



They are within the supply chain at the interface between breeders and butchers. This particular position in the production chain is very important for the success of the labelling procedure.

Table 1 : general statistics about taureau de Camargue

TOTAL	All Carcasses	PDO Carcasses	% of agreement	Total weight (T)	Weight of one carcass (Kg)	Number of breeding « PDO »
1997	1350	756	56	131,45	173,9	75 au 31/12/1997
1998	1850	1477	80	247,6	167,6	85 au 31/12/1998
1999	1874	1328	70,9	227,3	171,2	86 au 31/12/1999
2000	1977	1405	71,0	226,75	161,4	88 au 31/12/2000
2001	1926	1614	83,8	254,4	157,6	91 au 31/12/2001
TOTAL	8977	6580	73,3	1087,5	165,3	

2. Definition, characteristic and legal protection (WP1)

2.1 Code of practice

Relevant issue of the Code of practice (if exist)

There is a few elements concerning the livestock farming system. The *table 2* describe it. The extensive livestock farming system make difficult to codify the practices of the breeders, le technical rules of PDO is only based on general elements (the breeds, area of production and period of breeding in “wet zone”, types of animals, weight of slaughtering).

Table 2 : Livestock farming system and objectives

Livestock farming system	Objectives
Extensive breeding	To maintain the wildness of the bull
Stay of the bull in the “wet zone” between April and November	To respect the tradition of the transhumance

The *table 3* (Trift and Casabianca, 2000) sum up the animals processing conditions and their carcass, mentioned in the decree of the 2000/07/07. But no cut up operation is specified, whereas it is obviously specific and determines the quality of the process of the meat. All this conditions is to protect the meat and not valorise the specificity of the meat.

Table 3 : Carcass processing conditions

Technical operations	Technical criteria	Risks associated to operations
Transportation Unloading of the animals Penning in cow sheds	Either separated or attached animals Special passageways for unloading No waiting	Stress due to transportation Size of passage ways

Slaughtering	Animal stunned in 5 seconds Contention trap	Stress at the slaughtering
Weight of carcass	> 80 kg	
Splitting of the carcasses	2 animals/post/hour 25 m ² /carcass Splitting by band-saw or only internal shower	Approximate cut up Steam one the carcasses Warming-up of the carcasses
Cooling	Temperature: 5 to 7°C 10 °C in the heart of the carcass before 10 hours	<i>Cryochoc</i> (AFNOR prescription)
Maturation	Temperature: between 0 and 2 °C Between 48 hours and 5 days	Toughness of meat

- All this elements are a part of the regulation conditions in the meat-process and nothing is really specific of carving a carcass of taureau de Camargue.
- There is no information codified in the technical rules about the carving of the meat whereas it is the only transformation existing in the meat process so very important.
- The decree of *Taureau de Camargue* PDO require to protect the product and especially the carcass. In other words, managers of PDO prefer to protect the carcass without assuring its specificity. These reversals in points of views needs to go from implicit know how to the codification to the significant knowledge in the construction of the specificity codified in the code of practice.

Relevant issue related on certification (product and process)

The taste of the meat is really different (analyse realised by the French Institute of the Meat).

The working of the carcass is different too because of the little height of the carcass.

In what they differ respect other products competitors (price, ingredients...)

Instead of the bad conformation of the taureau de Camargue's carcasses, the price of its meat is sold at the same price than the meat proceeded from carcasses better-formed.

The genetic selection to improve the capacity of the bulls for fighting makes particular animals (small and bad conformation for the meat-process) and it's opposite to a good valorisation of the carcasses by the butchers.

2.2 Legislative aspects – description of:

Laws that institute and regulate the denomination of this product

The laws that regulate the PDO of meat of taureau de Camargue are:

Commission Regulation (EC) No 2036/2001 of 17 October 2001 supplementing the Annex to Regulation (EC) No 2400/96 on the entry of certain names in the "Register of protected designations of origin and protected geographical indications" provided for in Council Regulation (EEC) No 2081/92 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs

The R (CE) 297/2000 confers PDO mark to taureau de Camargue.

Legal institutions concerned with it

National Institute in charge with PDO products (INAO)

Regional Natural Park of Camargue (PNRC)

Bodies involved in the protection of the product

Association of protection of PDO taureau de Camargue where breeders, butchers, slaughterers and traders are represented.

Existence of a trademark

It exists two trademark concerning taureau de Camargue. The first one is the trademark of Alazard et Roux society (*Delta toro*) and the second one is the trademark of another traders Guy Dupuis (*Les Brasérades*). **The traders put the trademarks forward rather than the origin of the meat.**

Existence of jurisdictional case involving or concerning quality, imitation or denominations of the product

Camargue is a very touristic region and during the summer some restaurateur use the name of “toro” with a special spelling proposed with traditional meal of Camargue. This denomination is tolerate but can mislead the consumer.

But the color and the taste of the meat is very specific, so it’s difficult to mislead the consumer. Moreover, the price is the same than other meat, so the fraud is not really interesting.

3. Link with production and marketing system (WP2)

3.1 Production chain aspect

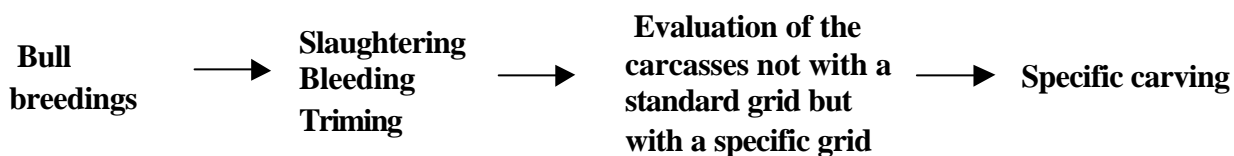
Brief description of the chain

Code of Practice and Chain organisation

How is organised the chain of production especially referred to the vertical co-ordination mechanisms among firms in the supply chain

Characters, typology and structure of the Actors involved

The structure of the supply chain of taureau de Camargue is composed of :



In 2001, 107 breeders filled in form of a “declaration of aptitude” for breeding taureau de Camargue. Among this 107 requests, the National Institution in charge of PDO products invalidated or suspended 15 breedings because problems with the production system (especially “wet zone” not available on the grazing of the farm, a farm located out of the PDO area or for the suspensions sanitary problems). So, 92 breedings are able too produce taureau de Camargue.

The livestock farming system is based on the transhumance of the bull between the summer (in the “wet zone” where grass is important) and the spring (during they have hay).

There is two slaughterhouses in the PDO area which work animals carcass in Tarascon and Nîmes.

This whole treatment avoids the sharing of the tasks and gives a better meaning to the whole carving of the carcass.

The classification of the European carcass OFIVAL/EUROPA is not easily usable because of the small size of carcasses of the *Taureau de Camargue*. A classification grid was to be set up, adapted

to the size of carcasses but it was refused by the European Union that only acknowledged the OFIVAL EUROPA classification. This classification leans on 4 elements : the weight, the *conformation*, the destination of the carcass (from the manufactures to the category), the colour and the fattening (from low to fat). In the same mind, the creation of the new zootechnical category, the « bull » including male and females, shows the necessity to produce pre formatted categories when it concerns original animals.

All these innovations were done in the Tarascon slaughterhouse while the other slaughterhouse located at Nîmes in the PDO area and approved for the slaughtering of the *Taureau de Camargue* only applied them. This makes the Tarascon slaughterhouse a real laboratory in the construction and the management of the *Taureau de Camargue* PDO. The main role of Tarascon's slaughterhouse testifies a particular capacity of the group in charge of the project to suggest new management rules for the qualification of origin.

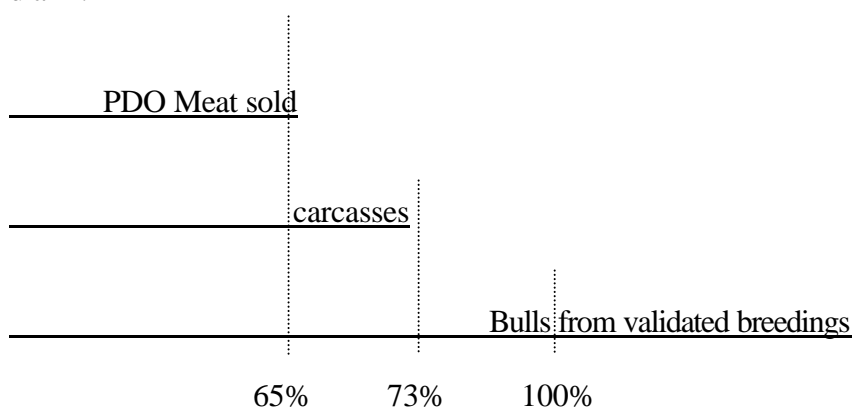
Only the slaughterhouse in Tarascon (and a few butchery) is able to carve the meat, the slaughterhouse in Nîmes can't carve the meat because there is not a carving shop. The slaughterhouse in Nîmes applies the society Bigard (in half carcasses) but Bigard do not have any carving shop in the PDO area, so (however the meat comes from taureau de Camargue) Bigard can't sell PDO meat.

The supermarket sold the main part of the meat of taureau de Camargue (more or less 2/3 of the production). 1/3 is sold bay restaurant, butchers and a few wholesalers. No production exported out of the region.

The project group position in a labelling procedure allows to re-interpret the regulations and to increment the technical referential while taking care to leave the question path free.

So, the bad conformation of the animals does not seem to be an handicap for good butchery. But the valorisation must be based on a **collective agreement on the criteria witch reduce the importance of the carcasses output and turn the characteristics of the meat to good account**. It is exactly the basis on which the professionals and institutional actors can justify their labelling system.

The general statistic (table 1) shows that the carcass of every bulls slaughtered is not certified. But, on the same way, the meat of every carcass is not sold with PDO. The scheme explain this "PDO-drain".



☞☞ Strategy of the main Actors involved belonging the chain

It's above all a trademark strategy and then it does not exist a collective strategy to differentiate the meat on its origin.

Consortia and Interprofessional bodies

☞☞ Description of origin and structure of the Interprofessional bodies involved

- ✍✍ Role of Interprofessional bodies
- ✍✍ Issue related to the governance of the Chain

Link with the Local Production System

- ✍✍ Analysis of local connections

Since there is the PDO taureau de Camargue and the price of live animal increase, breeders are more concerned by the animal for the meat-process which become an important income for them. So the breeders take care of their animals giving them more forage or making a stronger selection for example.

The stake of actors of the supply chain consists in passing from **carcasses disqualified** in the European classification to **a cut of meat qualified** by its reference to the origin of the animal. This qualification of the meat is only possible if it exists a strong connexion between breeders and butchers or traders.

4. Link with rural development (WP3)

Area of production

- ✍✍ Characters of the Region (area) of production
- ✍✍ Relevance of the product for the Region
- ✍✍ Reputation of the product, reputation of the area and Local Development

Camargue is a large damping zone very rich in biodiversity (plants, birds, ...). Between the big Rhone and the little Rhone it's a salt-marsh (called Petite Camargue) where are the main breeding.

Rural development tools

- ✍✍ Main actions used to develop the rural areas where the product is produced

The damping zone are generally areas with a high biodiversity (birds,

The natural park of the Camargue is a important actor in the region and promote The presence of birds

- ✍✍ Actions of rural development based on the OLP product

Agritourism is an activity to diversify the incomes of the bulls'fights. Some farmers organise training day to understand the job of breeders of taureau de Camargue. They organise entertainments which recall the different stages to breed a taureau (for example the "ferrades" when the manadiers brand the calves to identify them). So there are many activities around the taureau de Camargue

- ✍✍ Legal base for this action of Local development
- ✍✍ Description of the actors involved (public/private, Consortia...)
- ✍✍ Problem and results of this action

There is only private actors involved in the PDO taureau de Camargue. So the strategy of differentiation is not according the origin but according the trademark.

5. Link with consumer and citizens (WP4)

5.1 Image of the product

- ✍️ Description of promotion (advertising, packaging, use of trademark, use of Collective brand, etc)
- ✍️ Perception by the consumer
- ✍️ Image of the product VS competitors

Before being an original product, for the consumers, meat of taureau de Camargue is above all a natural product bred free without any complementary feeding. Besides, all the advertising for the trademark of traders is based on natural images.

5.2 Marketing differentiation

The difference is based on the product himself and the natural conditions of its production because the price is the same with the other meat.

5.3 Strategies

2/3 of the taureau de Camargue is sold in GDO but in some of them there is not butchers or they do not have the competences to carve the carcasses. So they must buy meat and not carcasses. In this case the negotiation for the traders is more easy.

The Strategy of diversification followed by the firm involved in PDO consists in making cut of meat, but also prepared dishes and sausage (to sell the part of the animal which is forward). But it raise the question if it's possible to sell prepared dishes and sausages with a PDO mention ...