



***Social and  
Economic Governance  
in Epoisses (PDO)  
cheese sector***





# Common rules (UE)

**Regulation (EU) No. 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs**

- PDO (Protected Designation of Origin), PGI (Protected Geographical Indication), TSG (Traditional Speciality Guaranteed), Mountain product
- Registered product specification
- Independant Control (ISO/CEI 17065) : verification of compliance with product specification *via a Product Certification body*
- Recognition of the roles of **groups**



# Roles of groups (article 45)

- Contribute to ensuring that the quality, reputation and authenticity of its product are guaranteed on the market by monitoring the use of the name in trade and if necessary by informing the competent authorities
- Take action to ensure adequate legal protection of the PDO and of the intellectual property right that are directly connected with it
- Develop information and promotion activities aiming at communicating the value-adding attributes of the product to consumers
- Develop activities to ensuring compliance of the product with its specification



# Roles of groups (article 45) *following*

- Take action to improve the performance of the scheme, including developing economic expertise, carrying out economic analyses, disseminating economic information on the scheme and providing advice to producers
- Take measures to enhance the value of products and, where necessary, take steps to prevent or counter any measures which are, or risk being, detrimental to the image of this product
- *Members States may encourage the formation and functioning of groups on their territories by administrative means.*



# Application in France

- **INAO**

- Conseil Permanent
- Comités nationaux (AOP, IGP, bio)
- Conseil des Agréments et Contrôles (CAC)

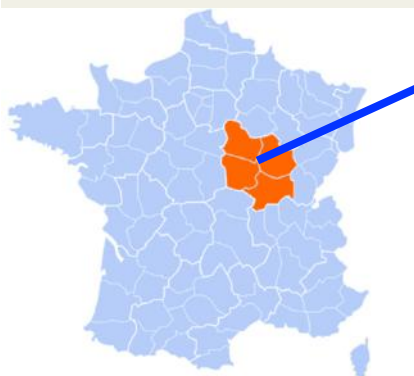
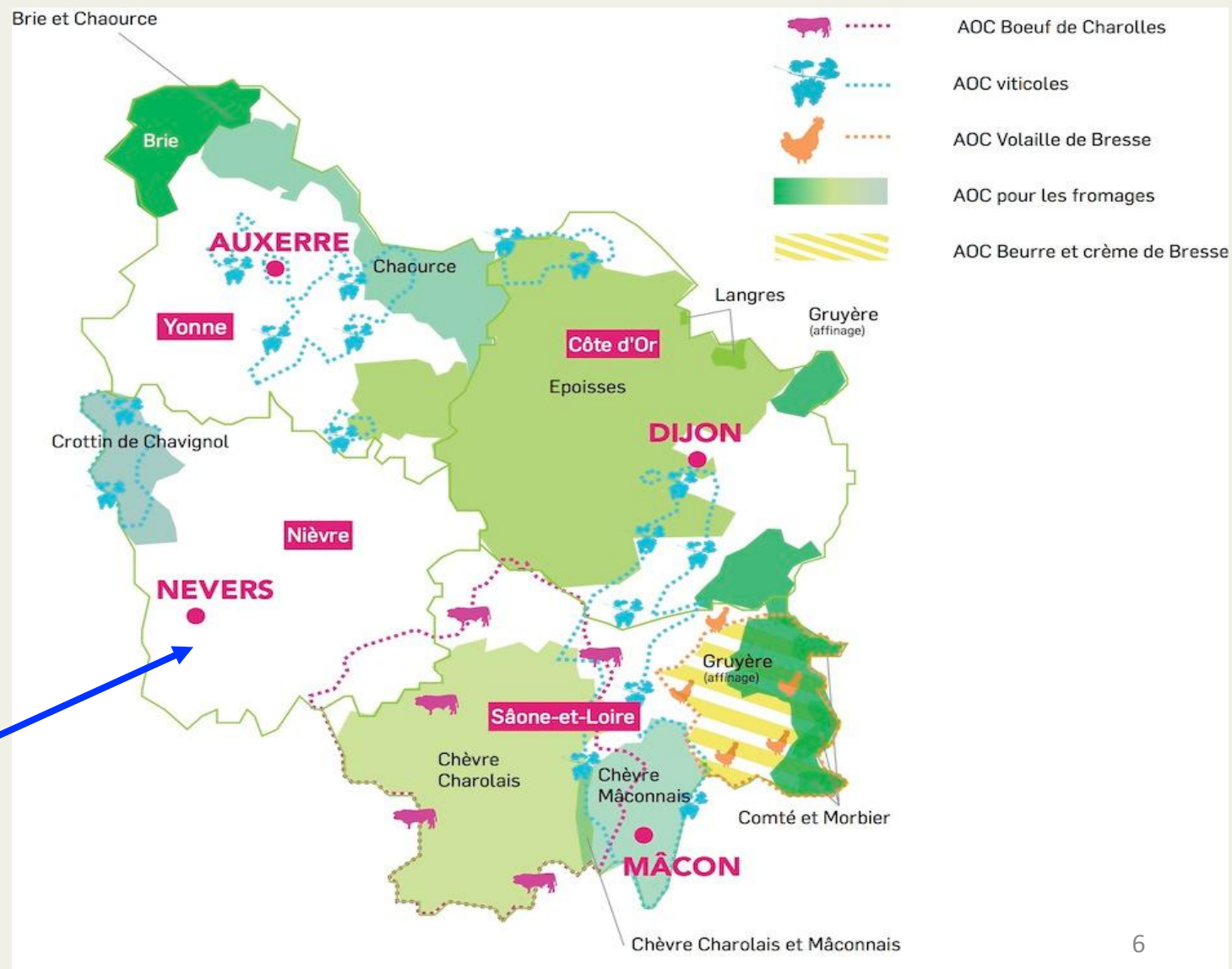


- Group = **ODG** (Organisme de Défense et de Gestion) – *Defense and management group*

- Compulsory membership of operators
- Identification of operators
- Choice of a Certification Body
- Implementation of a structured quality control plan
- Others roles : article 45 of Regulation (EU) No. 1151/2012



# IG in Bourgogne (Burgundy)





# Epoisses PDO cheese sector (2014)

**4 artisanal dairies**  
**186 employees**

**45 milk farms**  
**100 employees**

**1 ODG**

**20,3 x 10<sup>6</sup> liters of milk**

**1 396 metric T of cheeses**

**Turnover : 21 M€**





# Gouvernance of Epoisses sector

## *Comprehensive rules*

Recognition of the Epoisses heritage aspect



Cultural appropriation of the product by the professionals  
Cheese makers (*of course*) and farmers (*less obvious*)

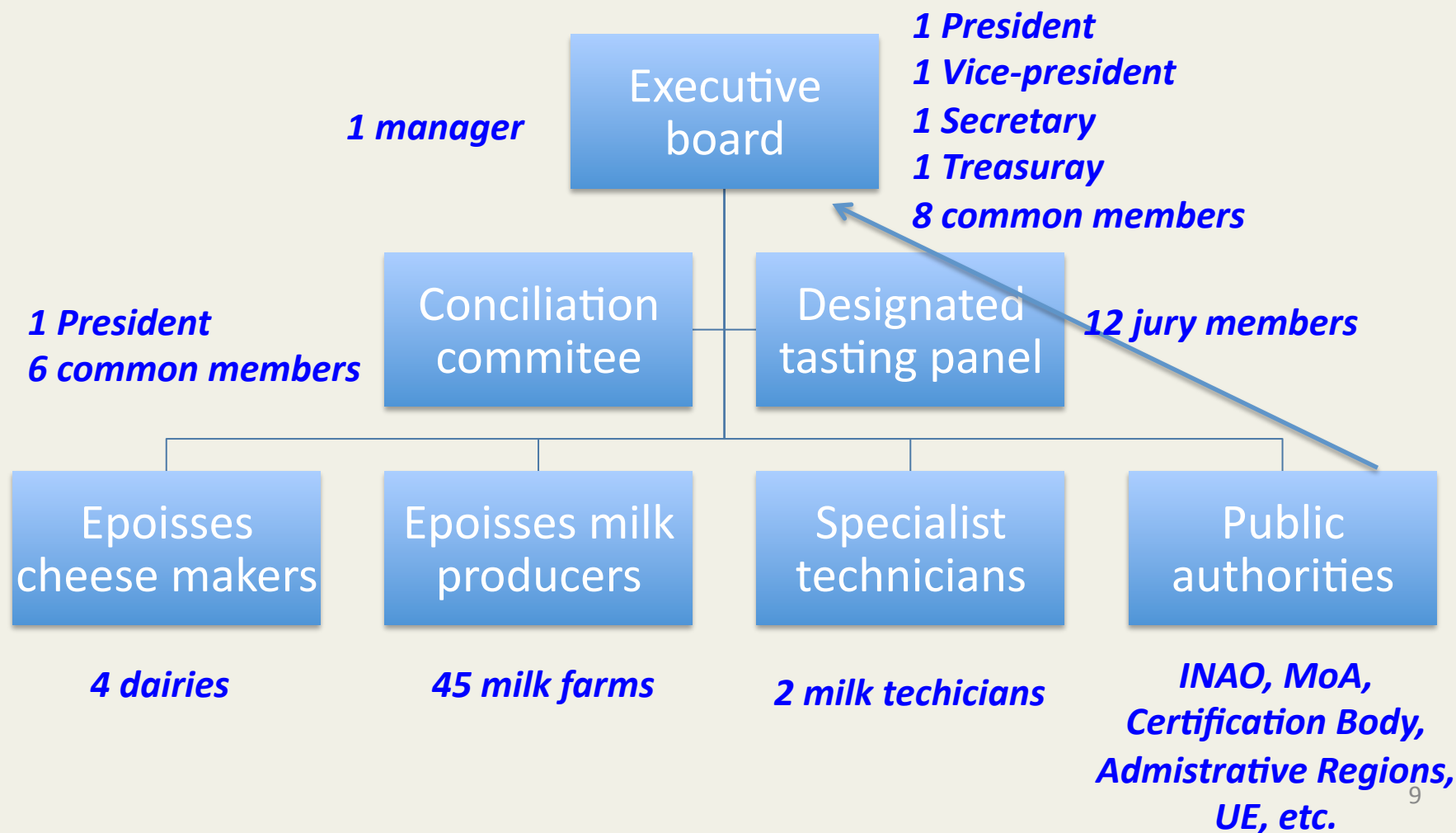


Sharing of responsibilities among professionals





# Governance : general scheme





# Governance : Executive board

- 12 members : 6 farmers' representatives, 6 cheese makers' representatives, elected for a three-year term by the annual general assembly / + manager
- President : designated by the 12 members
- Determines statutes and rules of procedure
- Applies the rules and statutes
- Non writing rule : **Unanimous agreement**
- 3 to 4 official meetings per year



# Governance : Executive board (following)

- Roles of the Eb : **Defines general policy**
  - *Ex : Sharing of the added value : producing of economic indicators*
  - *Communication*
  - *Sustainable development, ...*
- Designation of the members of the Conciliation Committee
- Designation of the jury members of the tasting panel (professionals, consumers)
- ***Missions of the manager*** : applies the decisions and the Eb policies, with the help of the Eb members.



# Conciliation Committee

- Professional Committee
- 7 members : 3 farmers' representatives, 4 cheese makers' representatives + manager + milk technicians (internal auditors)
- Non writing rule : **Unanimous agreement**
- 2 meetings a year



# Conciliation Committee (following)

- Role of the Committee :
  - Supervise self-monitoring and internal audit
  - Analyse of external controls results
  - Observe the milk and the cheese production with regards to the product specification
  - Propose prospective amendments to Eb
  - Define regular training for farmers or cheese makers / for technicians
  - Define actions of Sustainable Development

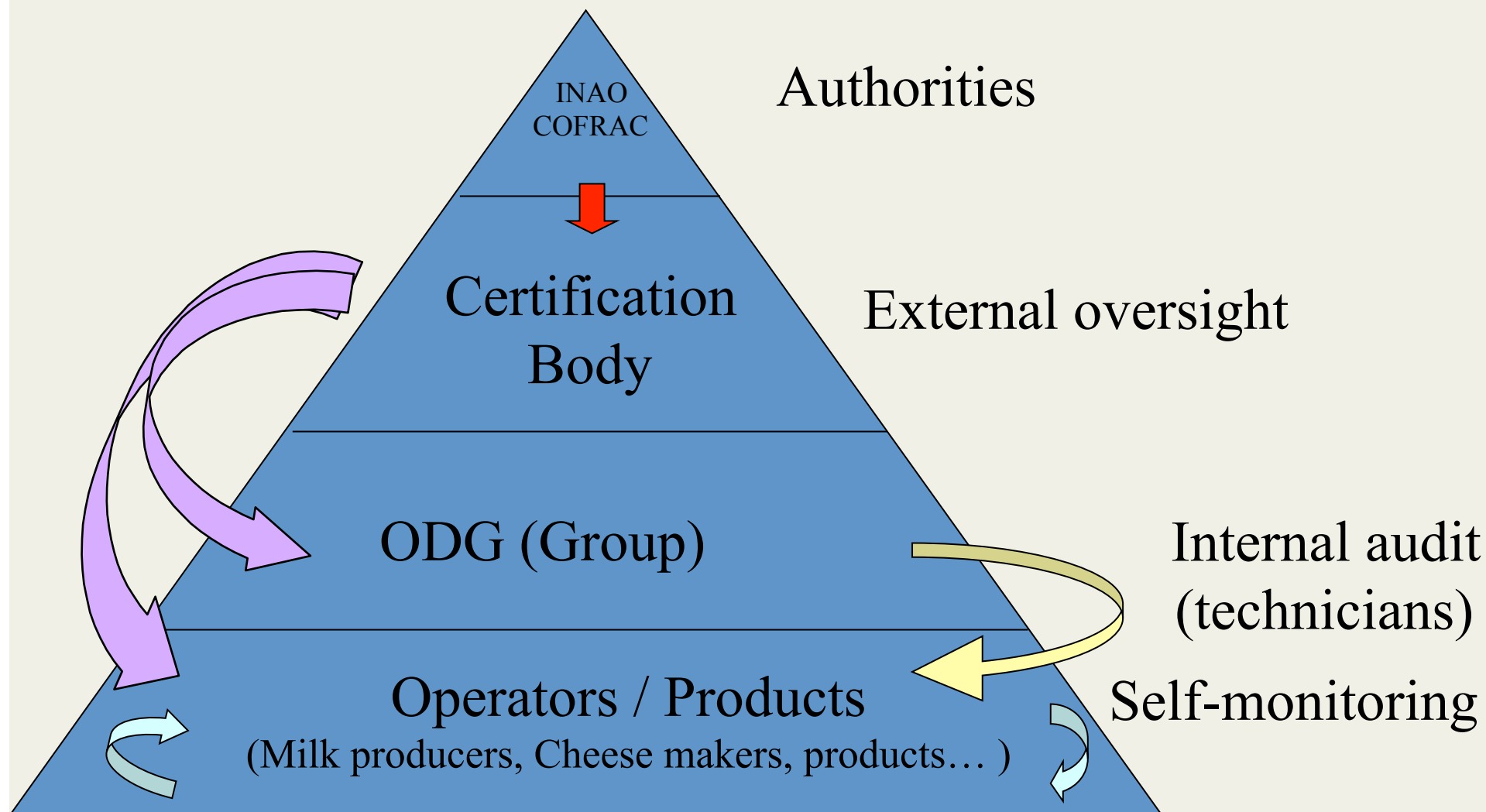


# Designated tasting panel

- Roughly 12 members : representatives of cheese makers, milk producers, **consumers**
- Regular training of the members
- 4 taste controls
- Organisation : ODG (group)
- Supervision : Certification body



# Control of the activities





# *Oversightings in Epoisses*





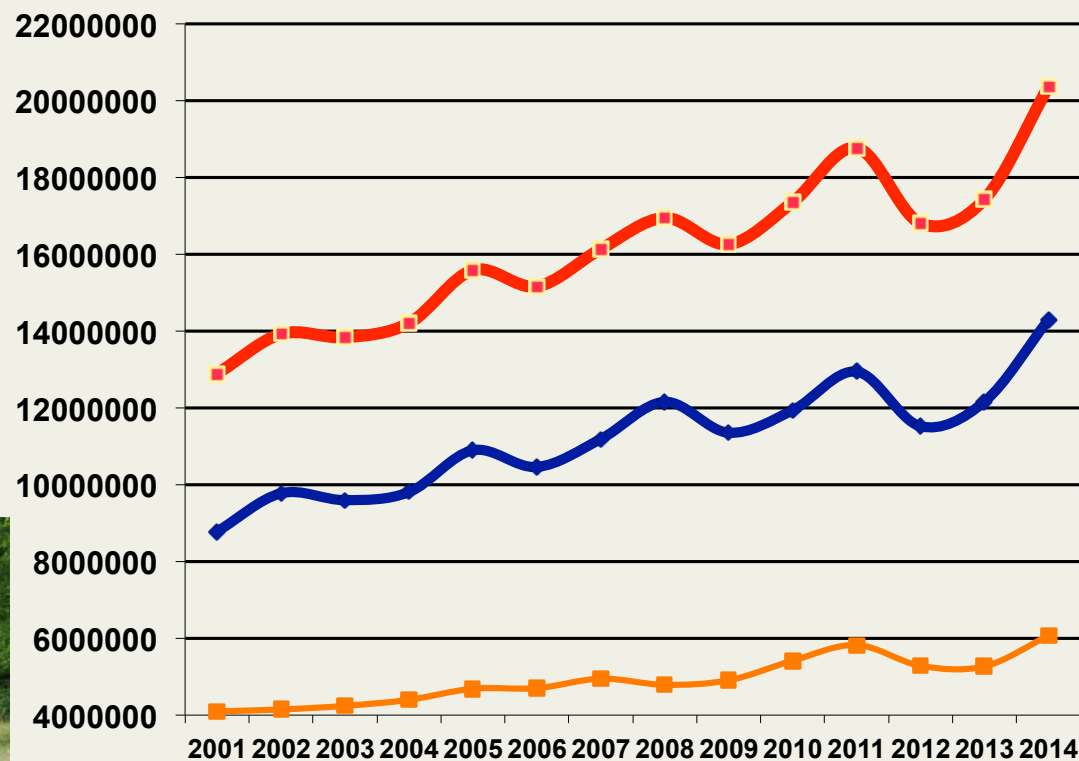


# Means of the group (ODG)

- Yearly average budget : 120 000 €
- Annual Membership fees :
  - Milk producers : 0,34 €/1000 L
  - Cheese makers : 65 €/metric T
- Financial support : 10 % to 20 % of the annual budget, according to the actions implemented (mainly communication)



# Conclusion : Product appropriation = Pre-requisite to any success





# Conclusion : Appropriation of the production = Pre-requisite to any success

