

## FROM A CONFIDENTIAL PRODUCTION TO AN STRUCTURED CHAIN

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# From confidential production to a structured sector



**Complètement fondant**

31st Mars 2014 – Bizerta – LACTIMED Training

\* Goat cheese from limestone plateaus of Quercy – completely melting cheese

# The Rocamadour PDO

Whole raw goat milk

35g

Cheese ripening: 6 days  
minimum

Melting texture and creamy

Cream and Hazelnut flavours

Designation of Origin since  
1996



Dominique Chambon - 31 Mars- Bizerta



# Designation of Origin

- Recognizes the deep links between materials and its products through subtle exchanges between men, land, plants and animals
- Great cheeses are the successful result of local know-how and history



# A designation of Origin...

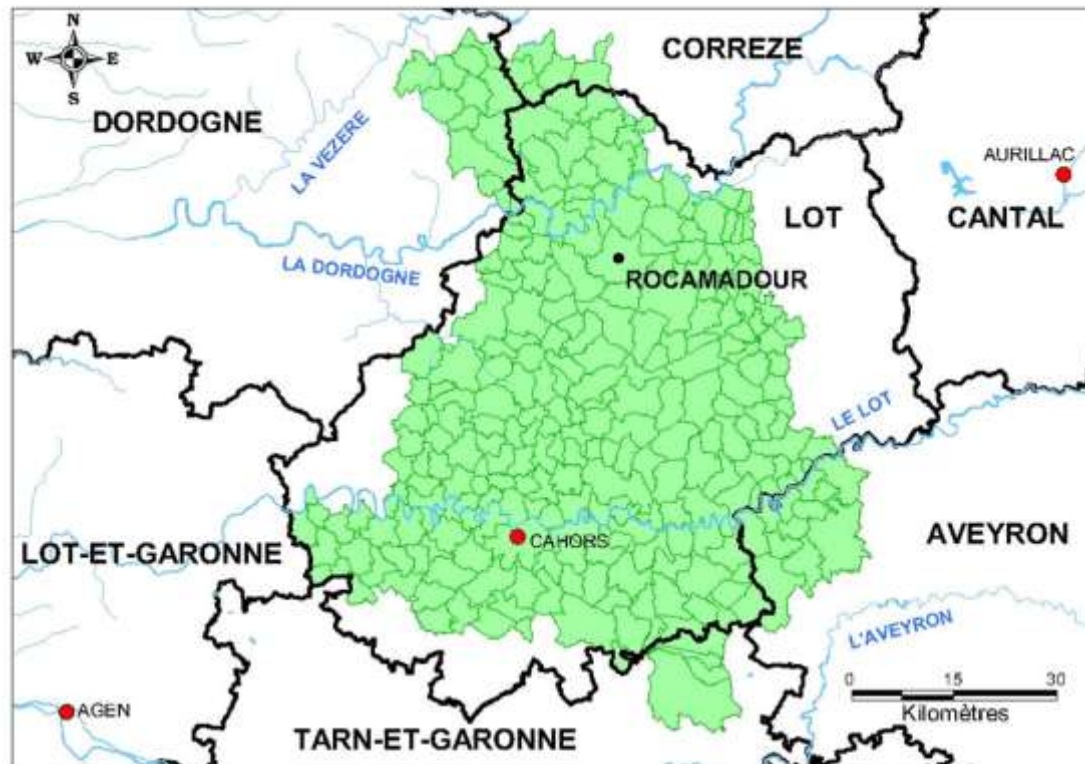
Designation of Origin since 1996

- Produced exclusively on the limestone plateaus of Quercy area
- Following strict specifications
- In accordance with traditions, people and local know-how



# A well defined land: the limestone plateau of Quercy

Limestone plateau adequate for breeding



## Légende

Entités administratives

— Limites départementales

● Préfectures

Réseau hydrographique

— Cours d'eau

■ Plans d'eau

AOC ROCAMADOUR

■ Aire géographique



Complètement fondant

# A bit of history ...

The beginning of the chain



# Chain organization

## Common Agricultural Policy:

- Reorienting aids
- Contingentement of large agricultural productions
  - Introduction of quotas on dairy sector
  - The beginning of sheep premiums
- Other productions besides CAP (diversification)
  - Palmipeds, goat....





# Chain organization

A survey to farmers was done by an external consultation unit

The facts:

- The product was well known
- A production without any kind of technico-economic reference
- Poor sanitary control
- Ignorance of the potential of the product and its value



# Chain organization

Organization of a meeting with producers



The fact: Lack of control of the product  
Decision : Recruitment of cheese technician



Meeting producers  
Analysing the practices



Codification and practices control



Product improvement

# Chain organization

Following this:

Producers look for a way to make known this little round cheese of 35g to the whole country.

The PDO emerged, obviously



# Chain organization

In 1991:

- Creation of a Rocamadour Cheese Producers Union
- Implementation of the approach for CDO recognition



# Obtaining Designation

Several years of efforts

Long processus with the INAO to show what was evident for us:

- A unique and inimitable product: with specific characteristics
- From a local land
- From a local people and their know-how



# Obtaining Designation

in 1996, recognition of Designation of Origin after several exchanges with the Commission of Inquiry.

- The Commission of Inquiry of the INAO
- The Nation Committee of the INAO
- The Union



# The chain on its beginning in 1996

## Rigorous specifications

- Geographical area well delimited
- Production conditions
  - 80% of food comes from the designation area
  - Limitation of concentration of each unit
  - Not GMO's and prohibition of wrapping and silaging (since 2001 – review of the order)
  - Maturing for at least 6 days
  - Exclusively Raw goat milk
- Accurate definition of qualities and product characteristics
- Controlling



# The chain from its beginnings in 1996

440 tons of Rocamadour produced

- 45 farmr producers
- 50 milk producers
- 4 companies

255 Tons of Farm Rocamadour Fermier

185 Tons of Craft Artisanal Rocamadour





# The evolution of the chain since 1996



# The production in 2013

- More than 31,4 million of Rocamadour produced and sold
- Tonnage of 2013: 1100 tons –more or less stable- +1% but an important lack of materials and products considering 2012 !
- Farm Rocamadour: 362 tons (meaning +2,7% considering 2012)
- Craft Rocamadour: 738 tons (stability)



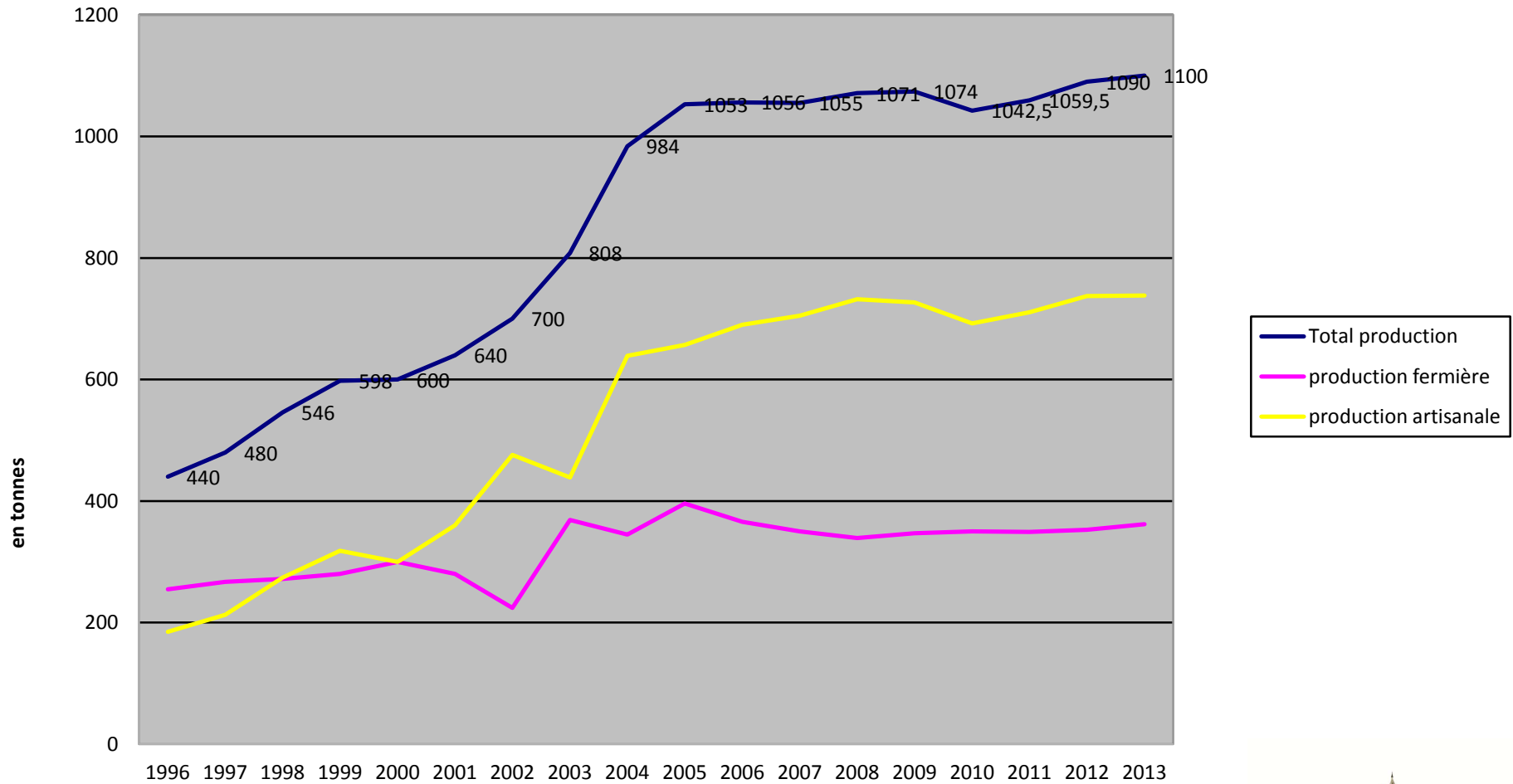
# Our industry in 2014

- .3 companies
- .1 independantr efiner
- .34 farm producers
- .45 milk producers
- .5 producers of quails

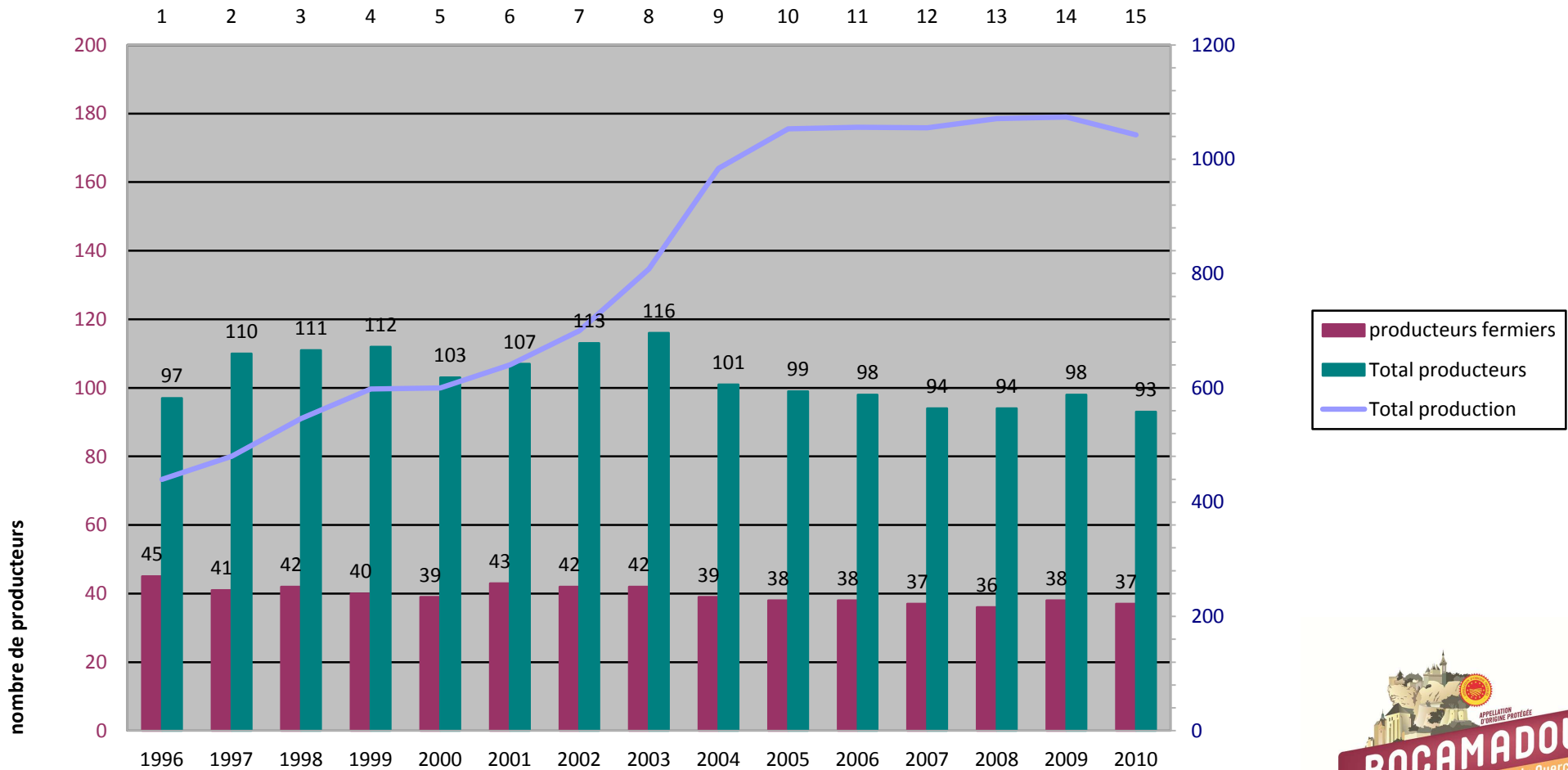
51,000 l. of milk / UTH on average



# Production has doubled in 10 years



# Since then, important structural changes



... changing the production structures ....

1996 : small no-specialized structures

Nowadays: large specialized structures, more organized and more performants

GAEC or membership forms



# ... and changing the collecting units

1996: small independent family enterprises

companies Graulières, entreprise Ribière, Fromagerie Verdier, Les fromagers du quercy, the cooperative Les fermiers du Rocamadour

Nowadays: structures linked with large groups

Fromageries de l'Etoile, Groupe Triballat, Fromagerie du Livradois



# The cheese plant of Quercy Groupe Triballat Rians



Family company

12 production units, 1410 workers

100 M of liters of cow milk

50 M of liters of goat milk

Turnover in 2009: 265 m. Of euros

Products: CDO from Centre, Rocamadour, Époisses, Langres, Chaource, Fourme d'Ambert et de Montbrison, Saint Marcellin, Saint Félicien, Saint Céols





# L'Etoile du Quercy Groupe LACTALIS

192 production units

55 000 workers

15 billion liters of milk collected

Turnover in 2011 : 15,7 Bilion Euros

Products 35 PDO....



# SAS Les fermiers du Rocamadour Société fromagère du Livradois

3 production units

3 rippering units

200 workers

60 M of liters of cow milk

1 M of liters of goat milk

Turnover in 2009 : 55 M of Euros

Products: POD Massif Central, PDO Rocamadour....



# Managing a Designation



# How to manage a Designation...

## Tripartite management

- The state, through the Nations Institute of Origin Designation
- A Privative Control Organisation
- The Defence and Management Organisation: the producers



# The Defence and Management Organization...

A professional structure

- Includes all operators from Designation
- A management board
- Several goals:
  - Specifications: monitoring and evolutions
  - Control planning: management and controle
  - Transmission of information
  - Defending and protecting the name, the product and the local land: promotion...
  - Sanitary and regulatory intelligence
  - Technical support...

# The Defence and Management Organization...

- 2 persons, management and technical resources :
  - . One facilitator full time
  - . One cheese maker technicien 2/3 time
- Actions:
  - . Promotion: trade fairs, specific actions
  - . Internal controls
  - . Monitoring regulations
  - . Sanitary and regulatory intelligence
  - . Technical cheese support
  - . Implementation and management of the study, etc.

# The control plan

Our designation is permanently controled, there are several types of controls.

Auto-checkings, done daily by operators

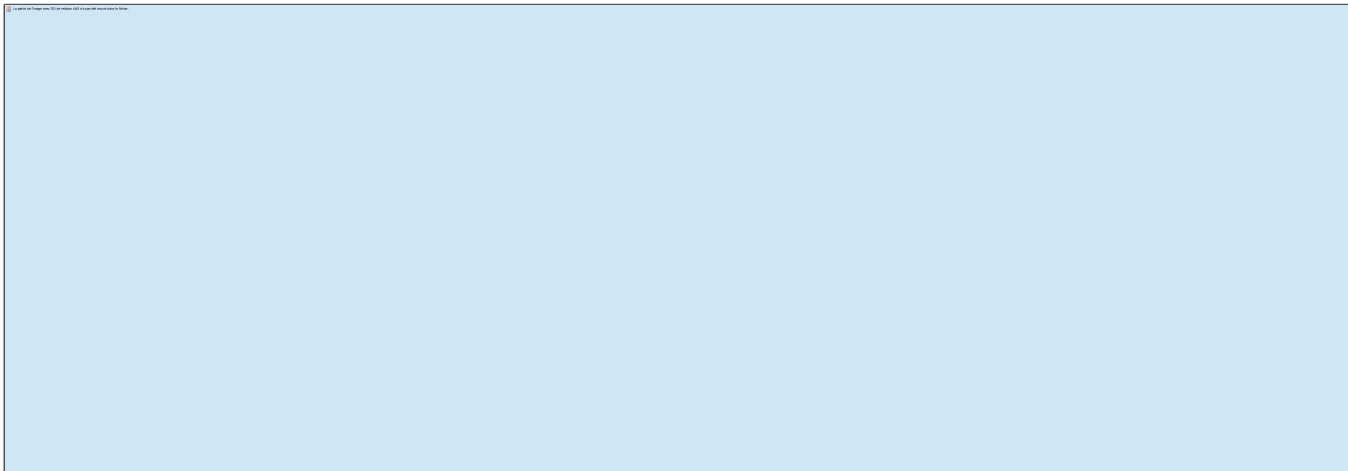
Internal controls done by our units at our operators,

External controls, done by an independant certifiying institution at our operators



# The controls

Controlling the production conditions: internal and external



Products control: all are external

- 100% of operators at least 2 times a year depending on their production





# Controlling production conditions

A framework to control our Designation:

For each issue of the specifications, we have defined:

The way to control

The documents needed for the control

Failures

The severity of the failures

The punishment for failures

Monitoring

Acting if no corrective action is done



# Example of a PC line

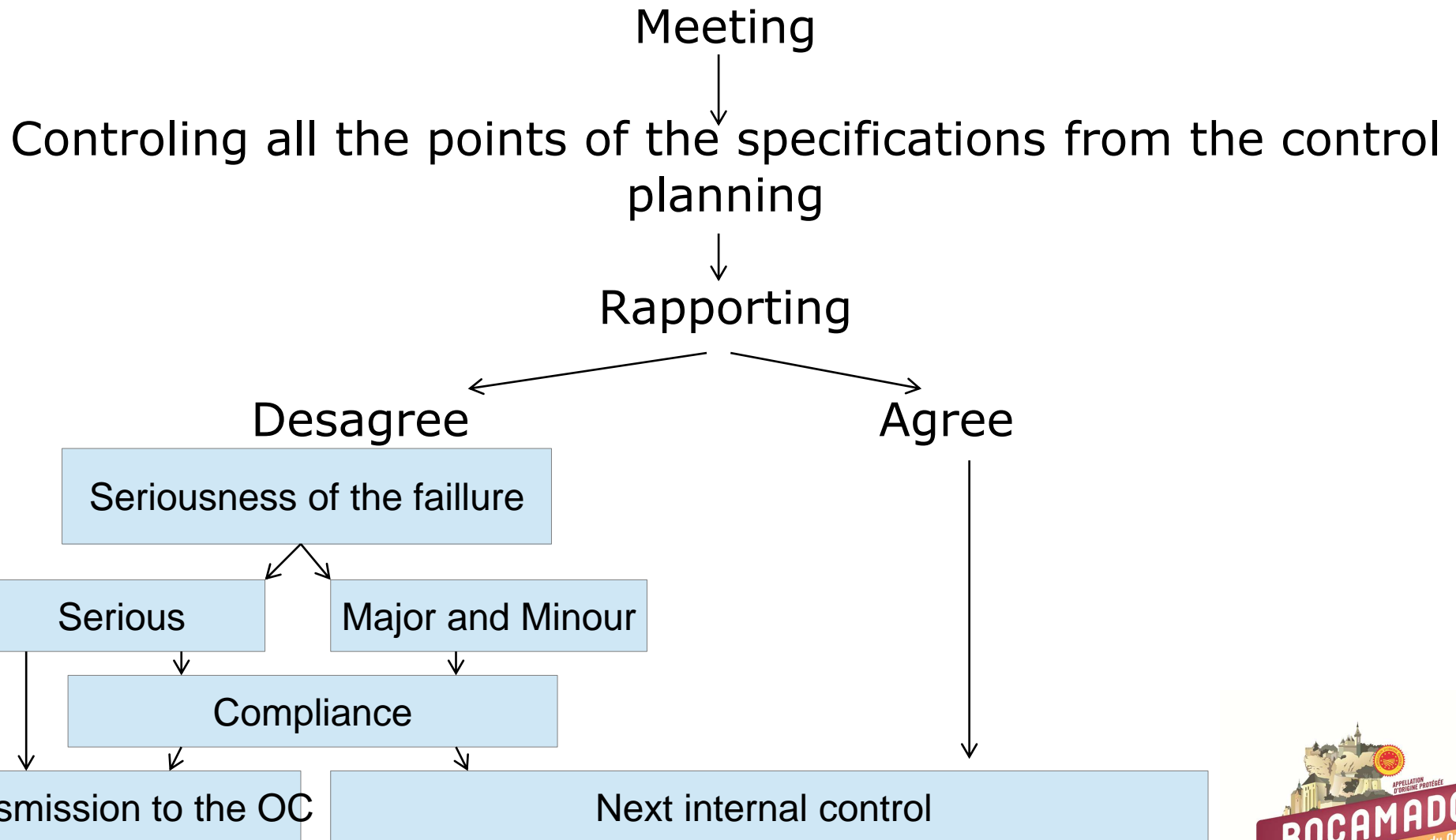
Whithin the framework of external control:

Point à contrôler	Manquements	Niveau de gravité	Sanction	Délai de mise en conformité	Modalités de suivi accompagnant la sanction	Action en absence de correction ou si récidive
Alimentation des chèvres	Moins de 80 % de l'alimentation provient de la zone d'Appellation d'Origine	Grave si < 60%	SUSP + CS	12 mois	CS	RET
		Majeur si 60 à 79%	AV + CS	3 mois	CS	SUSP
	Absence de document d'enregistrement ou non tenu à jour	Majeur	AV	3 mois	CEXP	SUSP

Within the framework of an internal control:

Caractéristique/ Point à maîtriser	Manquements <u>PRODUCTION DE LAIT</u>	mesures correctives demandées	suivi des mesures correctives
Alimentation des chèvres	Moins de 80 % de l'alimentation provient de la zone Appellation d'Origine	Achat sur zone pour mise en conformité proportion	Transmission à l'organisme de contrôle

# Controlling internal production conditions



Implementation of an improvement plan

# Controlling external production conditions

Meeting

Controlling all the points of the specifications from the control planning

Rapporting

Disagree

Agree

Compliance request

Controlling compliance

Suspended

Extra control  
by their means

Next external control  
or  
Internal control

Transmission to the ODG

# Production Control

Les commissions d'examen organoleptique CEO :

20 sessions by year

9 anonymous samples by session

Jury of experts

Tasting grid

Frequency: fonction de la production mise en marché

2 times/year till 200 000 units of Rocamadour

4 times/year between 200 000 and 800 000 Rocamadour

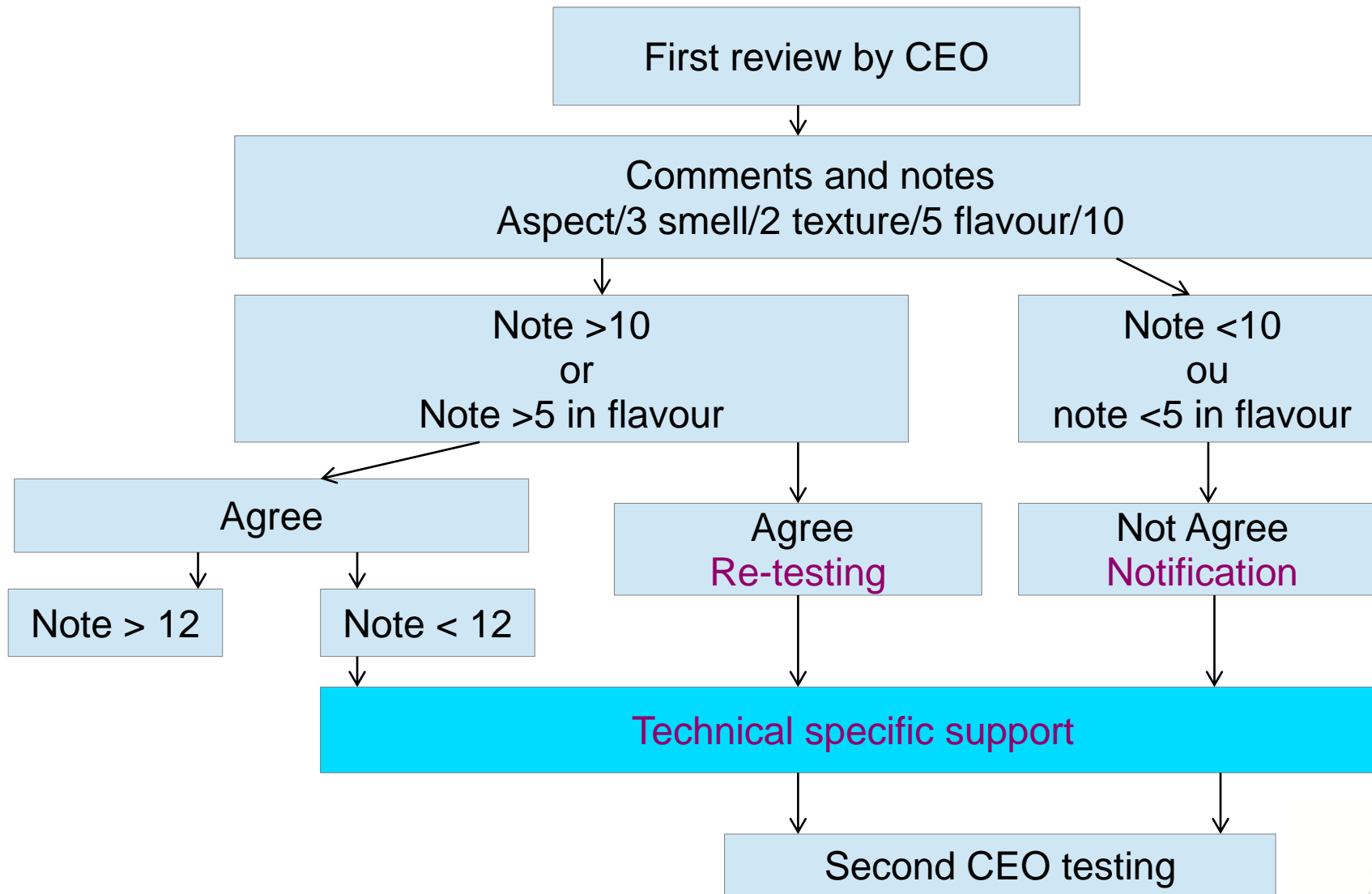
6 times/year between 800 000 and 2 000 000 Rocamadour

10 times/year for more than 2 000 000 Rocamadour

The guarantor of organoleptic quality



# Fonctionnement des CEO



# Conclusion

## Strong network on Designation

- External and internal controls: strong pressure and close relationships
- Controlling production: vigilance and responsiveness
- A Defence and Management Organization proactive and responsive permanently

# Conclusion

A designation:

- Organizing entreprises
- Transmission of values
- A product of generations
- Sustainable and non-relocated production
- Securing jobs in a specific area



Thank you for your attention



Petit chèvre,  
tendre et doux.

Dominique Chambon - 31 Mars- Bizerta

