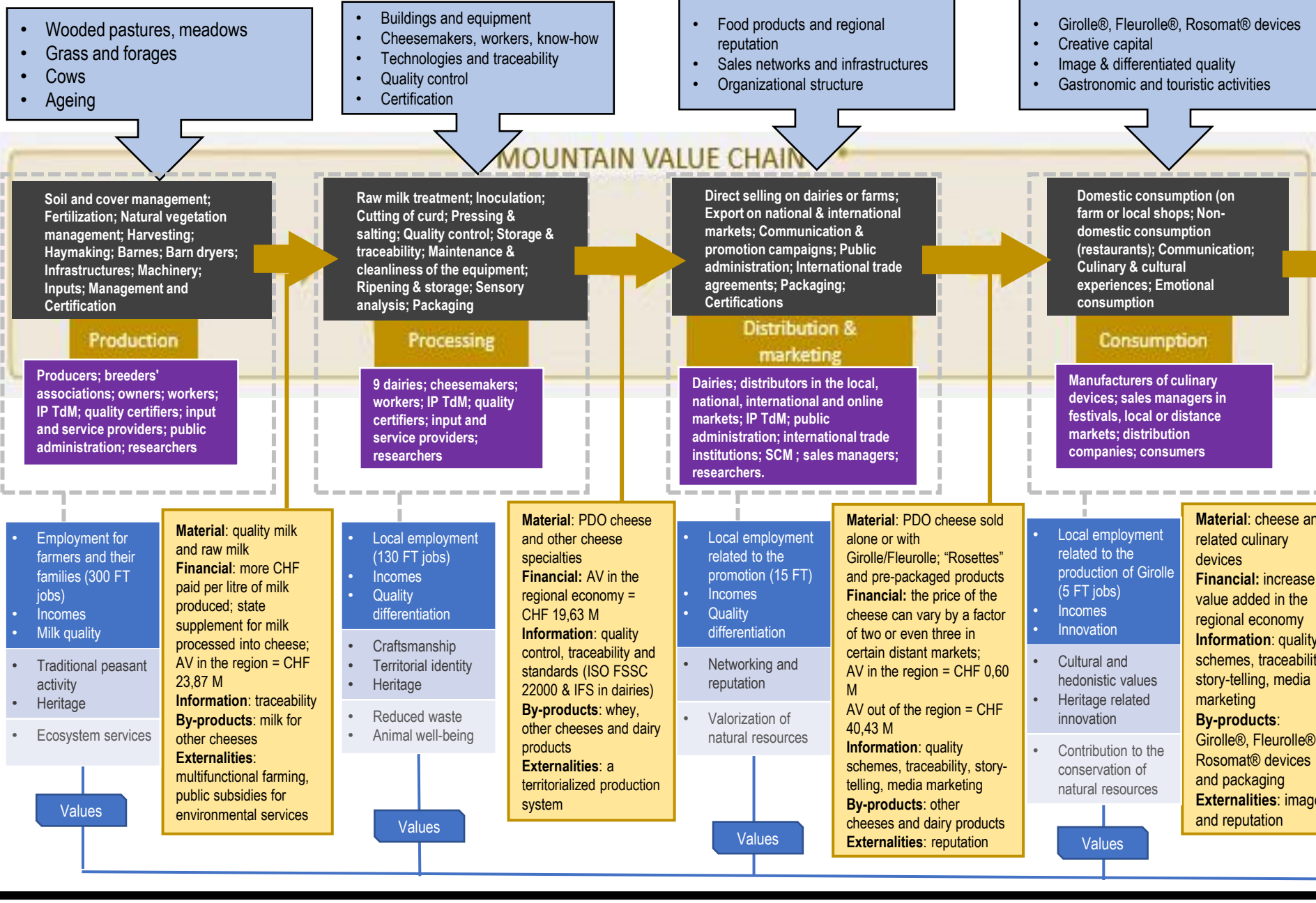
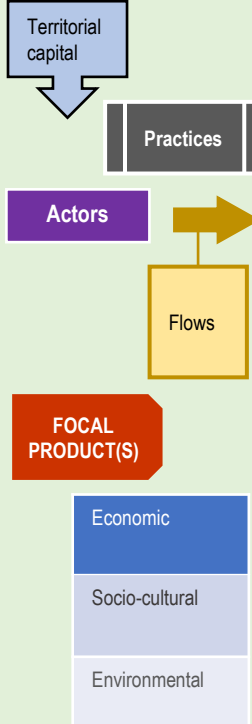


**TETE DE MOINE PDO
VALUE CHAIN**

03/05/2022
Version 1.0
Piccin Luca

SWISS JURA

LEGEND



FOCAL VC

Focal Product:
TETE DE MOINE PDO

Outcomes

- 52,2% of the total AV is maintained in the region (CHF 44,1 M)
- Distribution takes away 47,8% of AV
- Both PDO and innovative devices related to consumption are key factors in the growth of the VC
- IP is a key actor of the production system
- Landscape and cheesemaking skills preservation
- Enhancement of socio-cultural heritage
- Maintain of landscapes and pastures
- Carbon storage

ABBREVIATIONS

- IP: Interprofession
- TdM: Tête de Moine
- PDO: Protected Designation of Origin
- AV: Added Value (Added Value data is for 2020)
- CHF: Confoederatio Helvetica Franc
- M: Millions
- FT: Full Time (data is for 2020)
- SCM: Switzerland Cheese Marketing
- VC: Value Chain

**TETE DE MOINE PDO
VALUE CHAIN**

18/06/2022
V1.1
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Infrastructure

Transport Energy

Digital Other

Connection to stage

Practices

FOCAL PRODUCT(S)

Market structure

Governance structure

Policies Strategies & visions

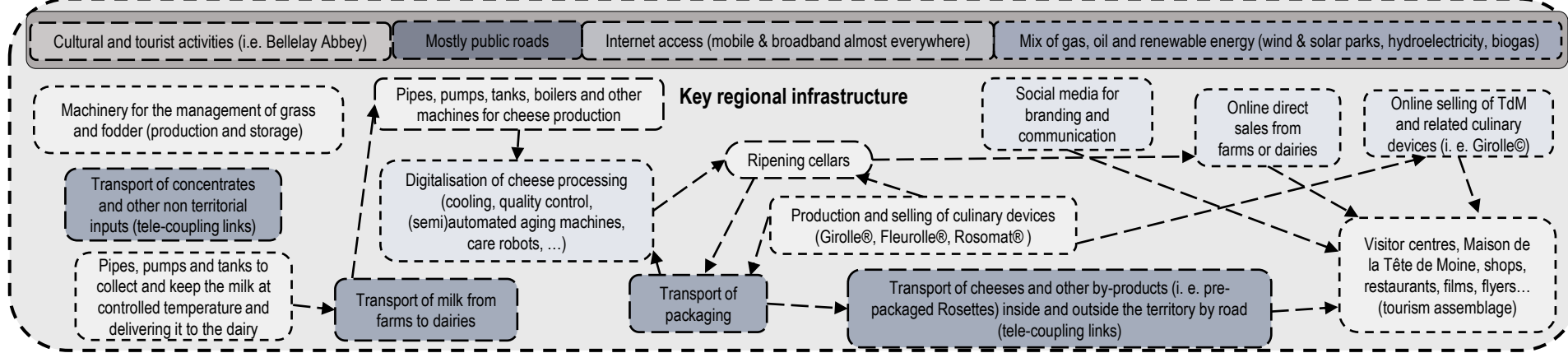
Projects & programmes

Regulatory Finance

Certification processes Knowledge advice & skills

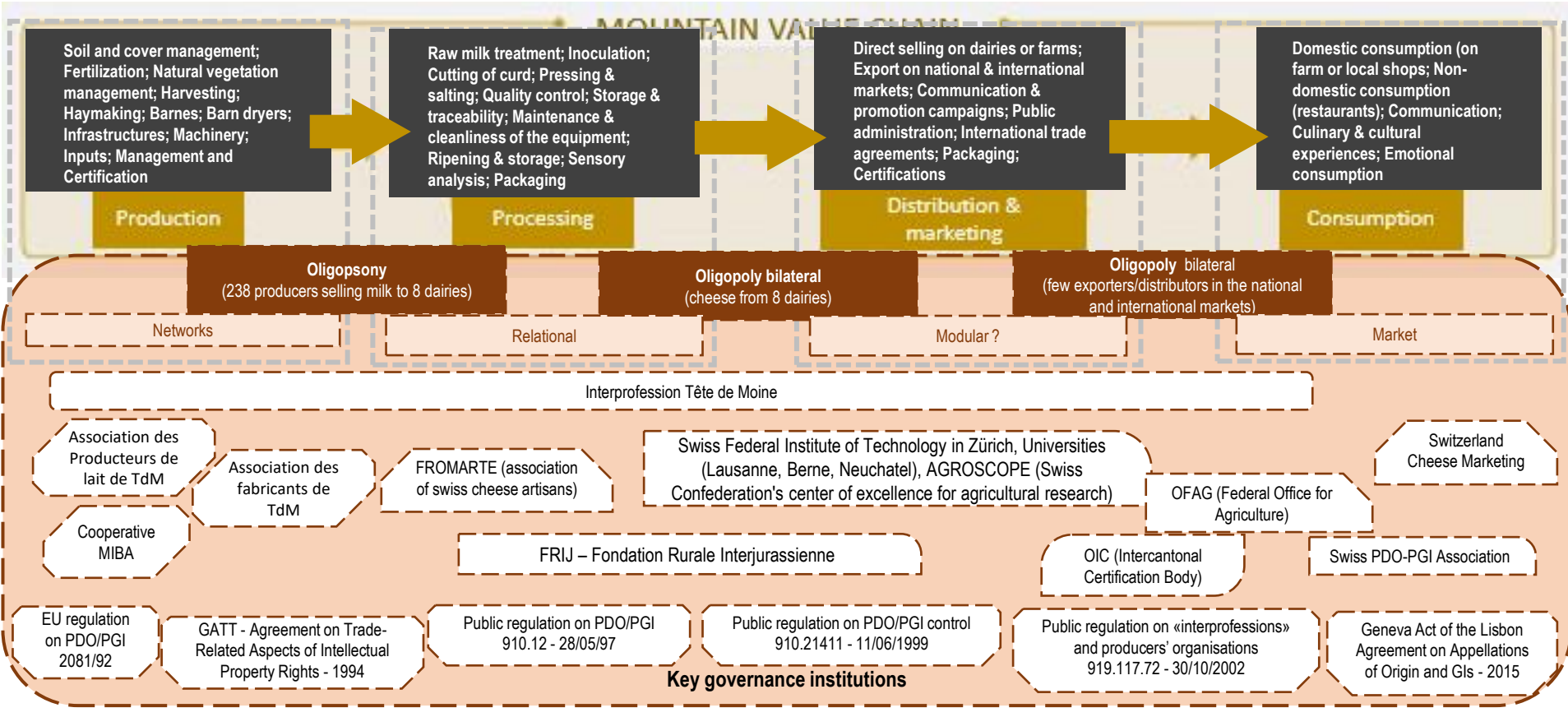
Cooperation

Governance institutions



**CONDUCTIVE
ENABLING
SETTING**

Focal Product:
**TETE DE
MOINE PDO**



ABBREVIATIONS

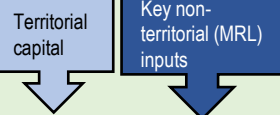
- TdM: Tête de Moine
- PDO : Protected Designation of Origin
- PGI: Protected Geographical Indication
- OFAG: Office Fédéral de l'Agriculture
- GATT: General Agreement on Tariffs and Trade
- GIs: Geographical Indications
- OIC : Organisme Intercantonal de Certification

TETE DE MOINE PDO VALUE CHAIN

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Actors

Practices

Economic value/outcome

Socio-cultural value/outcome

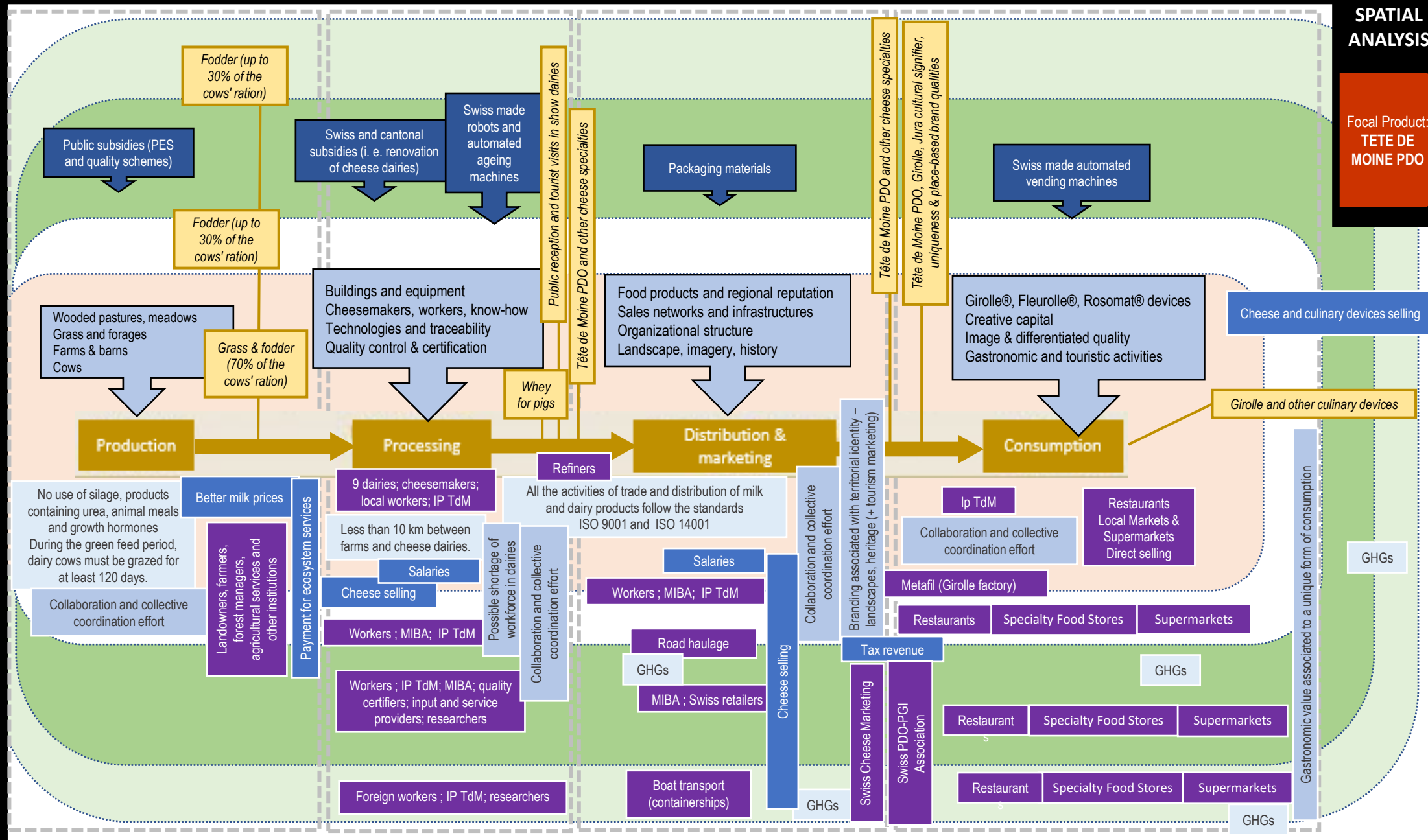
Environmental value/outcome

Mountain Reference Landscape (MRL) scale

Mountain Reference Region (MRR) scale

Member state/national scale

EU/international scale



SPATIAL ANALYSIS

Focal Product:
TETE DE MOINE PDO

ABBREVIATIONS

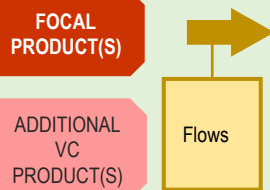
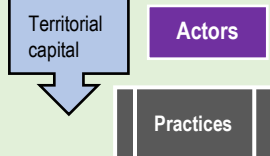
- IP: Interprofession
- TdM: Tête de Moine
- PDO: Protected Designation of Origin
- PGI: Protected Geographical Indication
- MIBA: milk producers cooperative
- ISO: International Organization for Standardization
- PES: payment for ecosystem services
- GHGs: greenhouse gases
- OFAG: Federal Office for Agriculture

TETE DE MOINE PDO VALUE CHAIN

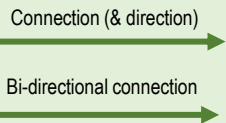
20/06/2022
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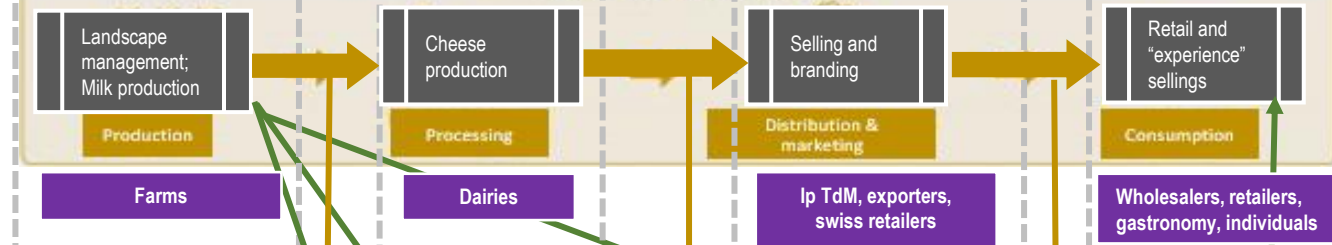
LEGEND



Mountain Reference Landscape (MRL) scale

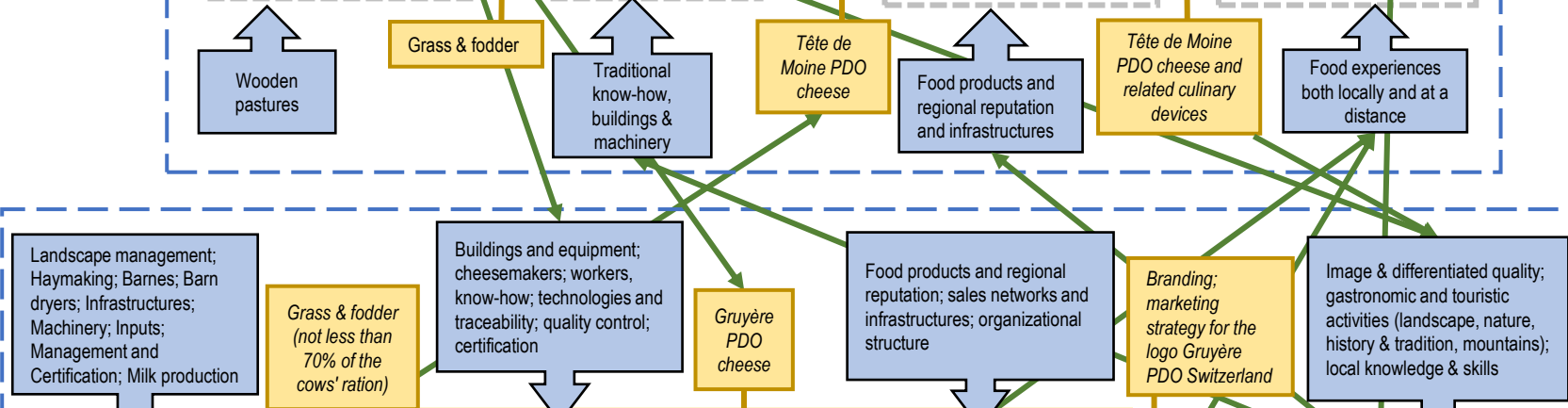


FOCAL VALUE CHAIN



Mountain Reference Landscape (MRL) scale

ASSEMBLAGE
TETE DE MOINE PDO & GRUYERE PDO VALUE CHAINS



Economic outcomes
The areas of the two PDOs overlap, with the Gruyère area encompassing the Tête de Moine area. The specifications are similar (70% of local grass or fodder mandatory). This allows the *interprofessions* to coordinate and better distribute the quantities of milk for the cheese dairies, according to market trends. This functioning helps to stabilize the income of the producers. PDOs help maintain value added in the territory.

Socio-cultural outcomes
Population retention in more remote areas
Pride in traditional knowledge and skills
Visibility for environmental innovations; market for other additional local products
Shared cultural heritage/identity
Preservation of the rural landscape

Environmental outcomes
GHG emissions from transport (international travel). But the reputation of the cheeses and the search for constant improvement contribute to strengthening the image of Swiss mountains. In return, Switzerland promotes these value chains and only grants subsidies if ecosystem services are provided by the producers. This gives coherence and enhances the image of a premium product.

ADDITIONAL VALUE CHAIN: GRUYERE PDO



ADDITIONAL VC PRODUCT(S)
Gruyère PDO, Gruyère PDO Reserve, Gruyère PDO Bio, Gruyère PDO Alpage, sales of related products (culinary material for fondue, clothing, "arts de la table")

ABBREVIATIONS

- IP: Interprofession
- PDO: Protected Designation of Origin
- SCM: Switzerland Cheese Marketing
- TdM: Tête de Moine
- VC: value chain