



Comparison of local and global cheese, Switzerland

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Introduction

- Local and global comparison in and between CH and UK
- 5 cheeses under study:
 - Gruyère
 - Etivaz
 - Stilton
 - Cheddar
 - Gloucester

Common criteria of distinction between local and global cheese:

- Volume of cheese produced
- Number, range and distance of input suppliers
- Degree of mechanization of production processes
- Number of links in the supply chain
- Nature of the information available to consumers
- Number, range and geographical concentration of market outlets
- Key distinction: Farmhouse versus Creamery

Research Objectives

- To examine supply chain arrangements for producers across the global-local continuum, including their geography, market concentration and upstream/downstream relations.
- To analyse key food chain performance issues identified from a production perspective (cheese making and dependant upstream supply chain), with key indicators.
- To identify consumer understandings of food chain performance in relation to cheese buying, including affordability issues, the role of information and communication and the importance of the provenance of the cheese they are buying.
- To examine consumer behaviours and practices in relation to cheese buying and cooking, including health and nutritional issues.

Method: Attributes and Indicators

Attributes	Indicators	Stage relevance	Data source
1 Affordability	Ability to provide food at acceptable prices	consumer retailer	secondary data
	Price perception of consumers	consumer	focus group
3 Creation and distribution of added value	Net business profit (just cheesemakers)	Farm	interviews secondary data
	Share of cheesemaker in price	Cheesemakers	
	Contribution to the economy of the region	Refiners	
6 Information and Communication	Communication along the chain	Between All	interviews
	Availability of information	retailer	product observation
	Product Labelling	consumer cheesemaker	interviews Secondary data
10 Consumer Behaviour	Consumers use		
	Taste preference	Consumers	focus groups
	Convenience		
	Willingness to pay		
Soil improvement practices	farm	interviews	
14 Resource Use	Material consumption practices	Farm	secondary data
	Waste reduction and disposal	Cheesemakers	
	Processing efficiency		
17 Biodiversity	Landscape management practices	farm	interviews
	Diversity of Production practices		secondary data
20 Nutrition	Salt content		interviews secondary data
	Fat content	Cheesemakers	
	Fat types	Consumers	
	Calcium content		
24 Animal Welfare	Animals density		interviews secondary data
	lifetime of dairy cows	Farm	
	Time spent on pasture		
26 Pollution (only CH)	GHG mitigation on farm	Farm	interviews secondary data
	GHG mitigation from processing	Processing	
	GHG mitigation from transport	between all	

Case studies: Cheese in Switzerland



The local chain: L'Etivaz

- Seasonal artisanal alp cheese made by farmers
- Ripening and sales managed by a cooperative
- PDO scheme (delimited region of production)
- Exported worldwide (40%)



The Global chain: Le Gruyère

- Most produced cheese in Switzerland
- Exported in 55 countries around the world
- Unified and modern production techniques
- PDO scheme (delimited region of production) and short distances between milk producers and ripeners



Data collection

- Interviews: quantitative and qualitative data collection directly with actors via representative sampling (same geographical repartition and proportion of organic producers, number chosen as the square root of total sample).
- Focus Groups: method chosen to collect consumers data. Two focus groups with 10-12 participants of rural and urban places
- Secondary data: national or regional statistics as well as scientific studies will complete lacking or imprecise data
- Direct observations: direct observation of packages and websites especially concerning information availability.

State of research

- Interviews: Good participation from actors. Geographical sampling respected and important regional differences observed.
- Focus group: still to be conducted, as well as workshop with actors that will include participatory feedback on preliminary results
- Visits between UK and CH were realized and allowed to reduce indicator list

First results

Attribute Information and Communication

