

In Normandy

Isigny Protected Denomination of Origin (PDO) Butter and Cream



WORK PACKAGE 4
DAIRY SECTOR ANALYSIS

ABOUT ISIGNY PDO

Isigny butter and cream are recognized at the EU level as **Protected Denomination of Origin (PDO) products** since 1986, a relatively well-known certification label now. It is one of the 3 butters and 2 creams under PDO in France.



The milk comes from a **1,600 km² area between land and sea**, located 30 km around the town of Isigny-sur-Mer in Cotentin and Bessin wetlands.



Around 700 dairy farms (>90% of the dairy farms from the area) are under certification. **Two local cooperative dairies** collect and transform certified milk in butter and cream under PDO: Maitres Laitiers du Cotentin and Coopérative d'Isigny Sainte-Mère.

More than **6,000 tons of butter** and **6,000 tons of cream** are sold a year.

Actors are structured in a **Defence & Management Organisation** composed of 2 colleges: farmers (from 5 dairies operating on the territory) and dairies (the 2 involved directly) with a dedicated budget of 18000 € based on specific fees.



OPPORTUNITY FOR FARMERS

For more than 20 years, the geographical requirement was nearly the only obligation for farmers. In 2017, differentiation at the farm became a reality, with suitable retribution on the milk price for farmers following specifications.

BEFORE 2020

Requirements were concerning the product mainly:

- milk has to come from farms located in the defined area;
- milk has to be collected every 48 hours maximum;
- After skimming of the milk, cream has to be pasteurized and then mature for at least 12 hours.

SINCE 2020

Specific requirements have to be met on farms too:

- 80% of animal food has to come from the defined area;
- at least **30% of Normande breed at the dairy scale**;
- **grassland** has to represent at least 50% of forage area;
- cows have to **graze** at least 210 days, with 3500 m²/cow and an available access to at least 200 m².

BONUS FOR PRODUCERS



until +2,5%
on milk price
according the share
of Normande breed



+2,5%
on milk price
for grazing

SWOT ANALYSIS DIAGRAM

If Isigny PDO products rely on a good notoriety in France and abroad, with a specific know-how recognized by PDO label for more than 30 years, some questions and concerns come up. This SWOT analysis point out some of them.

01

STRENGTHS

- Notoriety of the products
- Identified landscapes linked with dairy production
- Recently reviewed specifications highlighting grazing
- Good prices for dairy producers → attractivity
- Sales dynamics over the past years



02

WEAKNESSES

- Share of Normande breed on the farms is still weak
- Increase in farm size making difficult to graze
- Unbalance in the use of dairy raw material (only fat is used)
- A highly competitive market on butter on which PDO label is not always a sufficient argument



03

OPPORTUNITIES

- A favourable evolution of the perception of animal fats benefits in the past years
- Links to create with the Natural Regional Park of Cotentin and Bessin
- Payments for Environmental Services (PES) ?



04

THREATS

- Specifications can be judged as relatively small in comparison with other products under PDO
- Share of export is high for PDO butter and cream
- Evolution of animal products perception



TESTIMONY



Philippe LEGRAIN
Economic and prospective advisor
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“ Isigny butter and cream were recognized as PDO in 1986. Thus, they became part of the dairy regional landscape, also famous for its cheeses such as Camembert, Pont-L'Evêque or Livarot. By the way, Isigny PDO area is overlapped by Camembert and Pont-L'Evêque areas. Two local dairy cooperatives took advantage of that recognition of know-how as PDO, but the image of Normandy is also used by other dairy operators established in the region. Indeed, landscapes made of marshland areas contrasting with the small fields separated by hedges and ditches are considered as very positive.

The products reached a strong notoriety through the years, being sold all around the world.

Retrospectively, we could consider Isigny PDO products as an ingenious use of historical reference with few obligation for farmers.

However, at the beginning of the 2010's, the Defense and Management Organisation of Isigny PDO butter and cream initiated reflections in order to update its specific requirements with the one from society. It has lead to new demands in contractual requirements for the farms involved in the value chain such as the reinforcement of grazing for the cows, a minimal share of grassland in the forage area and the emphasis of the local dairy breed (Normand cow).



For more information

- <http://isigny-aop.com/>
- <http://www.isigny-ste-mere.com/>
- maitres-laitiers.fr/fr

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