

Expression of the Product

Point of production: Finishing

Country of origin: France



Niche pork products whilst often higher in value than 'commercial pork' is often niche for a reason. There is often a limited market due to consumer choices and market forces plus higher costs of production.

Breeders in the Kintoa region have chosen the specifications required to enable the production of a high value-added product, by protecting a living heritage (the Basque Pork breed), while preserving its territory (intermediate zone of mountains maintained, moors, forests, grasslands), and developing the activity on its territory.

The solution – Best practice

- Purebred animals, slow growing animals, 12 months minimum to slaughter – Defined by a Protected Designation of Origin (PDO);
- Extensive raising for more than 12 months;
- Non-GMO food from the geographical area of the PDO (70%);
- Pastoral empties 2 to 4 months after each batch;
- Wooden shed integrated into the landscape;
- Minimum carcass weight of 100 kg and minimum back fat thickness of 25 mm.

KINTOA PDO meat is a deep red meat, very marbled (content of intramuscular lipids > 6% in the loin), a white fat, a silky touch. After cooking, the meat is tender and juicy.

Points to consider and additional information

In the case of 'niche' markets, PDOs have been shown to add value and safeguard provenance. In Spain (Iberian Pork), UK (Gloucestershire Old Spot) and across the EU, PDOs are in place to set standards and protect valuable all be it niche markets for pork products. It is evident that the high prices of Kintoa pigs are achieved on a niche market characterized by very small volumes of meat. Only a small number of consumers are willing to pay high prices for meat of this specific pig breed. However, for the farmers in the Kintoa area it is a highly profitable business, that cannot easily be up scaled to large volumes of pig meat. It is an example of income generation in less favoured areas which contributes to the local economy and to the local employment in rural areas.



Cost/Benefit analysis

Costs

- Higher cost of production, approx 64% higher.

Benefits

- In 2017, the average price was € 3.69 / kg carcass;
- The price scale can go up to 4.07 € / kg;
- An annual increase estimates a carcass price in 2020 of 4.35 € / kg;
- Average daily gain of pigs is approx 406 gr/day, compared to 803 gr/day of conventional intensive pigs;
- Kintoa pig farmers make a net profit of 0,58 € per kg live weight compared to other local farmers making a loss of -0,08 €/kg;
- Higher finisher pig price compensates the higher production costs.



Further research & Project links

<https://eupig.eu/>

Link to technical report

EU Quality Schemes

Kintoa Denomination

Learn more about Kintoa

Learn more about Pierre

Oteiza (Ambassador)

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