



Serra da Estrela and its PDO cheese

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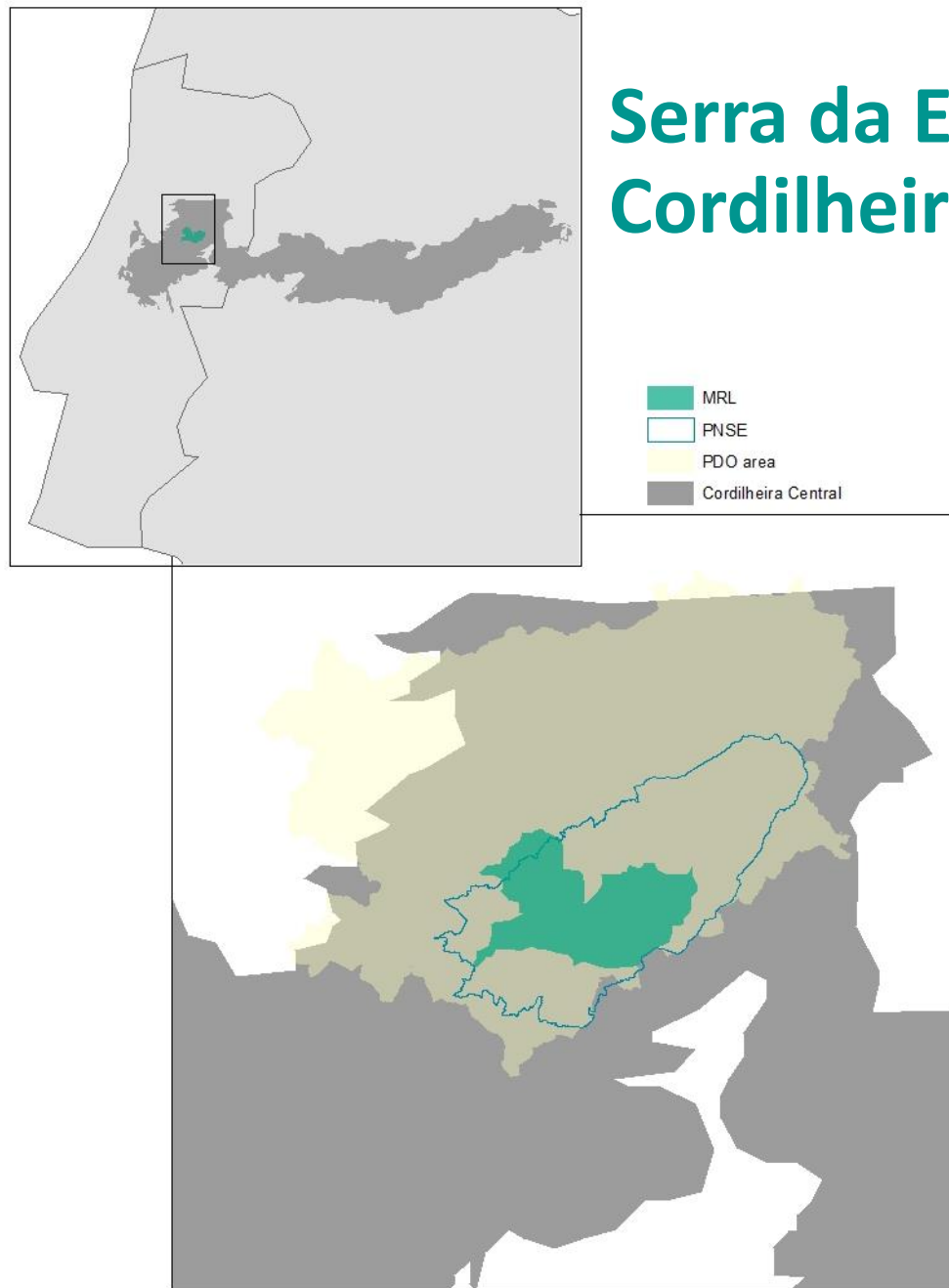
Outline



- Description of Serra da Estrela within Cordilheira Central (RR)
- Serra da Estrela PDO Cheese – characteristics and criteria
- The cheese and the Serra - implications of the PDO cheese for the territory
- The cheese and the Serra – how to strengthen the VC and its connection to the territory



Serra da Estrela in the Cordilheira Central



- Cordilheira Central extends longitudinally between PT and ES for 700 km long
- Due to its mass and altitude Estrela es the most important mountain area in mainland Portugal
- Vegetation is influenced by 3 types of climate - Mediterranean, Atlantic and Continental - and 3 altitudinal floors
- Nature Park and GeoPark status
- Strong shepherding history



Serra da Estrela PDO cheese



Raw milk from an autochthonous breed
Bordaleira Serra da Estrela



Artisanal product



Curded with thistle



PDO certified

Since
1996

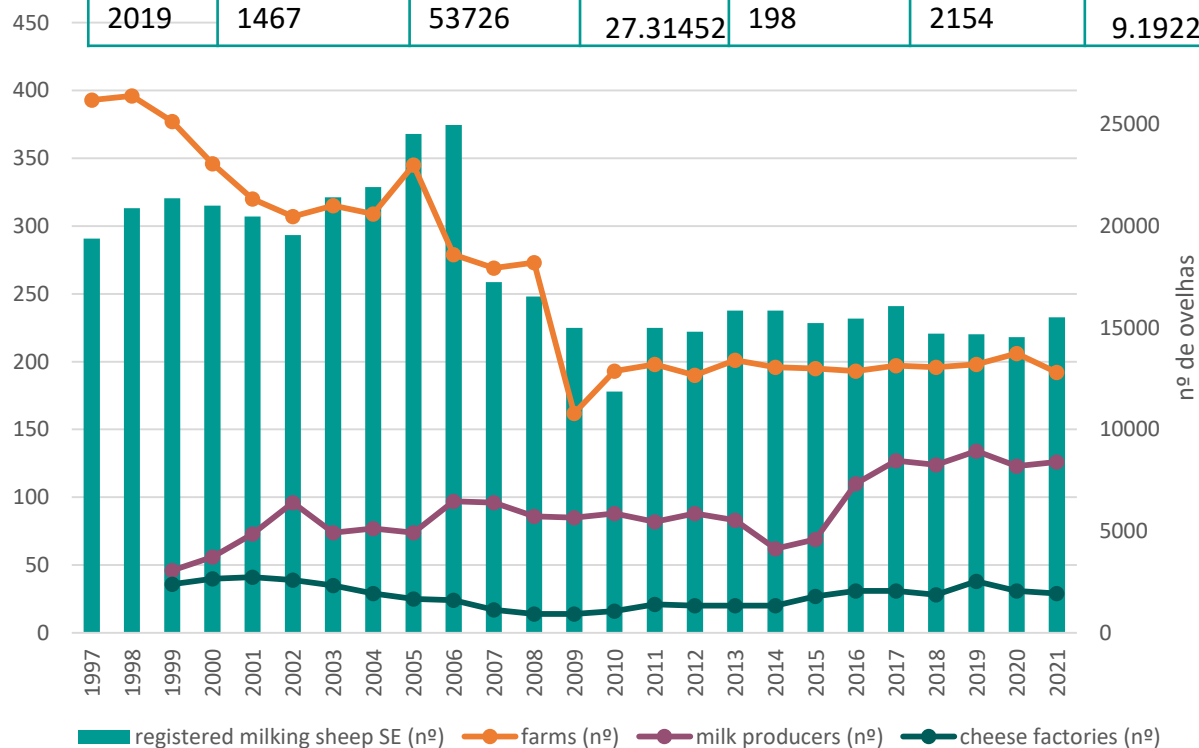


2 sizes (1 kg & ½ kg), aged and curded

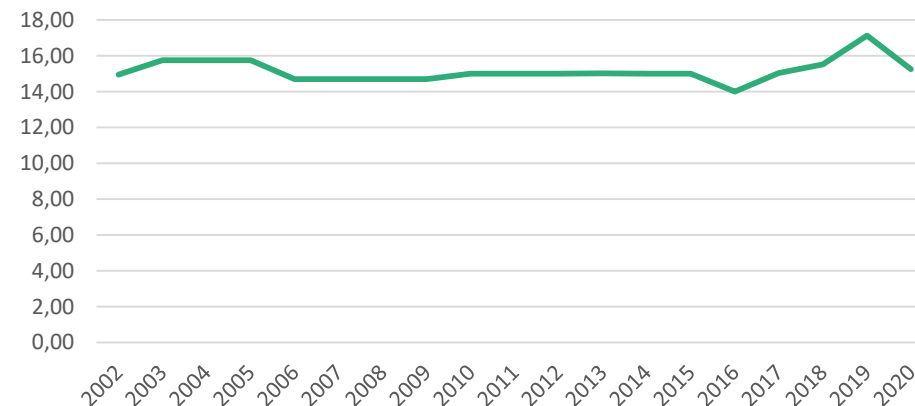
The Serra and the cheese



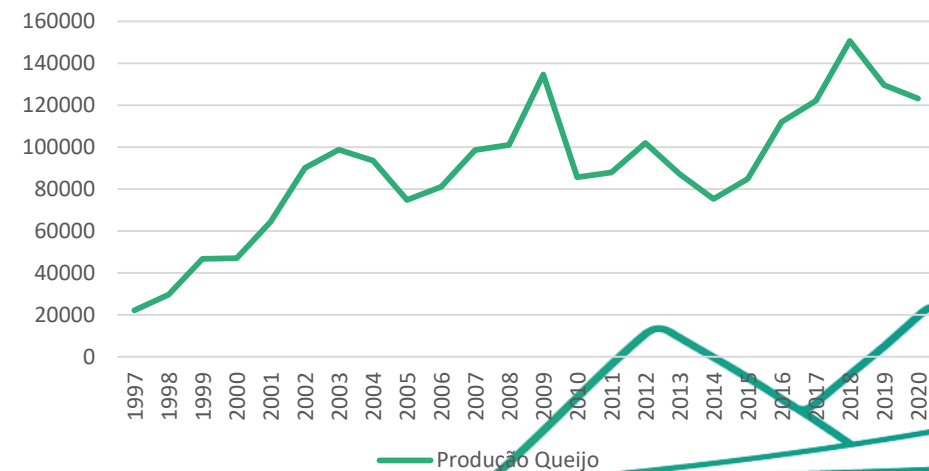
	Milk sheep			Farms w/ sheep		
	SE	Total	%	SE	Total	%
1999	21365	105530	20.24543	377	4219	8.935767
2009	14995	72526	20.67534	162	275	5.944954
2019	1467	53726	27.31452	198	2154	9.192201



Evolution cheese price(€/kg)

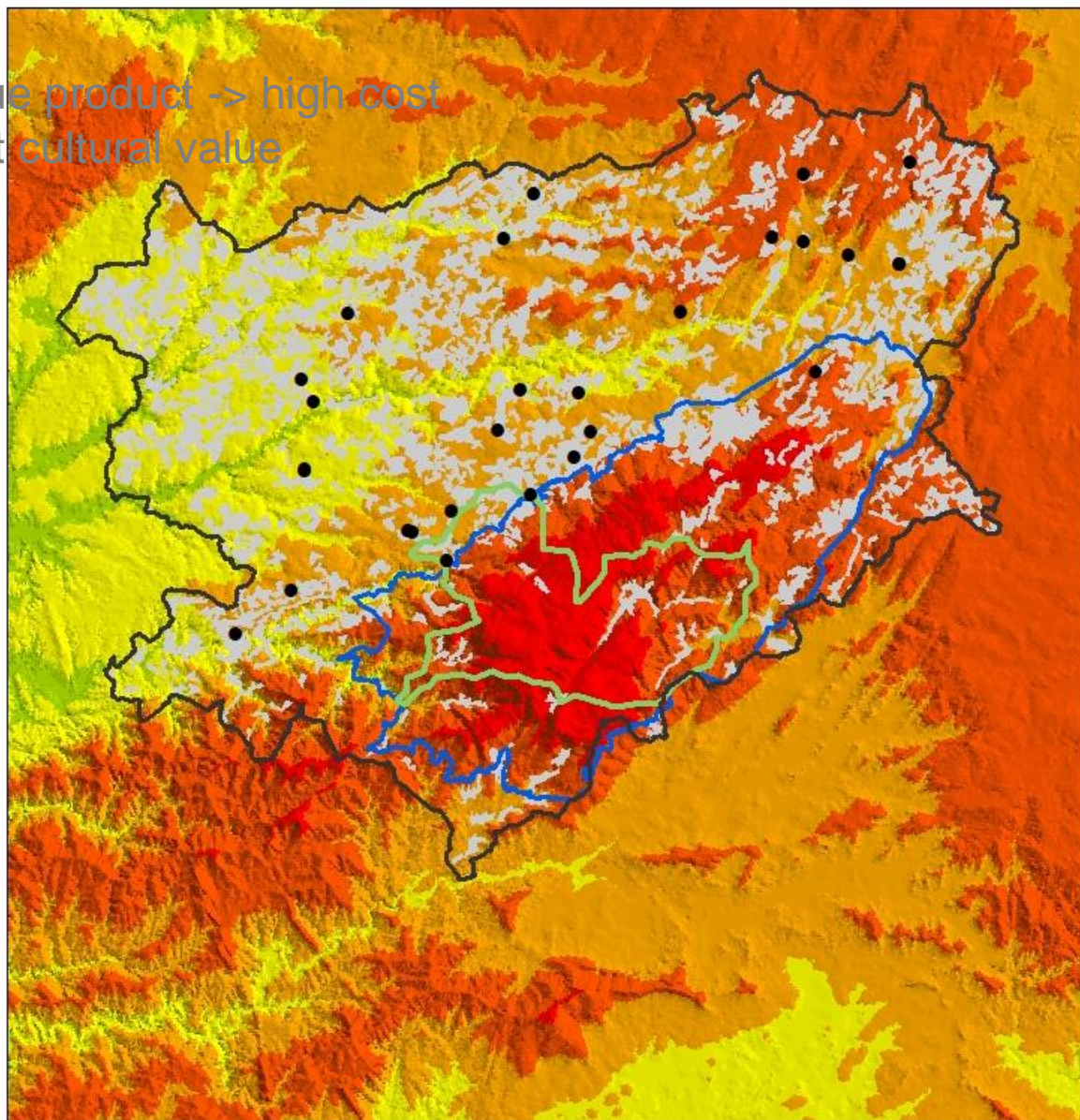


Evolution cheese production



The Serra and the cheese

- High Value product -> high cost
- Important cultural value



The Serra and the cheese



- Develop other products related to the VC – lamb and wool
- Create incentives for high altitude grazing
- Articulate different entities – PNES, Municipalities, ICNF, Commons, Breeders Associations – to capitalize on shepherding as shrub control
- Invest in marketing – uniform branding strategy, more info available to the consumers
- Internationalization of the market & strengthen local consumption





Thank you!



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