



Operational Group:

Jarmelista Value - Territorial valorization by the genetic and identity preservation of the Jarmelist breed.

Valor Jarmelista Valorização territorial pela preservação da identidade e genética da raça Jarmelista.

Practical problem

No notability for meat production in sustainable and organic way and the importance of preserving regional biodiversity. Differentiation and high quality products stimulate rural activity in least-favoured regions and add regional value promoting sustainability and preserving breeding practices.

Partners

Type:

Research/Teaching

Agri Association

Other company

Name:

Instituto Politécnico da Guarda; Escola Agrária do Instituto Politécnico de Coimbra

Acriguarda – Association of Breeders of Ruminants in the Municipality of Guarda; Associação Qualifica, Origin.pt

Plataforma Jota – Business Company of Marketing and Communication; Moura & Sampaio Consultores Lda; ALSAI Empreendimentos Turísticos Hoteleiros Lda.

Project

Objectives:

Territory valorisation through Jarmelo meat, indigenous race, preserving its genetics, identity, production process. Highlight race identity as determining factor to biodiversity maintenance due to sustainable and organic production. Improve value chain from production to market offering new product

Expected results:

Increase meat production of 20%; meat characterisation of biochemical profile/rheological and nutrition; Evidence of territory biodiversity and sustainability due to beef production; new meat product; meat identity and quality standards; meat promotion as endogenous product enhancer of the economic activity and region recognition with impact in the final consumers

Results so far/first lessons:

So far we were able to characterize the effective (number of animals), farmers, production and nutrition management model, through a survey; analysed the average number of animals to slaughter so it is possible to define the sample for the physic-chemical analysis and for the development of maturation process model; created the image of the project and its marketing and communication positioning

Who will benefit:

Producers; services economic operators; Final consumers; Other associations for the preservation of native bovine breeds

Start: April/2017
End: April/2021

Budget: 465.967 €



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