



BÉARN & PAYS BASQUE GARANTIS

Media Kit Appendix

THE OSSAU-IRATY AOP DEFENCE SYNDICATE: ORGANISATION AND ROLE





A solid organisation

Created in 1978, the Ossau-Iraty AOP Defence Syndicate gathers together **milk farmers, farmstead cheese makers and affineurs**, creameries and affineurs. In other words, the majority of dairy sheep operators in the Pyrénées Atlantiques sector. With over 1,400 members, a solid organisation is required so all stakeholders are properly represented. A system

of delegates gives everyone a voice and is an essential intermediary with people in the field.

With its head office in Ostabat, a village in the heart of the appellation, the syndicate **promotes and develops Ossau-Iraty AOP through tangible actions.**



 **1,400**
MEMBERS





A clear purpose



The syndicate exists to **defend, develop and promote the Ossau-Iraty appellation**, provide support services and carry out controls at producer level. It verifies compliance with appellation specifications and fights against imitations.

DEVELOPMENT

The syndicate's approach to the specification for Ossau-Iraty is very hands-on: monitoring animal fodder, developing supply of provisions from the geographical area, experimentation with rind quality and acidity development.

PROMOTION

To increase awareness of the Ossau-Iraty appellation and promote its specific characteristics, the syndicate carries out **promotional actions at both national and international levels**. Main marketing efforts include a national television campaign, a substantial digital presence through its website and social media accounts, media coverage and working with bloggers, local initiatives such as the "Ossau-Iraty Cheese Route" where people can discover the cheese making craft and, last but not least, trade fairs such as the International Agriculture Trade Show in Paris.

SUPPORT SERVICES AND TRAINING

The syndicate provides **technical advice and teaches various cheese making courses**.

CONTROL

In 2007, the INAO named the syndicate an **Organisme de Défense et de Gestion (ODG), a government-recognised trade association**. In this capacity, it is responsible for controlling products and production processes. The syndicate itself carries out "in-house" inspections and commissions an accredited certification body for independent external monitoring.

