



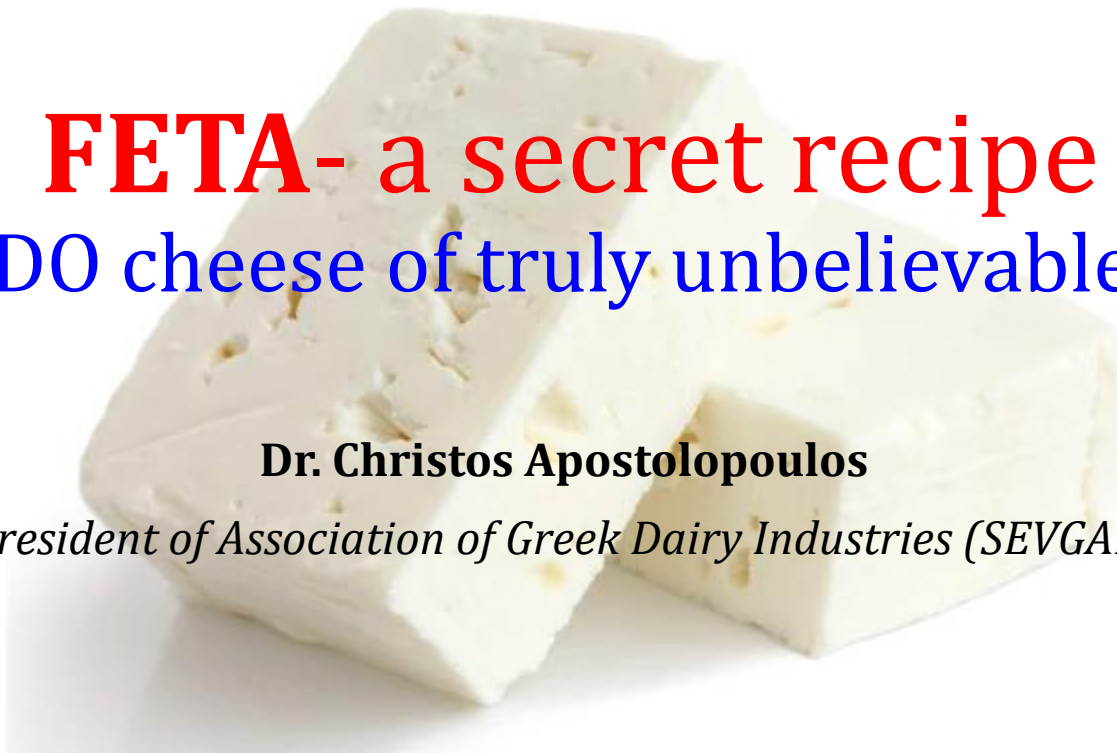
**ΣΕΒ•ΓΑΠ**



# **FETA-** a secret recipe of a PDO cheese of truly unbelievable value

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# What makes a cheese really unique?

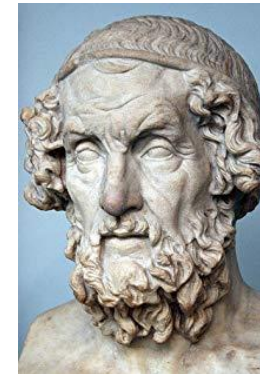
- The history
- The official recognition
- The place
- The raw materials
- The processing
- The organoleptic characteristics
- The gastronomic propositions
- The nutritional value



# The History – Probably the oldest existing cheese in the world!



- 1<sup>st</sup> documented Feta production in 8<sup>th</sup> century B.C. (but its refers to around 12<sup>th</sup> century B.C.)!!
- Cheese racks for ripening
- Fig's sap for coagulation
- Animal rennet (350 B.C.)
- Feta or any cheese?
  - sheep's & goat's milk
  - rubbed with salt



Homer



# The place

Milk quality depends on what the animals eat & where they live.





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# Raw materials – Nature at its best!

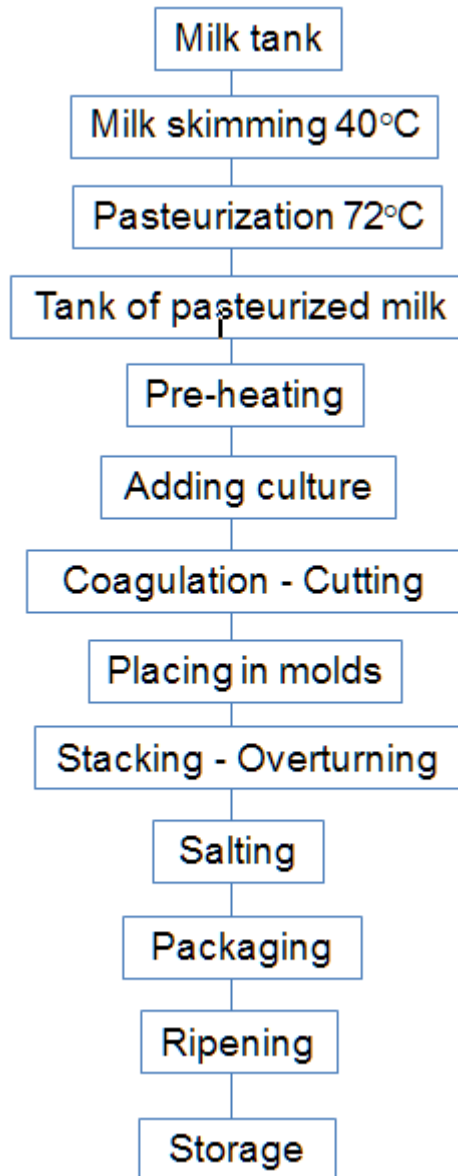
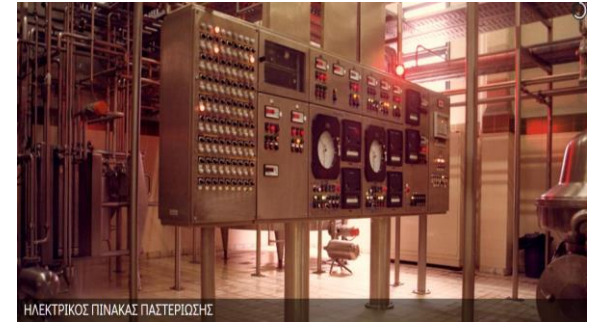
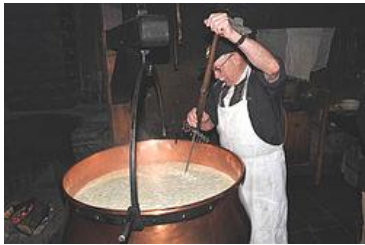


- It is unique in Europe for its wealth, but also for the great proportion of endemic in relation to its extent.
  - **Germany**, with almost three times the size of Greece, has 2,400 species and 6 endemic.
  - **United Kingdom** with twice the size has 2,300 species and 16 endemic
- The **Greek** flora includes about 6,000 species and subspecies of plants, about 1,100 of which are endemic, that is, they are nowhere else on earth



# Processing

## “The wedding of tradition & technology”





# **Feta** - not just PDO but has the highest official recognition



- 1<sup>st</sup> EU recognition (Reg.1107/96).
- **European Court of Justice** (C-465/02 & C-466/02) /25-10-2005,
- 2<sup>nd</sup> EU recognition (Reg.1829/2002)



# Organoleptic characteristics



A soft white cheese without skin which is cut in slices.

## Taste

- Rich
- slightly sour
- Spicy
- Salty
- Lasting after taste

## Texture

- Compact
- Non-uniform
- Smooth
- Brittle (under pressure)

## Flavour

- Fresh
- Buttery
- Grass aroma
- Balanced

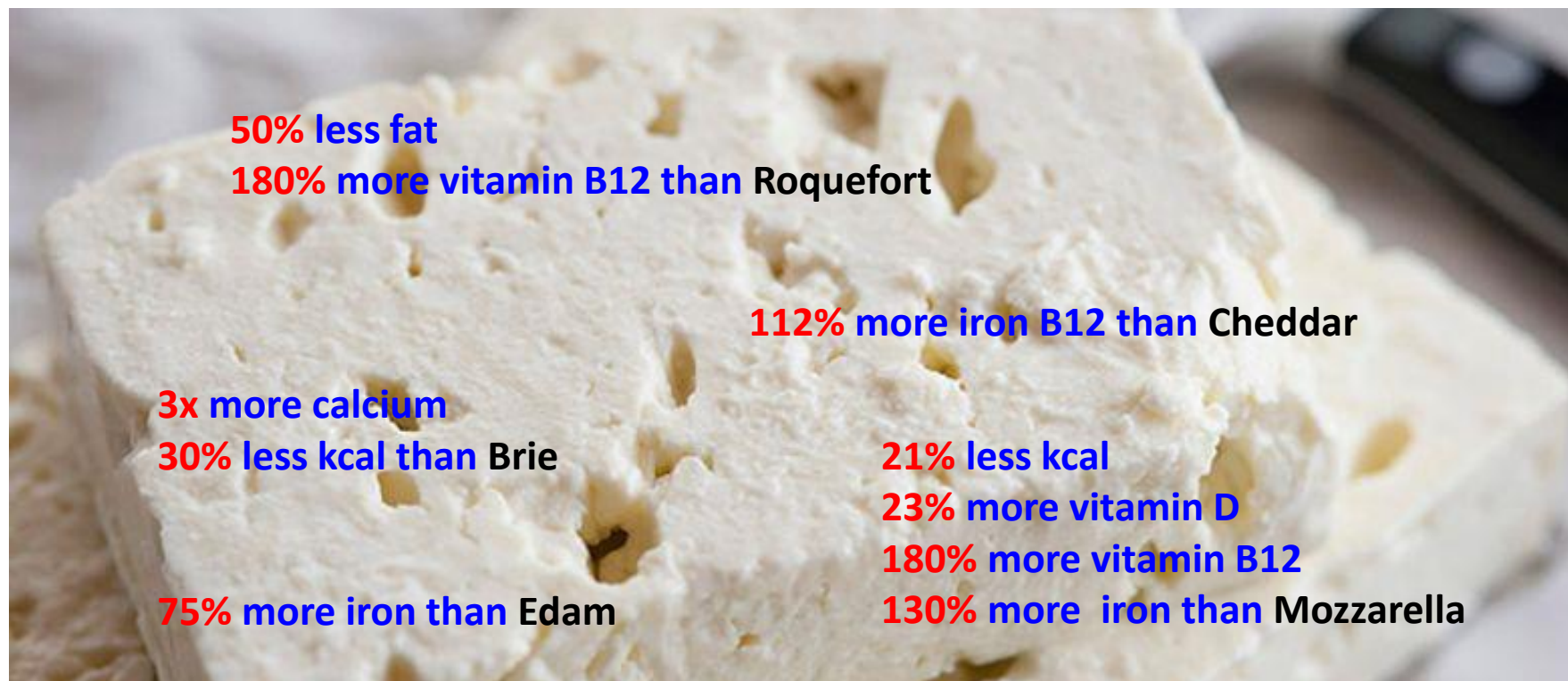


# Examples of gastronomic pleasure of Feta





# The incomparable nutritional profile of Feta





# Unprecedented nutritional value

Rich in: Ca, P, Se, Zn, & vitamins A, B<sub>2</sub>, B<sub>6</sub>, B<sub>12</sub>.  
Good source of: Protein, Folate.

- **Probiotics** (Lactobacillus Plantarum - 48%),
  - anti-Ecoli , Salmonella, anti-inflammatory (cytokines), pH
- **A-lactalbumin**  $\xrightarrow{\text{Ca \& Zn}}$  antibacterial, antitumor,  
 $\longrightarrow$  tryptophan (rare)  $\longrightarrow$  serotonin
- **CLA** 1,9% (diabetes, cancer, weight loss), cultures $\uparrow$
- **Riboflavin** - (energy metabolism, psychology, nervous system, headaches , fatigue).
- **B<sub>6</sub>** (red blood cells, immunity, hormonal activity)
- **Histidine**  $\xrightarrow{\text{B}_6}$  Histamine (= anti-inflammatory)





# Feta



- Unique
- Natural
- Traditional
- Tasteful
- Gastronomical jewel.
- Nutritious



*a truly valuable cheese!*





## Protection of Feta cheese outside EU



**EU-CANADA**  
COMPREHENSIVE ECONOMIC  
AND TRADE AGREEMENT (CETA)



37 million



300 million



EU - Southern African Development  
Community (SADC) Trade Agreement

# Protection of Feta cheese outside EU



6 million





# Protection of Feta cheese outside EU



REPUBLIC OF SINGAPORE

## CERTIFICATE OF REGISTRATION

ISSUED UNDER SECTION 48  
GEOGRAPHICAL INDICATIONS ACT 2014

Φέτα / Feta

**GEOGRAPHICAL INDICATION  
NUMBER** : 50201900081X

**NAME OF REGISTRANT** : Association of Greek Dairy Products Industries  
(SEVGAP)

**DATE OF REGISTRATION** : 29 JUNE 2019

*I HEREBY CERTIFY that under the provisions of the Geographical Indications Act 2014, the above geographical indication is protected from the date of registration in respect of the following category of goods set out in the Schedule: Cheese*



Daren Tang Heng Shim  
Registrar of Geographical Indications  
Singapore

Registration is for a period of 10 years from the date of registration of the geographical indication. This registration may be renewed at the expiration of this period and upon the expiration of each succeeding period of 10 years.



## Protection of Feta cheese outside EU



6 million



**EU – Vietnam Trade Agreement**



96 million





## Protection of Feta cheese outside EU



EU – Japan Partnership Agreement



127 million



# A few humble advices



1. Practice your tradition
2. Create a standards from your practice
3. Agree all to follow the standard
4. Document the traditional characteristics
5. Register its uniqueness
6. Police the standard implementation anywhere in the world
7. Keep informing the consumers for its unique characteristics
8. Should not be dragged by temptations
9. Always look at the long run benefits
10. PDOs are not price driven but quality driven



*Thank you!*

