



Le Piment d'Espelette

Ezpeletako Biperra

Cultivating taste in the Basque Country

Euskal Herrian, gustua lantzen da

Webinar: “The Use of Geographical Indications when GI
Protected Products are Ingredients”

The « PIMENT D'ESPELETTE » PDO

From its discovery to its official recognition

Originate
from Mexico

1980
Few
producers
created
« BIPERRA
»
cooperative

1990
30 producers
started to work
together for
one objectif :
protect the
Piment
d'Espelette

2000
Obtaining the
AOC accreditation
for 3 products

1650
The chili
had started
to be
planted in
Espelette

Eighties
The
Espelette
chili pepers
is close to
extinction

1993
Syndicat is
created

2012
Only one
sign of
quality :
Protected
Designation
of Origin



The « PIMENT D'ESPELETTE » PDO

Local specificities, Quality, Know-how

One product under three versions



Powder



Cord



Fresh chili
*(destined for transformation into
other products)*

A UNIQUE AREA



- ✘ The growing region is limited to 10 villages
- ✘ A microclimate specific



A UNIQUE MARK OF QUALITY

A specif production

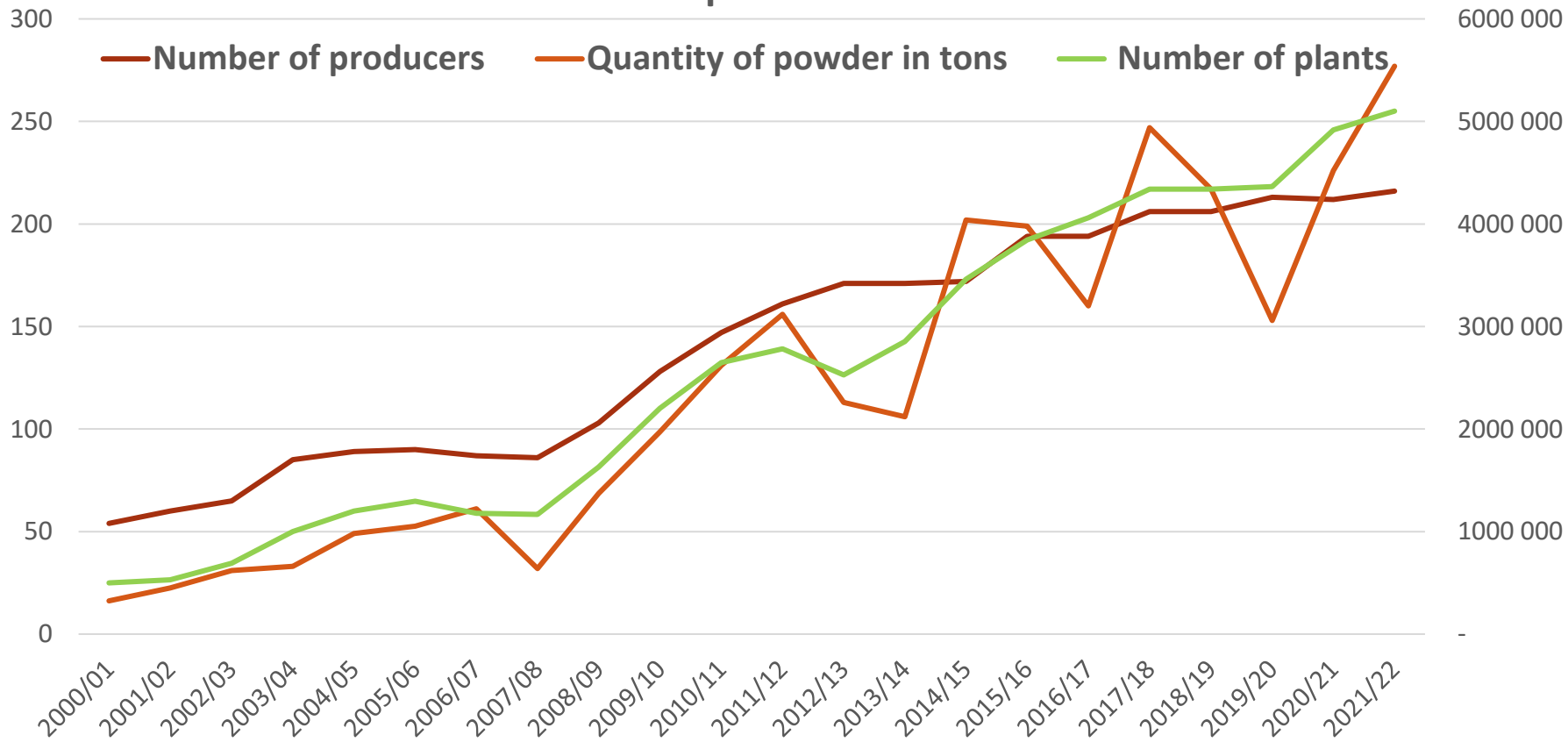
- ✘ The growing areas are registered with the INAO
- ✘ Only one variety
- ✘ Outdoor cultivation with a planting density delimited
- ✘ Harvested only by hand, picked when mature in waves, up to the first frost
- ✘ Irrigation and the use of pesticides are strictly regulated
- ✘ Specific and strict rules for piment d'Espelette powder's transformation



The « PIMENT D'ESPELETTE » PDO

Dynamic community

Evolution of production since 2 000



IN 2021/2022

- ✘ 216 producers
- ✘ 5,1 millions plants
- ✘ 277 tons of Piment d'Espelette powder

The « PIMENT D'ESPELETTE » PDO

Human scale community

- ❑ Age of producers between 25 and 45
- ❑ 65 % cultivated less 20 000 plants of Espelette chili pepper
- ❑ Important establishment of new producers
- ❑ 77 % producers transform and sale our product
- ❑ Exclusive or complementary business for the farm



The « PIMENT D'ESPELETTE » PDO

Organisation

The « PIMENT D'ESPELETTE » PDO Organisation

The syndicate

- ✘ The only Organization of Defense and Gestion for Espelette chili pepper
- ✘ Includes all Piment d'Espelette :
 - ↳ Producers
 - ↳ Processors
 - ↳ Packagers



Direction

- ✘ One board of director : 11 producers



6 Employees

- ✘ 1 manager
- ✘ 1 consulting engineer
- ✘ 1 culture technician
- ✘ 1 technician control -protection
- ✘ 1 administrative assistant
- ✘ 1 public relations manager

The « PIMENT D'ESPELETTE » PDO Syndicate Mission

☒ Defense and gestion of PDO

☒ Promotion and communication

☒ Improve the Piment d'Espelette quality





The « PIMENT D'ESPELETTE » PDO Syndicate Mission

Defense and gestion of PDO

The « PIMENT D'ESPELETTE » PDO WORKING TO ENSURE QUALITY AT EVERY LEVEL

- ❑ Total commitment to ensure quality
- ❑ Guarantee of the Piment d'Espelette quality
- ❑ Precisely description
- ❑ Everything has to **be written**,
- ❑ Everything that is **written**, has to **be done**,
- ❑ Everything that is **done**, has to **be controlled**

The « PIMENT D'ESPELETTE » PDO

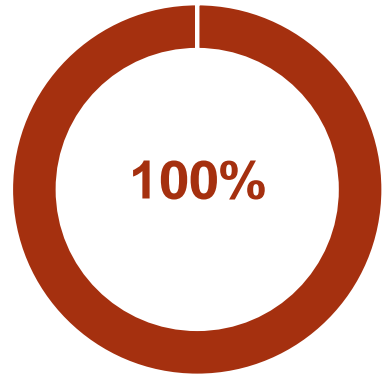
Producers engagement to guarantee the Piment d'Espelette quality

- ❑ Respect authorization procedure
- ❑ Respect specification production
- ❑ Guarantee the traceability
- ❑ Participate technical and quality training
- ❑ Responsible to Piment d'Espelette reputation

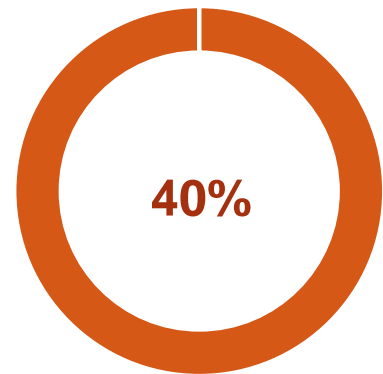


The « PIMENT D'ESPELETTE » PDO

Procedures and regulations: Internal and external control



■ New Producers



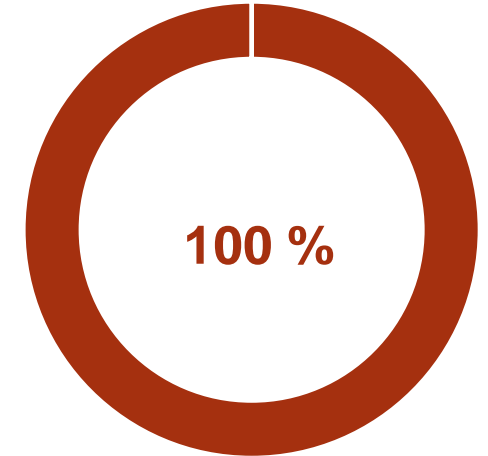
■ All other producers

External control

- ☒ Independent organization
- ☒ Verify the correct application of the regulations by the producers,
- ☒ Validate the application of the PDO to the products,
- ☒ Punish non conformities

Internal control

- ☒ Piment d'Espelette syndicate
- ☒ Visit on the ground
- ☒ Verify conditions for production,



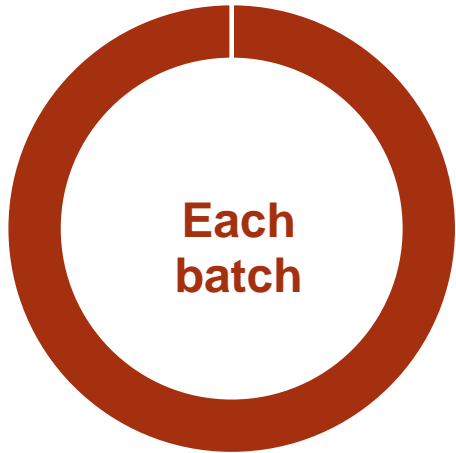
■ Growing areas

INAO

- ☒ Verify all the plots
- ☒ Apply sanction
- ☒ Help Syndicate in cases of fraud

The « PIMENT D'ESPELETTE » PDO

Procedures and regulations : Organoleptic control



■ Espelette Podwer

IN THE MOUTH

FLAVOUR PROFILE
Sweet
Hint of bitterness

SPICE PROFILE
Sensation of heat
Spiciness develops
Flavour lingers

HEAT INTENSITY
Medium



THE NOSE

FRAGRANCE
Aroma of "hay" (dried hay)
Aroma of "fruit" (ripe tomatoes, red peppers . . .)
Aroma of "grilling" (roasting, toasting . . .)

INTENSITY
Medium

WITH THE EYE

MILLING
Grain size < 5mm

COLOUR
Orange | Orange/Red | Red | Russet



- ☒ By the tasting panel : composed of producers, tasting experts and knowledgeable amateurs.
- ☒ Using strict guidelines developed by the producers.
- ☒ non –compliance : three times in one year, the producer loses his right to apply the label to his product in that year.



The « PIMENT D'ESPELETTE » PDO
Syndicate Mission

Protection of PDO

The « PIMENT D'ESPELETTE » PDO an essential ingredient in many recipes

- ✘ Using in traditional products Ham or Foie gras
- ✘ And in various products



- ✘ Indispensable for the fabric of the basket agri-food

Real quality guarantee but also a real marketing advantage.

The « PIMENT D'ESPELETTE » PDO

Procedures and regulations : Identification



- ❑ Specific logo
- ❑ Every product are obliged to carry this protected mark delivered by the Syndicate.
- ❑ The name “Piment d’Espelette” protected
- ❑ Guarantee of Piment d'Espelette authenticity

The « PIMENT D'ESPELETTE » PDO

Strict rules to use a name “Piment d'Espelette” and the mark

- ❌ **European directive** (Lignes directrices sur l'étiquetage des denrées alimentaires utilisant des appellations d'origine protégées (AOP) et des indications géographiques protégées (IGP) comme ingrédients (2010/C 341/03) **Says** :
 - ❌ It is the only product of this kind that is used in the preparation of the dish/foodstuff and it not mixed with other chilli-based spices;
 - ❌ The AOP product is incorporated in sufficient quantities as to confer an essential characteristic on the dish/foodstuff in question, failing which it shall be considered an abusive use of the name;
- ❌ **The syndicat has drafted recommendations**
- ❌ **Prisonizations of minimum percentages validated by the competent French authorities**

**Use of the term "with piment d'Espelette"
in the sales name of food products.**

Dear Sir / Madame,

Following your request, I am sending you **information regarding the use of the term "with piment d'Espelette" in the name of a dish or food product.**

For food products which include one of the AOP *Piment d'Espelette - Ezpeletako Biperra* products as an ingredient, the use of the term "with piment d'Espelette" is permitted, **subject to strict compliance with the conditions listed below:**

- The piment d'Espelette product in question benefits from the AOP status (powder, rope and fresh);
- It is the only product of this kind that is used in the preparation of the dish/foodstuff and it not mixed with other chilli-based spices;
- If pepper is also listed as an ingredient, the quantity of Piment d'Espelette AOP must be greater than the quantity of pepper,
- The AOP product is incorporated in sufficient quantities as to confer an essential characteristic on the dish/foodstuff in question, failing which it shall be considered an abusive use of the name;
- The percentage of the AOP product used features clearly in the list of ingredients;
- The name of the Designation is not highlighted in an excessive way.
- For information purposes, a study carried out into the use of piment d'Espelette in powdered form as an ingredient in 5 typical Basque dishes demonstrated that:
 - ❖ *The presence of Piment d'Espelette is detected in Basque chicken from 0.2%*
 - ❖ *The presence of Piment d'Espelette is detected in Basque piperade from 0.1 %*
 - ❖ *The presence of Piment d'Espelette is detected in Basque axoa from 0.1 %*
 - ❖ *The presence of Piment d'Espelette is detected in pork pâté at above 0.7 %*
 - ❖ *The presence of Piment d'Espelette is detected in chocolate from 0.5 %.*

In addition, you may only use the term "with piment d'Espelette" in the name of your product **and under no circumstances may you use "with piment d'Espelette AOP"** (the use of "AOP" in the name of the product preparation could lead to confusion on the part of the consumer as to which product benefits from the Designation).

For information, all processed products made using piment d'Espelette by-products (purée or jelly, for example) may not use the term "with piment d'Espelette", but instead should use the term "with piment d'Espelette purée" or "with piment d'Espelette jelly".

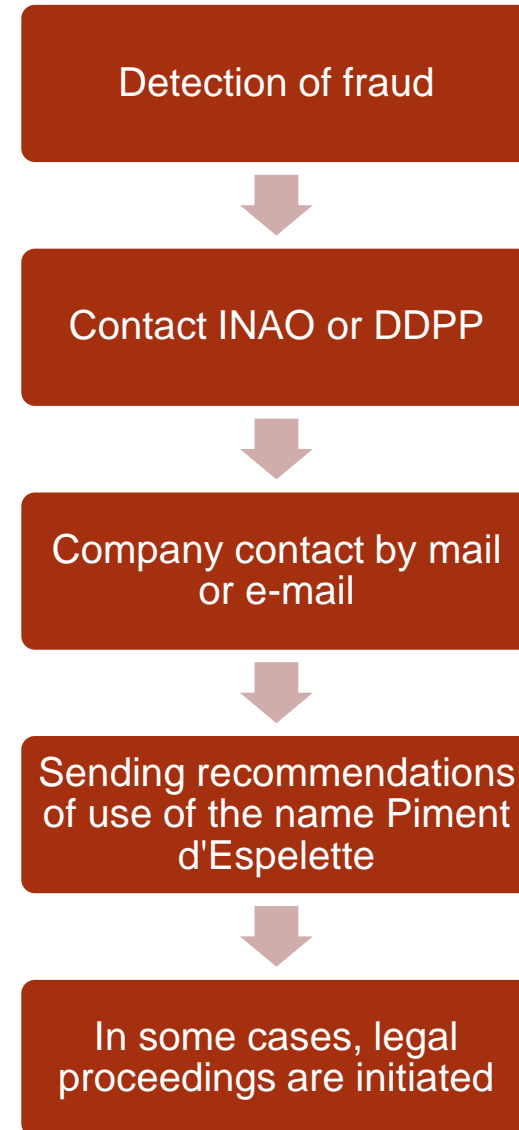
Finally, may I take this opportunity to remind you that the use of our AOP's figurative logo is reserved exclusively for the Syndicate managing the Designation and operators who are members.

Please do not hesitate to contact me should you require any further information.

Kind regards,

For the Syndicate,
Dominique SAINT-MARTIN, Chairperson

The « PIMENT D'ESPELETTE » PDO the procedure applied in cases of fraud





Thank you for your attention

Le Piment d'Espelette

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