

**LE GRUYÈRE®**  
**SWITZERLAND**



presents the quarterly journal  
of the Interprofession du Gruyère  
Special edition



# L'oïseau



Annual report **2014**  
of the Interprofession du Gruyère



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[interprofession@gruyere.com](mailto:interprofession@gruyere.com)  
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Editorial board:  
Interprofession du Gruyère

Translation:  
Ms Sarah Warburton

Graphic design:  
Effet-i-media  
[bepbep@bluewin.ch](mailto:bepbep@bluewin.ch)



## Message from **the President**

**Since 1115, Le Gruyère has been through worse**

**Economic growth which can be planned for over the long term in terms of quality, quantity and profitability: this is the hope and dream of modern society.**

The decision of the Swiss National Bank on the 15th January 2015 to no longer hold the value of the franc at 1.20 euros was the grain of sand in the gears which caused the market indicators of the 'experts' to swing from positive to negative, even catastrophic.

It's easy to find reasons for this and point fingers. There are as many solutions and remedies as experts. The majority of these make demands of the State, amongst other measures.

In a crisis, everyone is quick to raise their arms to the sky, complain and call for help. This is a normal and very human reaction. I've learnt that in this type of situation, we actually need to stop asking for help and put our hands to work. We cannot work well with our arms in the air.

The IPG committee quickly got to work to analyse the situation and its probable consequences, essentially on the contracts negotiated within the eurozone. Consistent with our strategy of positioning Gruyère AOP as a market-leading product, we decided not to lower our prices, which obliged the exporting refiners to raise their prices by 10 to 15%. Each price increase has a temporary nega-

tive impact on the volume of sales. But how great is the impact on volume and how much time does the market need to recover? That is the question.

In order to prepare ourselves for a probable drop in sales, we have decided to firstly rigorously respect the production quotas in the first three months of the year so as to control quantities in line with the market. At the end of April, we have 600 tonnes less in the cellars compared to last year.

This proves that our association has the ability to act very quickly. I would like to thank you for your understanding and discipline.

We are currently meticulously analysing our general sales figures, particularly regarding exports. If necessary we will apply additional measures.

Thanks to our affineurs (refiners), very active in the market, and the supplementary measures taken by the Interprofession in the form of marketing and publicity, we will overcome this crisis.

The following sentence can be found in the strategic documents of the Interprofession du Gruyère :

**The best way to protect oneself from negative surprises is to be permanently attentive to surprises.**

This negative surprise, which has been the focus of our attention since

the 15th January, almost made us forget our excellent results last year. 2014 was, in fact, a record year in terms of quantity, quality and profitability, proving that we are on the right path.

I wish to thank all parties of the Interprofession du Gruyère, and congratulate you for this excellent result in 2014. Each crisis is a chance, and that which does not kill us makes us stronger!

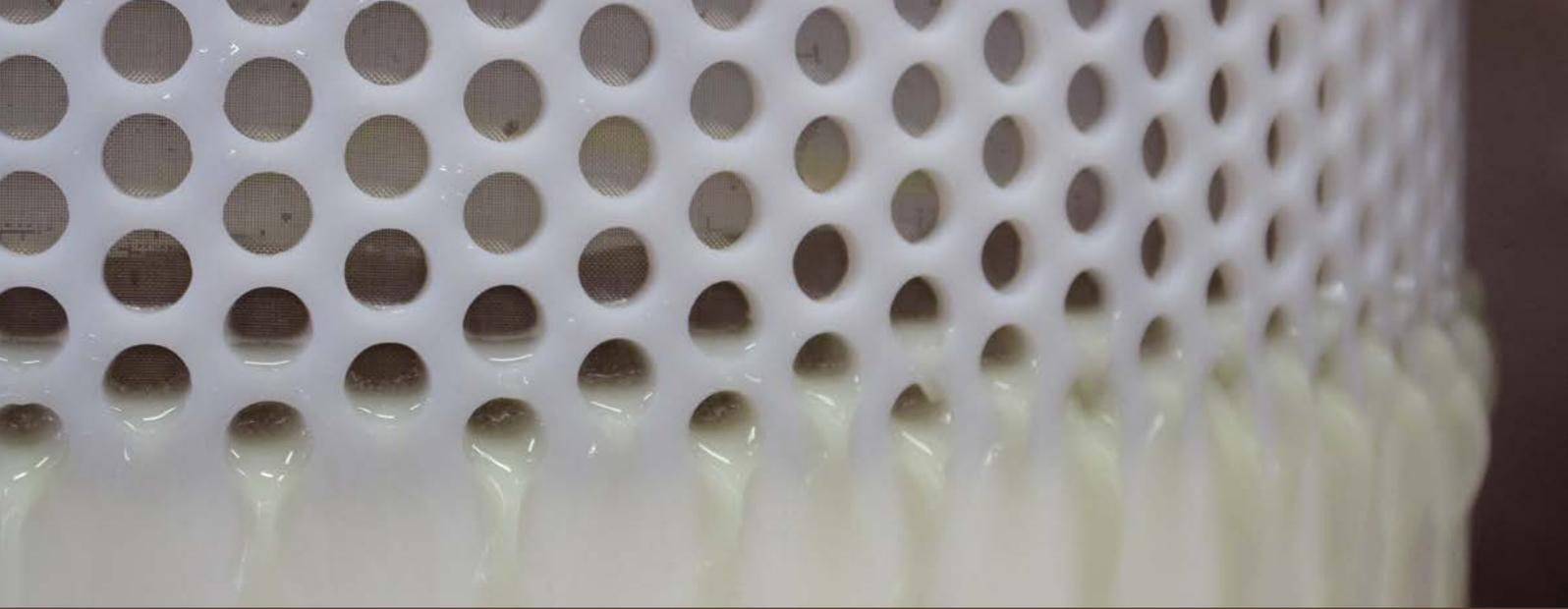
We have everything we need to succeed. Heaven helps those who help themselves.

Let's build on our strengths:

- Gruyère AOP is a unique product
- it has a protected origin
- it has a history dating back to 1115
- a medieval town bears its name
- Gruyères is visited by hundreds of thousands of tourists from the world over and all take home their memories
- Gruyère AOP Switzerland is a valued and credible brand with an extraordinary and unique taste
- Gruyère AOP: **"LE Fromage"**

I wish us all luck.

**Oswald Kessler**  
President of the  
Interprofession



## General situation

Based on the courageous decisions made by the Assembly last autumn, production of Gruyère AOP has continued to make progress towards 30,000 tonnes. Each site increased its production by 1%, and a new dairy was opened at Wengliswil, where the production of Gruyère AOP replaced that of Emmentaler AOP. As a result of this, the canton of Fribourg no longer produces this traditional cheese. Proof of the vitality of the industry can be seen in the renovation and rebuilding of many dairies in 2014, with improvements being made to both equipment and cellars.

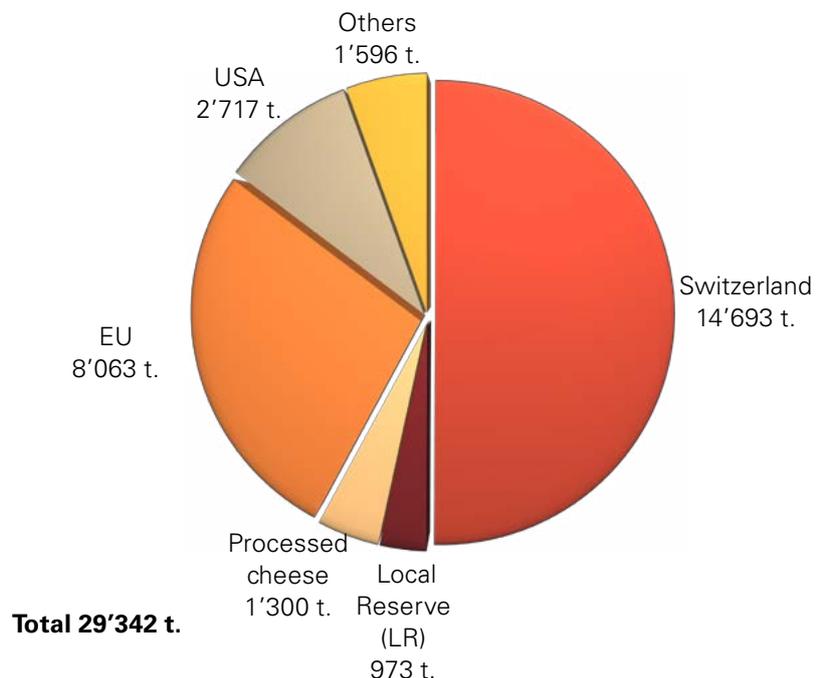
Meanwhile, on the market, retailers have been working to establish Gruyère AOP's overall price increase of Fr. 1.-/kg, necessary to guarantee the economic sustainability of the industry. The appreciation of this noble cheese matches its intrinsic value on the market and the efforts made every day by milk producers, cheesemakers and refiners to guarantee its outstanding quality.

The association has also adopted a new quality control system

which will allow problems to be quickly identified so as to preserve, or even improve, the quality of Gruyère AOP. This target forms the basis for all future evolutions in quantity. Gruyère AOP's quality was recognised by two important events in 2014. The first was the award ceremony in Marin recognising the best qualitative averages

of production from 2009 to 2013, where Mr. Dunand, cheesemaker at Le Crêt, obtained the highest score for his Gruyère AOP along with the Esseiva family of Brenleires for their Gruyère d'Alpage AOP. The second event was the Swiss Cheese Awards, held at Rapperswil-Jona, where the training centre at Grangeneuve,

Repartition of the Gruyère AOP consumption during 2014 (tons)





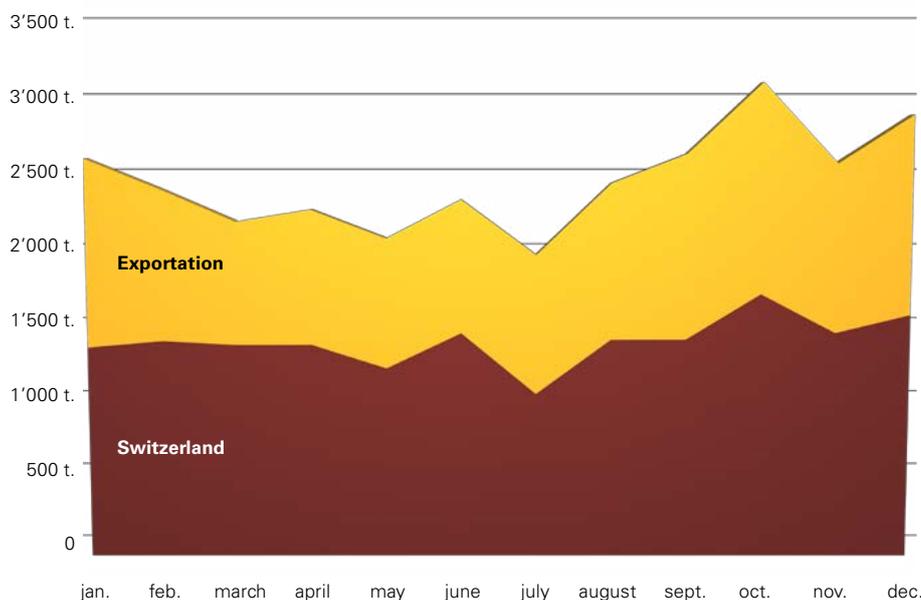
headed by the cheesemaker Mr. Droz, was crowned overall champion for its Gruyère AOP.

All of these achievements have formed a solid base for the continuing promotion of this noble product both in Switzerland and abroad. On a national level, the 'Born in Switzerland in 1115' campaign has continued to be diffused

and has been well-received by the public. Abroad, promotion has been geared to individual positioning in each country but has always been rooted in celebrating the knowledge and tradition behind the cheese. Gruyère AOP is a modern food which can be enjoyed hot or cold and is now winning market shares in approximately 55 different countries.

It is thanks to its unique qualities that Le Gruyère AOP is able to sustain the association whilst relying on its entrepreneurs who act with initiative rather than waiting for federal authorities to act, other than to provide the framework conditions which allow the harmonious development of their activities.

### Monthly sales 2014 (tons)





## Quantity management

**Quantity management of Gruyère AOP is based on decisions made in November 2012. Each of the traditional production sites were definitively granted 1% of total production. Given that their markets are relatively different, production of Gruyère AOP Bio and Gruyère d'Alpage AOP were dealt with separately.**

A new cheese dairy has opened in Wengliswil, in the district of Singine, where the production of Gruyère AOP replaces that of Emmentaler AOP. The canton of Fribourg is now home to only two AOP productions: Vacherin Fribourgeois AOP and Gruyère AOP, both of which are performing very well.

Despite strict management, over-production during the first few months of 2014 has unfortunately had a knock-on effect on stocks over the course of the year, and continues to do so into the start of 2015. This has prompted the governing bodies of the Interprofession to launch a broad enquiry aimed at improving the relationship between potential sales and production volume. In order to achieve this, the refiners carried out an extensive investigation to more precisely understand the fluctuations in sales of Gruyère AOP at different age profiles. Based on these figures, production periods can be redefined. Regardless of the system chosen, it is clear that production will have to be reduced in the first few months of the calendar year.

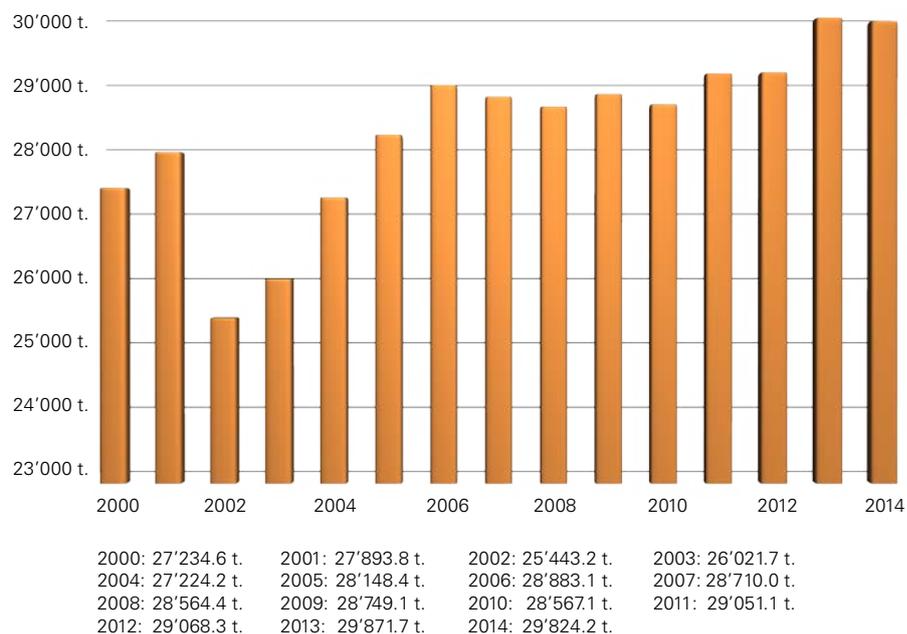
So that best potential sales can be achieved, qualitative restriction measures have been extended. Cheese dairies with a taxation average below 18 points over two years, thereby producing cheese of IB quality, had their quantities reduced by 10% whilst those obtaining between 18 and 18.5 points with 10% or more IB saw their volumes cut by 5%. These annual reductions are temporary and will be lifted once quality has improved.

Production of Gruyère AOP Bio has remained at 100% even though one site ceased production after failing to meet the quality standards for this speciality cheese. Its production was redistributed amongst other dairies.

Regarding production levels for Gruyère d'Alpage AOP, any renewal of quantities is being carefully considered given the uncertain evolution of the market and excessively high stock levels at the start of 2014. This situation was resolved by the end of the year and stock levels were normal as of the 31st December.

The Interprofession is closely managing quantities so as to bring Gruyère AOP to the market at the optimal time. A degree of flexibility is important, however, as Gruyère AOP remains a natural product with a long shelf-life, capable of being stored for several months.

**Total production 2000-2014 (tons)**





## Market situation

**2014 has been all about consolidation for Gruyère AOP. With a record number of exports, global sales have approached 29,400 tonnes. The European market has performed particularly well.**

More than 12,376 tonnes of Gruyère AOP were exported, of which 8,063 tonnes went to neighbouring countries. Spearheading this is the market in Germany, a country which greatly appreciates Swiss cheese. France is struggling a little, although considering the strong competition provided by native cheeses, overall sales are significant. The market is being developed in Northern Europe as well as in former Eastern European countries.

The progression seen over the last few years in the United States has somewhat stalled. Nonetheless, sales and distribution here remain significant assets for the future, with 2,500 tonnes being exported annually.

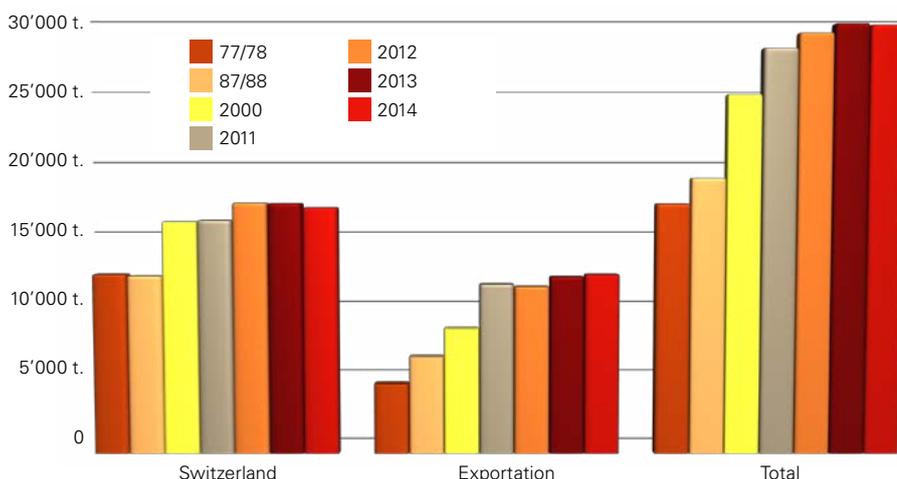
Encouraging figures have also been seen for our noble cheese in regions where its quality is increasingly appreciated. Le Gruyère AOP is now sold in more than 55 countries, a number which continues to motivate marketing efforts. For this reason, recent measures taken in new markets are detailed in the Marketing chapter. If the future and progress of Gruyère AOP resides in export markets, Swiss sales remain the cornerstone of its economic

development. Le Gruyère AOP is the most consumed cheese in the country and it is the task of the Interprofession to defend this position despite the growing pressure placed on the market by importation and the manufacture of other native hard or semi-hard cheeses.

Le Gruyère AOP will always have a place at the consumer's table and the development of products made from Gruyère AOP such as cheese straws, savoury biscuits or cheese tarts should also be considered as future assets. It is essential that marketing pressure and subsequent investment are applied both at home and abroad.

Overall, the gamble taken by the Interprofession at the end of 2013 regarding the revaluation of the price point paid off in 2014. It is hoped that the removal of the cap against the euro, decided by the Swiss National Bank on the 15th January 2015, will not prove too great an obstacle to this positive evolution.

### Comparison of sales





## The AOP file and **the international situation**

**In 2014, Gruyère's Specifications saw their first modification following the change to *Appellation d'origine protégée* (AOP). The change was unchallenged, and all labels have to now be revised within the next two years. The new AOP logo is already being used on a number of products and it is likely that the change will be completed ahead of schedule.**

Changes are also being made in connection to the end of transitional arrangements made in agreement with the European Union over the mutual protection of designations. Gruyère AOP must to be correctly labeled by December 2016 at the latest. Parties involved in sales are evidently leading this and have already developed labelling compatible with the new norms.

Certification of the Specifications is carried out by the OIC (*Organisme Intercantonal de Certification*) and is important as it provides the legal basis upon which Gruyère AOP operates. Yet it remains clear that the legal and international defence of the Gruyère name and its association with the cheese must be actively pursued.

Gruyère AOP and the French Gruyère IGP continue to peacefully coexist. Joint responsibility for the name has allowed the joining of forces to identify any misuse of

the term around the world. Thanks to the warning system in place, it is now possible to act quickly and, importantly, in a coordinated way to ensure that the Gruyère name is exclusively used by the two cheeses.

The battle for the respect of the Gruyère name is being waged around the world. Due to the registered trademark it has been possible to take action in the United States against those falsely using the



name. Procedures are also underway in courts in Central and South America. Asia is also being targeted by cheese trade classification organisations in response to trader's improper use of the Gruyère name. Furthermore, it is clear that Europe also needs to respect this and it is up to the organisations to react in the face of a problem.

The Interprofession relies heavily

on its lawyers and those appointed responsible in the countries where the problem is encountered, helped by federal government, the Department of Agriculture, the Federal Institute of Intellectual Property and the European Union. International organisations like OrigIn and national organisations such as Switzerland Cheese Marketing (SCM) and the Swiss Association for the promotion of the PDO and PGI - are of the utmost importance in this process.

At a national level, the success of the Swissness legislative project is particularly important in advancing the defence of our food heritage. It is hoped that the different detractors of this initiative, often the same as those who initially fought the introduction of the Protected Designation of Origin, will not employ delaying tactics to prevent these new provisions coming into force.

This fundamental work for the defence and positioning of Gruyère AOP on the market is only possible with the unwavering commitment of each player and vendor in the sector.



# The quality of Gruyère AOP

## Taxation and controls

According to the terms in the product specifications, each batch of Gruyère AOP is subjected to a monthly taxation, or control, once it reaches an average age of 4 and a half months.

Beforehand, a first qualitative assessment is carried out by the affineur (refiner) at the take-over or weighing. The second control is carried out by a commission composed of a taxing officer from the IPG and a representative of the cheesemakers. An appeal is always possible; it can be filed against the result and a new inspection is carried out by the Board of Appeal. This Board is composed of two representatives of the affineurs and a cheesemaker. The verdict is final. This set of proceedings guarantees the objectivity needed for the qualitative assessment of Gruyère AOP sold on the market. A third assessment is carried out by the affineur/vendor once the wheels are removed from the cellar.

This important work requires professionalism at all times and a certain rigour which assures the unmistakable quality of Gruyère AOP in the different countries where it is sold.



Overall, the cheese produced in 2013 was of an excellent quality. The proportion of IB fell in comparison to the previous year. It is pleasing to see that the measures put into place at the end of 2012 to upgrade the quality of Gruyère AOP have been fruitful.

96.27 % of batches were classed as IA quality. The proportion of batches obtaining 19 points or more rose to 60.29% from 56.32% in the previous year.

The proportion of IB climbed to 2.63 % and 2nd choice to 0.22 %. It is worth noting that only 59 appeals were made against the taxation and that 24 of these won. These different results allowed 5,265,046 francs of quality premiums to be paid.

Despite the excellent quality demonstrated elsewhere, the level of Gruyère AOP Bio has slightly declined. This led one cheese dairy to stop its Bio production.

The production of Gruyère d'Alpage AOP 2014 is in a very healthy state. This is down to the superior skills of the cheesemakers, especially when faced with difficult climatic conditions, which was particularly the case at the start of the season. 90.67 % of production obtained IA classification while 52.24 % attained 19 points or more.



## Chemical analysis

### Moisture content, fat content, salt

So that the consumer can be sure that the product conforms to the terms set out in the specifications, the Interprofession du Gruyère carries out an analysis of each batch. These results showed that 33 batches had levels outside of those prescribed in the specifications. 22 of these decisions were appealed, of which 17 were won. It should be noted that more than 2100 batches were tested. Overall compliance of the levels detailed in the specifications is tested over an average of 6 months.

### Listeria testing and specific testing

In addition to testing of moisture, fat and salt content, tests for the presence of listeria and hygiene are also carried out. In 2014, all of the samples taken tested negative for listeria and therefore complied with legal requirements.

All specific tests obtained this same result, reassuring consumers in

their choice in buying Gruyère AOP, a completely additive free product.

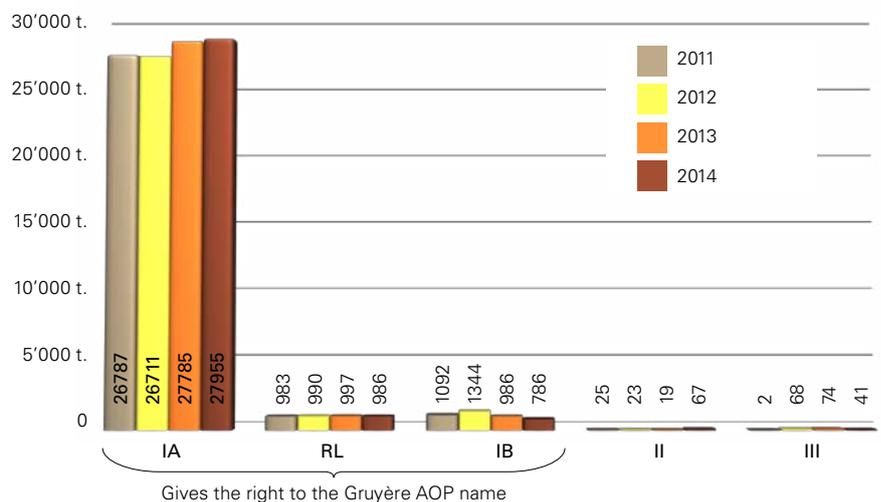
## The Quality Commission

The Quality Commission met on several occasions. It is called to play an important role in delegating its members to intervene in aid of struggling cheese dairies, as outlined in this present report in the chapter on the Interprofession's governing bodies. Quality is the most important criteria in assur-

ing the future of the presence of Gruyère AOP on shop counters. The Quality Commission has also taken a stand on various technical issues.



## Comparison of quality by civil year (tons)





# Distinctions for Le Gruyère AOP at **national and international contests and competitions**

The Interprofession du Gruyère is proud to be able to count numerous prizewinners in the different competitions in which it has taken part in 2014. It would like to congratulate all the members of the association who have helped us achieve these excellent results, made possible thanks to very high quality milk, and an outstanding production and affinage process. The very high quality product which is emerging is the best guarantee for the future of Gruyère AOP.

Such distinctions reinforce the positive image of our hard cheese and act as a reminder that quality goes hand in hand with the respect of tradition, nature, a know-how and a rigour in everyday work. Through these competitions, the work of the entire association is rewarded.

## OLMA Alpine Cheese competition results, 13th October 2014

Laurent Gachet's Gruyère d'Alpage AOP, from the alpine pasture Les Audèches, won **first prize** in the hard cheese category.

Philippe and Samuel Dupasquier's Gruyère d'Alpage AOP, from the alpine pasture Le Lity, was **seventh**. These two cheeses were refined by the Fribourg Alpine Cheese Cooperative.

Mr Charles Boschung's Gruyère d'Alpage AOP, from the Chenau alpine pasture, was awarded a **certificate** in the hard cheese category. This cheese was refined by Fromage Gruyère SA.

## World Cheese Awards, London, 14th-16th Novembre 2014

### Gold:

Mr Alexandre Guex, Châtonnaye dairy, for his Gruyère AOP refined by Cremo Von Mühlennen

Mr Alexandre Schaller, Villarimboud dairy, for his Gruyère AOP refined by Emmi

Mr Adrian Scheiddegger, Niedermuhren dairy, for his Gruyère AOP refined by Cremo Von Mühlennen

Mr Vincent Tyrode, Auberson dairy, for his Gruyère AOP refined by Margot Fromages SA and presented by Walo von Mühlennen

### Silver:

Mr Alexandre Guex, Châtonnaye dairy, for his Gruyère AOP refined by Cremo Von Mühlennen

### Bronze:

Mr Philippe Geinoz, Bemont dairy, for his Gruyère AOP refined by Emmi

Mr Gérald Raboud, Courgenay dairy, for his Gruyère AOP refined by Emmi

Mr Alexandre Schaller, Villarimboud dairy, for his Gruyère AOP refined by Emmi

Mr Adrian Scheiddegger, Niedermuhren dairy, for his Gruyère AOP refined by Cremo Von Mühlennen, 2 bronze medals

## Swiss Cheese Awards results, 23rd - 26th October 2014, Rapperswil Jona

Despite a record number of participants - 817 cheeses in total - it was

a Gruyère AOP which won all categories! The winning cheese was the Gruyère AOP of Mr Jean-Marie Droz, from the Centre de formation des métiers de l'intendance, du lait et de l'agroalimentaire in Grangeneuve, refined by Fromage Gruyère SA.

20% of the cheeses in each category received an award. 39 Gruyère AOP cheeses were presented. The top eight were:

1. Mr Jean-Marie Droz's Gruyère AOP, from the Centre de formation des métiers de l'intendance, du lait et de l'agroalimentaire in Grangeneuve, refined by Fromage Gruyère SA.
2. Mr Walter Haussener's Gruyère AOP, Galmiz dairy, refined by Emmi
3. Mr Claude Kolly's Gruyère AOP, Rossens dairy, refined by Mifroma
4. Mr Pierre Buchillie's Gruyère AOP Bio, Les Moulins dairy, refined by Fromco
5. Mr Philippe Favre's Gruyère AOP, Vaulruz dairy, refined by Fromage Gruyère SA
6. Mr Jean-Philippe Charrière's Gruyère AOP, Ponthaux dairy, refined by Fromco
7. Mr André Delacombaz's Gruyère AOP, Montbovon dairy, refined by Mifroma
8. Mr Pierre-Alain Uldry's Gruyère AOP, Pont-la-Ville dairy, refined by Mifroma.

**In the Gruyère d'Alpage AOP category, the first two of the 12 cheeses presented received an award:**



1. Mr Germain and Beat Piller's Gruyère d'Alpage AOP, from the alpine pasture of Vounetz, refined by the Fribourg Alpine Cheese Cooperative
2. Mr Laurent Gachet's Gruyère d'Alpage AOP, from the alpine pasture Les Audèches, refined by the Fribourg Alpine Cheese Cooperative.

**World Cheese Award 2014 - 18th - 19th March 2014 - Madison, Wisconsin, USA**

**Second runner up in the World Championship:**

Mr Michel Grossrieder, Moléson SA dairy in Orsonnens, for his Gruyère AOP refined by Fromage Gruyère SA

**Best in category:**

Mr Michel Grossrieder, Moléson SA dairy in Orsonnens, for his Gruyère AOP refined by Fromage Gruyère SA

**Second in category:**

Mr Jean-Marie Dunand, Le Crêt dairy, for his Gruyère AOP refined by Fromage Gruyère SA

Mr Christophe Esseiva, from the alpine pasture Brenlaires, for his Gruyère d'Alpage AOP refined by Fromage Gruyère SA

**Third in category:**

Mr Alain Cardinaux, Aeschlenberg dairy, for his Gruyère AOP refined by Fromage Gruyère SA

**International Cheese Awards 2014, 29th July 2014 – Nantwich UK**

**Gold:**

Mr Alexandre Guex, Châttonnaye dairy, for his Gruyère AOP refined by Cremo Von Mühlennen  
 Cremo, Villars-sur-Glâne dairy, for their Gruyère AOP refined by Cremo Von Mühlennen

**Silver:**

Mr Alexandre Guex, Châttonnaye dairy, for his Gruyère AOP refined by Cremo Von Mühlennen  
 Mr Roland Pittet, Bouloz dairy, for his Gruyère AOP refined by Lustenberger + Dürst  
 Mr Pierre Buchillier, Les Moulins dairy, for his Gruyère AOP Bio refined by Emmi

**Bronze:**

Mr Gérald Raboud, Courgenay dairy, for his Gruyère AOP refined by Emmi  
 Mr Pierre Buchillier, Les Moulins dairy, for his Gruyère AOP Bio refined by Emmi

**VHC Very Highly Commended Award:**

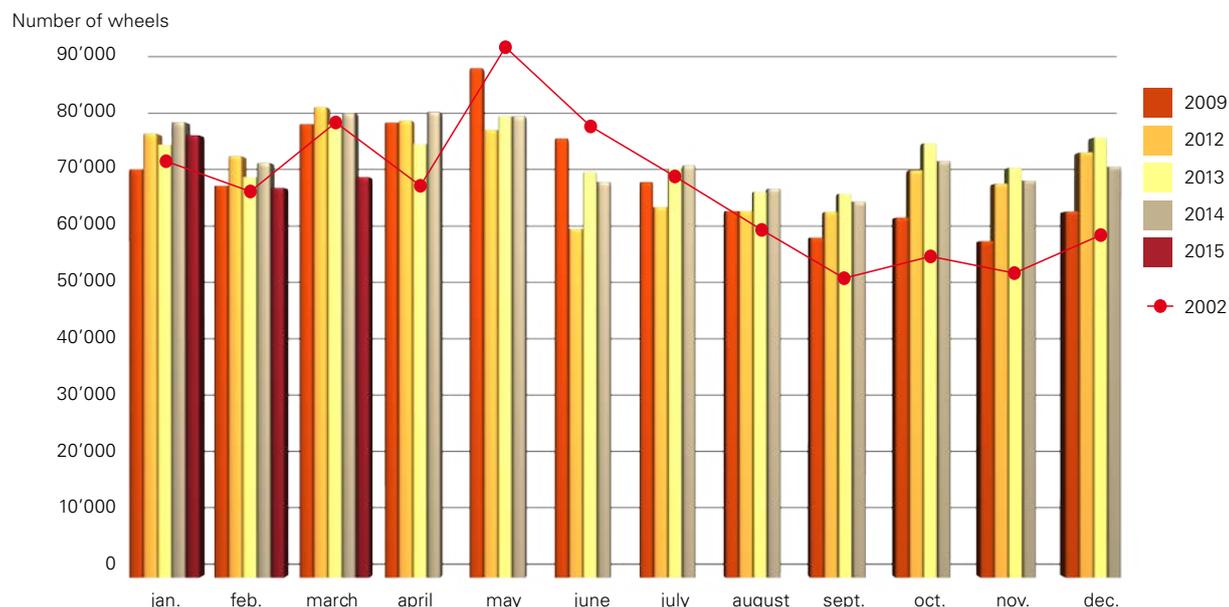
Cremo, Villars-sur-Glâne dairy, for his Gruyère AOP refined by Cremo Von Mühlennen  
 Mr Franz Jungo, Strauss dairy, for his Gruyère AOP refined by Cremo Von Mühlennen  
 Mr Adrian Scheiddegger, Niedermuhren dairy, for his Gruyère AOP refined by Cremo Von Mühlennen

**Trophies:**

Mr Alexandre Guex, Châttonnaye dairy, for his Gruyère AOP refined by Cremo Von Mühlennen  
 Cremo, Villars-sur-Glâne dairy, for their Gruyère AOP refined by Cremo Von Mühlennen



**Comparison of production (casein markings)**





## Medals and diplomas for 40 Gruyère AOP cheese makers and 14 Gruyère d'Alpage AOP cheese makers

### DAIRIES - GOLD MEDALS

| Rank | No.  | Dairy                 | Surname, First name   | Society            | Affineur              |
|------|------|-----------------------|-----------------------|--------------------|-----------------------|
| 1    | 4157 | Le Crêt               | Dunand Jean-Marie     | Le Crêt            | FGSA                  |
| 2    | 4045 | Aeschlenberg          | Cardinaux Alain       | Aeschlenberg       | FGSA                  |
| 3    | 4393 | Corcelles-le-Jorat    | Bovet Didier          | Corcelles-le-Jorat | Mifroma               |
| 4    | 4118 | Pont-la-Ville         | Uldry Pierre-Alain    | Pont-la-Ville      | Mifroma               |
| 5    | 4265 | Courgenay             | Raboud Gérard         | Courgenay          | Fromco SA             |
| 6    | 4149 | Rossens               | Kolly Claude          | Rossens            | Mifroma               |
| 7    | 4216 | Les Chaux             | Menoud Stéphane       | Les Chaux          | Mifroma               |
| 8    | 4333 | Bière + Les Jordans   | Girardin Pierre-André | Bière              | Fromco SA             |
| 9    | 4324 | Châtonnaye            | Guex Alexandre        | Châtonnaye         | Cremono-Von Mühlennen |
| 10   | 4078 | Billens               | Oberson Bernard       | Billens            | Mifroma               |
| 11   | 4102 | Vuisternens-dt-Romont | Equey Gérard          | Vuisternens        | Mifroma               |

### DAIRIES - SILVER MEDALS

| Rank | No.  | Dairy               | Surname, First name | Society             | Affineur              |
|------|------|---------------------|---------------------|---------------------|-----------------------|
| 12   | 4108 | Echarlens           | Pasquier Frédéric   | Echarlens           | Mifroma               |
| 13   | 4203 | Niedermuhren        | Scheidegger Adrian  | Niedermuhren        | Cremono-Von Mühlennen |
| 14   | 4158 | Semsaes             | Piller Emmanuel     | Semsaes             | FGSA                  |
| 15   | 4219 | La Joux-du-Plâne    | Christen Blaise     | La Joux-du-Plâne    | Fromco SA             |
| 16   | 4095 | Ursy                | Tinguely Alexandre  | Ursy                | Mifroma               |
| 17   | 3319 | Tentlingen          | Neuhaus Peter       | Tentlingen          | Cremono-Von Mühlennen |
| 18   | 4155 | Bouloz              | Pittet Roland       | Bouloz              | Lustenberg & Dürst    |
| 19   | 4401 | Combremont-le-Petit | Castella Antoine    | Combremont-le-Petit | FGSA                  |

### DAIRIES - BRONZE MEDALS

| Rank | No.  | Dairy             | Surname, First name                    | Society           | Affineur           |
|------|------|-------------------|--|-------------------|--------------------|
| 20   | 4098 | Villargiroud      | Carrel Jean-Claude                     | Villargiroud      | FGSA               |
| 21   | 4142 | Le Mouret         | Kolly Benoît                           | Le Mouret         | Milka AG, Emmi AG  |
| 22   | 4214 | La Brévine        | Vuille Cédric                          | La Brévine        | Margot fromages SA |
| 23   | 4397 | Peney-le-Jorat    | Pernet René                            | Peney-le-Jorat    | Fromco SA          |
| 24   | 4136 | Grangeneuve       | Institut Agricole de Grangeneuve (IAG) | Grangeneuve       | FGSA               |
| 25   | 4215 | Cerneux-Péquignot | Baudois Olivier                        | Cerneux-Péquignot | Lustenberg & Dürst |
| 26   | 4221 | La Côte-aux-Fées  | Jeanmonod Serge                        | La Côte-aux-Fées  | Margot fromages SA |
| 27   | 4328 | Lugnorre          | Reist Pierre                           | Lugnorre          | Milka AG, Emmi AG  |



## DAIRIES - DIPLOMAS

| Rank | No.           | Dairy                              | Surname, First name | Society                            | Affineur           |
|------|---------------|------------------------------------|---------------------|------------------------------------|--------------------|
| 28   | 4021          | Nods                               | Reist Pierre        | Nods                               | Milka AG, Emmi AG  |
| 29   | 4332          | Ballens                            | Aebischer Etienne   | Ballens                            | Fromco SA          |
| 30   | 4123          | Vaulruz                            | Favre Philippe      | Vaulruz                            | FGSA               |
| 31   | 4120          | Romanens                           | Caille Dominique    | Romanens                           | Mifroma            |
| 32   | 4204          | Strauss                            | Jungo Franz         | Strauss                            | Crema-Von Mühlenen |
| 33   | 4122          | Sâles                              | Déforel Benoît      | Sâles                              | Mifroma            |
| 34   | 4093          | Romont                             | Ecoffey Thierry     | Romont                             | Mifroma            |
| 35   | 4325/<br>4084 | Villarimboud +<br>Villaz-St-Pierre | Dénervaud Philippe  | Villarimboud +<br>Villaz-St-Pierre | Fromco SA          |
| 36   | 4156          | Châtel-St-Denis                    | Dévaud Dominique    | Châtel-St-Denis                    | FGSA               |
| 37   | 4129          | Belfaux                            | Eggertswyler Michel | Belfaux                            | FGSA               |
| 38   | 4217          | Les Ponts-de-Martel                | Germain Didier      | Les Ponts-de-Martel                | Fromco SA          |
| 39   | 4403          | Grandcour                          | Jaggi Jean-Daniel   | Grandcour                          | Fromco SA          |
| 40   | 4213          | Bémont                             | Geinoz Philippe     | Bémont                             | Fromco SA          |

## ALPAGE - GOLD MEDALS

| Rank | No.  | Alp                 | Surname, First name    | Affineur   |
|------|------|---------------------|------------------------|--|
| 1    | 6061 | Brenleires-Crosets  | Esseiva Christophe     | FGSA   |
| 2    | 6049 | Grenerêts-La Carrat | Brodard Yvan et Pierre | Mifroma  |
| 3    | 6055 | Les Audèches        | Gachet Laurent         | Coopérative Fribourgeoise des producteurs de fromages d'Alpage |

## ALPAGE - SILVER MEDALS

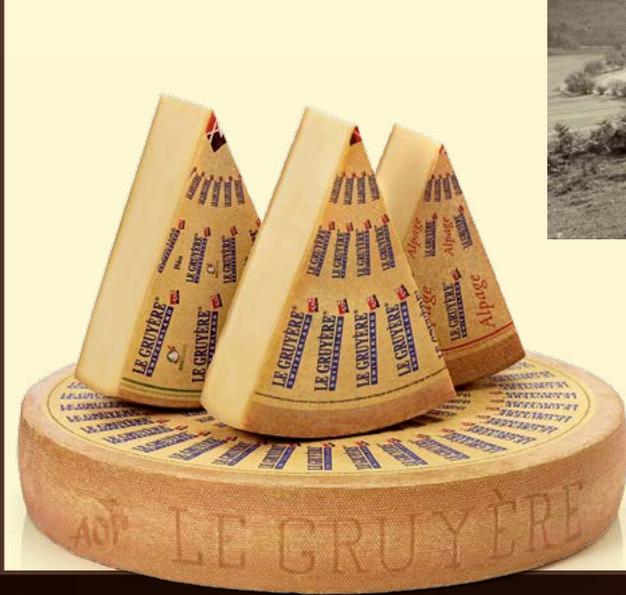
| Rank | No.  | Alp                | Surname, First name            | Affineur   |
|------|------|--------------------|--------------------------------|--|
| 4    | 6046 | Gros-Plané         | Progin Marcel                  | Mifroma  |
| 5    | 6140 | La Moesettaz       | Pittet Jean-Louis, Martial Rod | Société Mgnetat & Cie SA                                       |
| 6    | 6062 | La Théraula d'Avau | Roch Jean-Louis                | Coopérative Fribourgeoise des producteurs de fromages d'Alpage |

## ALPAGE - BRONZE MEDALS

| Rank | No.  | Alp       | Surname, First name | Affineur   |
|------|------|-----------|---------------------|--|
| 7    | 6066 | Tissiniva | Ruffieux Jacques    | Coopérative Fribourgeoise des producteurs de fromages d'Alpage |
| 8    | 6056 | Tsermon   | Murith Jacques      | FGSA   |
| 9    | 6054 | Vounetz   | Piller Béat         | Coopérative Fribourgeoise des producteurs de fromages d'Alpage |

## ALPAGE - DIPLOMAS

| Rank | No.  | Alp              | Surname, First name | Affineur   |
|------|------|------------------|---------------------|--|
| 10   | 6057 | Le Lily          | Dupasquier Philippe | Coopérative Fribourgeoise des producteurs de fromages d'Alpage |
| 11   | 6213 | Twanbergli       | Bühler Daniel       | Milka AG, Emmi AG  |
| 12   | 6060 | Les 2èmes Groins | Remy Nicolas        | Coopérative Fribourgeoise des producteurs de fromages d'Alpage |
| 13   | 6074 | Chenau           | Boschung Charly     | FGSA   |
| 14   | 7508 | Gros Caudon      | Mauron Michel       | FGSA   |



# Born in Switzerland in 1115.

## Marketing

**The Interprofession has been pursuing the task of positioning Gruyère AOP as a brand on national and international markets.**

This strategy requires coordinated action from all branches of the association, from the milk producers and cheesemakers to the affineurs and those involved in sales. This is why a working group was formed to define a guide to marketing best practices which would increase efficiency by defining common guidelines. This document will be submitted to approval from the Assembly of Delegates on the 10th June 2015.

At a national level, promotion and publicity have been linked to the 'Born in Switzerland in 1115' campaign which has been diffused via television, posters and several advertising inserts. This campaign has been well-received and will be continued into 2015. It was used during two large events sponsored by Gruyère AOP: the European Athletics Championships and the Le Gruyère European Curling Championships. The first of these was held in August in Zurich and reinforced the physical and advertising presence of Gruyère AOP. Thanks to the village organised by 'Présence Suisse' on the Sechseläutenplatz, in addition to events and entertainment in the Letzigrund stadium and promotions in local hotels,

Gruyère AOP had a strong presence throughout the championship. This was helped by the excellent performances of a number of Swiss athletes, crowned by the gold medal won by Kariem Hussein. In the same vein was the equally successful European Curling Championships hosted by Champéry at the end of November. Despite being on the home turf of Raclette du Valais AOP, Gruyère AOP made its presence felt.

Other events punctuated the year such as the Giant X Tour, a freestyle ski and snowboard event for apprentices and students, two cycling races - the Tour de Romandie and the Tour de Suisse - Athlétissima and Weltklasse for the big names in athletics along with Mille Gruyère for upcoming hopefuls. For each of these events, Gruyère AOP used two lines of attack: the brand's presence and the cheese. Gruyère AOP also accompanied the ups and downs of Fribourg Gottéron throughout the season.

Outside of sport, Gruyère AOP was also enjoyed by festivalgoers such as those at the Paléo Festival in Nyon, where hot fondues were served.

The widespread notoriety of Gruyère AOP, both regionally and nationwide, does not exempt it from having to continually remind

the population of its excellent taste. To this effect, taste-testings were also organised in major retail outlets, primarily in German-speaking Switzerland.

Such work is completed by active promotions in the large trade fairs around the country and certain more specialist events. Gruyère AOP remains king at the Maison du Gruyère in Pringy and at the Ponts de Martel dairy. These two sites welcomed more than 650,000 visitors in 2014.

Gruyère AOP also collaborates with the *Produits du Terroir* of the different cantons within its production zone. A special program exists in the canton of Vaud where Gruyère AOP joins forces with Etivaz AOP, Vacherin Mont-d'or AOP and the quality wine brand Terravins to educate the different hotels of the region.

In this way, and despite the added pressure of importation, all of these efforts have worked alongside those of each vendor to maintain the quantities brought to market at 2013 levels. As a result, the price increase introduced at the start of 2014 was a resounding success.

Similar results can be seen abroad. Even though at the time of writing the problem of the exchange rate remains a constant threat, the fact remains that in 2014 Gruyère AOP



had a record number of exports, particularly within Europe where some 8,300 tonnes were sold.

This excellent figure is the result of the actions of vendors in partnership with the IPG and targeted promotions in the different countries where Gruyère AOP is sold. Even though it is not possible to be present in all of the 55 countries where this noble cheese has earned its place on the shelves, the Interprofession du Gruyère has succeeded in strengthening its activity in 2014.

In France, an active presence at the forefront of sales has been reinforced by a new advertisement

diffused at the end of the year. Gruyère AOP was also promoted on the SCM stand at the International Agricultural Show in Paris. It was part of the same stand at the Salon International de l'Agroalimentaire in autumn.

In Germany, a country in which this noble product enjoys a marked success, promotion is aimed at positioning Gruyère AOP in the premium segment of the market, be this in sales or in the freshly cut or pre-packaged sectors.

Benelux is a market which is holding its ground thanks to promotion targeted at retailers and large supermarket chains. The image of a

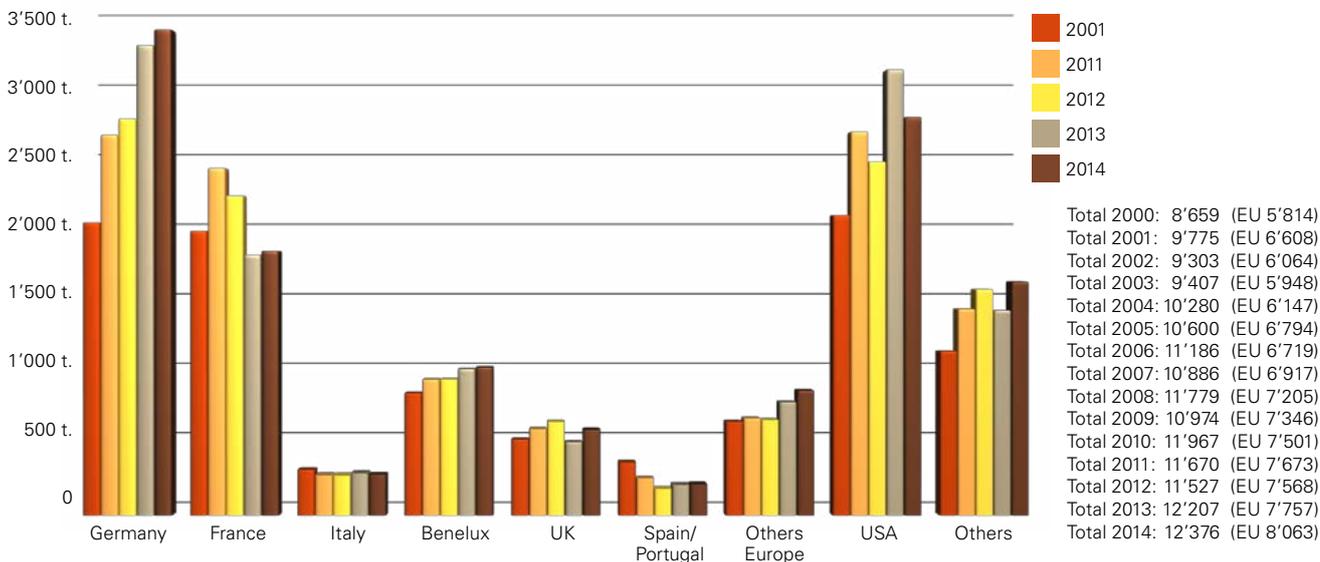
friendly dairyman heads the campaign in these countries.

Important efforts are being made in Italy to try to increase the distribution of Gruyère AOP. Unfortunately, these efforts remain in vain as the tonnages have been stagnating at the same level for many years now.

In a difficult economic situation, the Iberian peninsular holds its ground in sales of Gruyère AOP thanks to promotions primarily targeted towards its two largest cities, Barcelona and Madrid.

The market in Great Britain is also being actively pursued in order to

## Comparison of Gruyère AOP yearly exports (tons)





maintain the high level of distribution of Gruyère AOP there.

Since 2014, a promotion program for new markets has been put into place by the Federal Office for Agriculture. Such complementary initiatives, with a set of very specific conditions, have allowed the Interprofession to work with exporters to reinforce its promotional presence in different countries.

As a result, the program set up in the United States had additional focus on the advertising and teaching of the characteristics of Gruyère AOP to front-line sales professionals. Gruyère AOP was also present at the Fancy Food Show, both in winter

and summer, and had an active role in the Cheesemonger Invitational, a contest to find the best cheesemaker in the United States.

A similar approach was taken in Northern and Eastern Europe and Russia. This vast program reinforces the reputation of Gruyère AOP and increases the brand's visibility with the aim of improving sales.

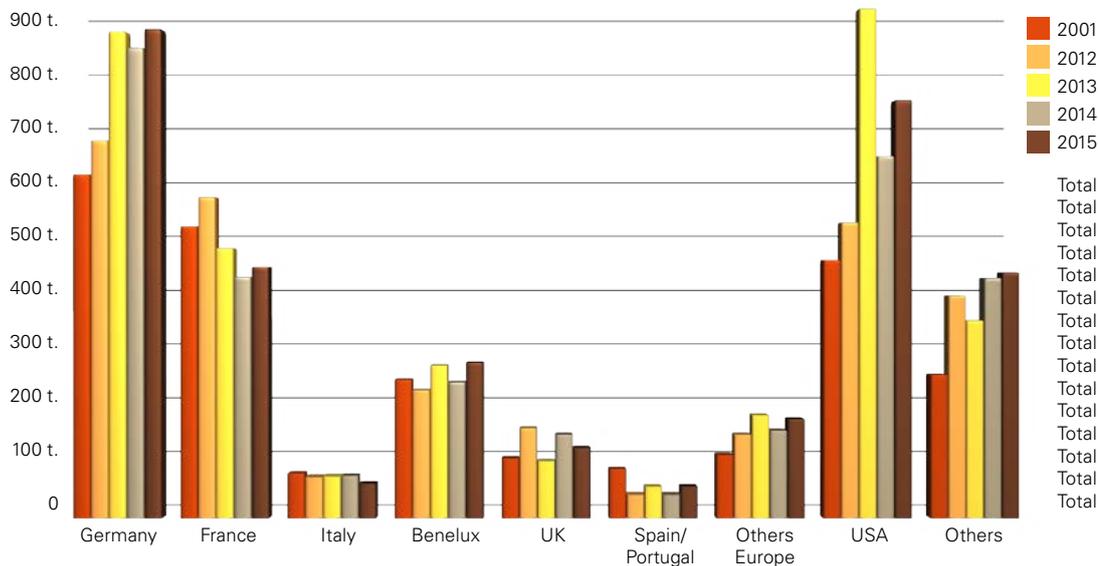
This new project will also make it possible to start advertising in certain Asian countries, although the eating habits of these countries make such work more difficult.

Thanks to Switzerland Cheese Marketing, the efforts of individ-

ual associations to promote AOP and IGP products, and of course the work of the association itself, Gruyère AOP shows great potential for the reinforcement and growth of its position and particularly its sales, around the world.



### Comparison of Gruyère AOP exports from January to March (tons)



|             |       |            |
|-------------|-------|------------|
| Total 2001: | 2'461 | (EU 1'752) |
| Total 2002: | 2'421 | (EU 1'563) |
| Total 2003: | 2'401 | (EU 1'524) |
| Total 2004: | 2'588 | (EU 1'492) |
| Total 2005: | 2'409 | (EU 1'693) |
| Total 2006: | 2'602 | (EU 1'734) |
| Total 2007: | 2'497 | (EU 1'742) |
| Total 2008: | 3'024 | (EU 1'816) |
| Total 2009: | 2'367 | (EU 1'813) |
| Total 2010: | 3'066 | (EU 1'906) |
| Total 2011: | 2'814 | (EU 1'849) |
| Total 2012: | 2'796 | (EU 1'881) |
| Total 2013: | 3'293 | (EU 2'020) |
| Total 2014: | 2'979 | (EU 1'915) |
| Total 2015: | 3'170 | (EU 1'998) |



# Governing bodies within the Interprofession du Gruyère

Led by the dynamic President Mr Oswald Kessler, the Committee met on 11 occasions, in addition to a 2 day seminar held in Chavannes-de-Bogis. Here, the Committee reasserted the guidelines put in place two years ago: the association was to be developed by augmenting quantities whilst maintaining or increasing prices. Furthermore, the association should be developed whilst respecting individual roles at the same time as basing itself on professional

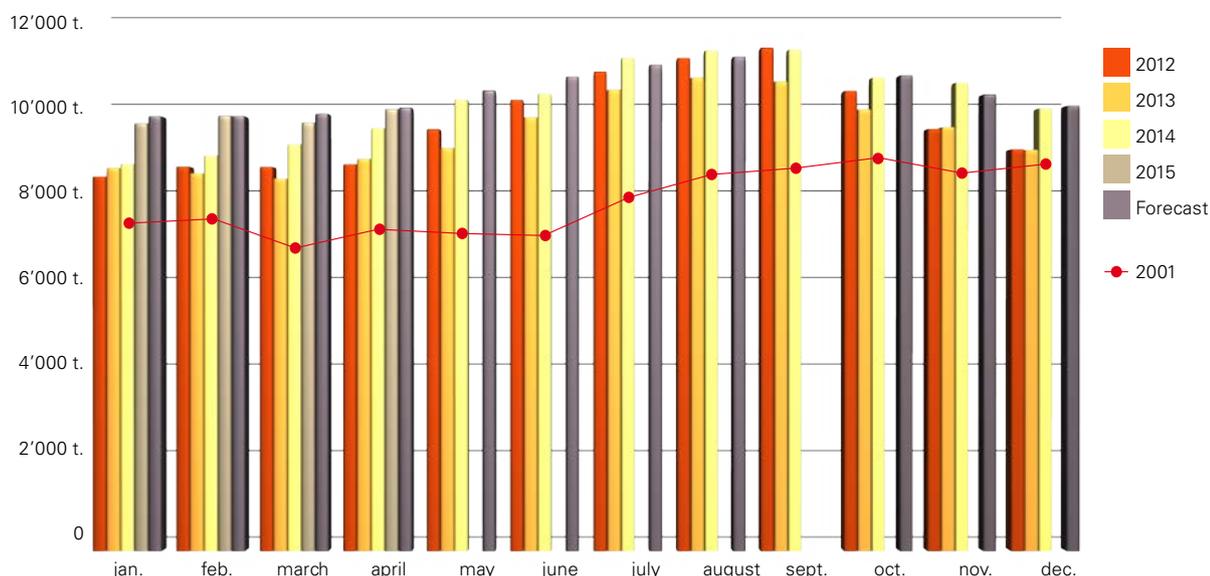
training suited to the product. Future positioning of the product should strengthen its branding.

The Committee dealt with issues related to the price increases decided upon at the end of 2013, from the approval of propositions and requests made by different committees to the implementation of the new quality promotion scheme defined over the course of 2014. Moreover, the Committee analysed how to introduce a new production plan better adapted to market fluctuations. This

plan should be put into effect in 2015. Internationally, Gruyère AOP has continued to defend its brand where the stipulations of a Protected Designation of Origin are hard to apply.

The Committee also looked into several projects concerning the renovation and grouping of dairies, with the aim of pursuing the direction outlined by the good practice guidelines. In terms of its membership, Mr Stefan Fasel resigned at the end of 2014 and was replaced by Mr Pascal Surchat, a long-stand-

Comparison of stock evolution (end of April 2015, tons)





ing representative of the canton of Fribourg's producers.

The Board of Direction met on 3 occasions to coordinate the Committee's activities and define salary and staff policies.

The Assembly of Delegates held 2 sessions, one for accounting and the other for the budget. It also passed the new quality scheme.

The Gruyère d'Alpage AOP Commission held 5 sessions to first and foremost discuss the questions of quantity, price and quality. In light of the problems encountered in the marketing of Gruyère d'Alpage AOP at the end of 2013, the Commission waived price adjustments at the start of 2014. These should have come into effect for the 2015 season. However, the problem of the exchange rate has postponed the implementation of this decision until the 2016 production season. It is important that alpine cheese production remains financially attractive for the farmeers.

So as to preserve the traditional character of this type of production, the Gruyère d'Alpage AOP Commission has started to work on a guide to good practice specific to Gruyère d'Alpage AOP. Wood fires should remain fundamental to alpine cheese-making. This document will

be proposed for adoption at the Assembly of Delegates in 2015.

The Bio Commission, which focuses solely on the production of organic Gruyère AOP, held 2 sessions. They noted that sales of Gruyère AOP Bio have not reflected the boom in organic produce popularity being reported by the Swiss media. This is likely due to the fact that Gruyère AOP is already a natural product, additive-free and contain-



ing neither lactose, nor gluten. In this respect, it is hard for Gruyère AOP Bio to differentiate itself. The 1,100 tonnes currently allocated is actually slightly more than the market can absorb. For this reason, at the end of the year the Bio Commission decided to accept a 5% linear decrease in production.

The Marketing Commission met on 7 occasions, taking into account the seances held by the Marketing Working Group to produce a guide to marketing best practices. It had been recognised that after 15 years of marketing work in the Gruyère AOP association, it was necessary to re-define guidelines on task distribution between those involved, from the producers, the cheesemakers and the refiners to those at the front of sales and others involved in labelling. Based upon this, a document and a list of priorities were created. The chapter titles of the package were approved during the 2014 Assembly and the details will be voted upon separately at the Assembly in 2015. The Marketing Commission handles all other aspects of promotion and publicity. It is worth noting that in 2014, new regions were directly promoted by the Interprofession du Gruyère as part of the new market project. This subject is discussed in more detail in the marketing chapter.

The Planning Commission held 4 seances and examined the issue of quantity management. It also looked into the possibility of better adapting production to the absorption capabilities of the market. The decisions made by the Planning Commission are subject to appeal, provoking the summoning of the Appeal Commission with regards to



this matter. They rejected the two applications that had been made.

The last Commission is that examining quality. Following the different problems encountered in 2012 and 2013, the Interprofession decided that a new system of quality control regarding milk should be put into place in the dairies. This required a large number of meetings which resulted in the creation of a project whose details were voted upon at the Assembly of Delegates in autumn 2014. In addition, it was decided that a delegation of the Quality Commission should be made available to dairies who were struggling to meet quality standards. Overall, the Quality Commission and its different delegations met 11 times in 2014.

Administration continues to be led by Mr Philippe Bardet, Director and Mr Marc Gendre, Vice Director. The marketing team is composed of Mrs Laure Rousseau et Mr Philippe Gremaud. Over the course of the year Mrs Stéphanie Grivel was replaced by Mrs Lucie Monney.

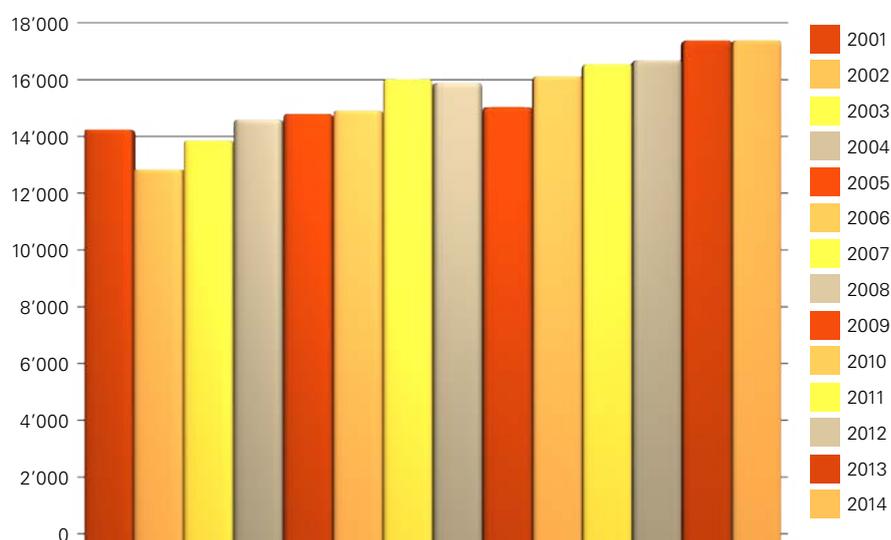
Responsibility for taxation and quality control work is distributed between Mr Thierry Bize, Mr Christophe Magne who, following Mr Charles Künzi's retirement, rejoined the ranks of the Interprofession in March 2014, and Mr Jean-Louis Andrey.

Mr Andrey is working at 60% in preparation for his upcoming retirement. Secretarial work is covered by Mrs Corinne Berbiers-Macheret and Mrs Christine Grandjean, both employed at 80%. Accounting is maintained by Mrs Sandy Uldry and Mrs Magali Vuichard, both working at 50%. Mrs Vuichard is embracing motherhood following the birth of her daughter Augustine.

This motivated team will continue its hard work for the promotion and defence of Gruyère AOP throughout 2015.



### Comparison of Alpage production (casein markings, tons)





## Committee of the Interprofession du Gruyère

|               |  |  |
|---------------|--|--|
| President     | Oswald Kessler*  | Yverdon-les-Bains  |
| Producers     | Romane Botteron<br>Didier Roch*<br>Nicolas Savary<br>Pascal Surchat        | La Sagne<br>Ballens<br>Sâles (Gruyère)<br>Blessens   |
| Cheese makers | Nicolas Schmoutz<br>Jean-Marie Dunand<br>Didier Germain*#<br>René Pernet   | Mézières FR<br>Le Crêt<br>Les Ponts-de-Martel<br>Peney-le-Jorat                                  |
| Affineurs     | Jean-Marc Collomb<br>Gilles Margot<br>Jean-Charles Michaud<br>Gérald Roux* | Fromco SA, Moudon<br>Margot Fromage SA, Yverdon<br>Mifroma SA, Ursy<br>Fromage Gruyère SA, Bulle |
| Guests        | Jean-Pierre Huguenin<br>Olivier Isler<br>Daniel Koller                     | Avocat, Boudry<br>Fromarte, Berne<br>PSL, Berne  |

\* Member of the board of direction

# Vice-president



# Outlook for 2015

**In 2015 the Interprofession du Gruyère will scale up its treatment of the different areas upon which its vision for the future has been developed.**

- **Quantities.** The Interprofession du Gruyère will continue to strictly manage production volumes whilst seeking optimal sales. Market fluctuations linked to the modification of the exchange rate ceiling will influence subsequent decisions. Furthermore, a new management system based upon a lower production rate in the first three months of the year will be proposed for adoption by the Assembly of Delegates with effect from the 1st January 2016.

- **Quality.** The new quality management scheme came into force on the 1st January 2015. The implications of this, both financially and qualitatively in the field, should be carefully considered. This new scheme will contribute to producing Gruyère AOP of an excellent quality from raw milk.

- **Profitability.** With each of the decisions it takes, the Interprofession du Gruyère endeavors to ensure a

fair distribution of capital gains from the sale of Gruyère AOP between the different branches of the association.

- **Value for Gruyère AOP's customers.** Following changes to the exchange rate, promotional activities will be increased to guarantee customers complete product traceability and in doing so safeguard the unique taste of Gruyère AOP. It is also important that, with the adoption of the handbook of best marketing practices, each stakeholder in the association is fully behind the different values of this noble product. Brand positioning of 'Le Gruyère AOP Switzerland' will enhance political and legal efforts to defend it. All promotion will be behind Le Gruyère AOP Switzerland.

- **Training.** Each member in the association will work to encourage basic and ongoing training to assure a future for everyone across the different stages of production of Gruyère AOP.

The Specifications and Handbook of Best Practices are integral to training at all levels.

- **Viability and future of those involved with the Interprofession du Gruyère.** To assure a future for the 6000 jobs connected with the association, it is important that each group stays within their assigned role. Vertical integration is not an option within the framework of the Interprofession and no group should take the place of another.

- **Communication.** Communication is being managed. It is the prerogative of the Management and the Presidency.

The Interprofession du Gruyère will also take care to avoid making decisions which could have long-term negative effects on the association. It will also keep an attentive eye on the political evolution of different agricultural issues and brand protection in Switzerland and at an international level.

It is upon this basis that the association can evolve and respond to future challenges in order to improve Gruyère AOP sales.



## Recapitulation of the distribution of the total production potential for Gruyère AOP per cheese dairy and per canton for 2015

| Canton        | Villages          |            |            | Bio              |            |           | Villages + Bio    |            | Alpages         |            |           | All               |            |            |
|---------------|-------------------|------------|------------|------------------|------------|-----------|-------------------|------------|-----------------|------------|-----------|-------------------|------------|------------|
|               | Quantities (Kg)   | (%)        | Nbre       | Quantities (Kg)  | (%)        | Nbre      | Quantities (Kg)   | (%)        | Quantities (Kg) | (%)        | Nbre      | Quantities (Kg)   | (%)        | Nbre       |
| FR            | 14'844'496        | 52.02      | 85         | 318'834          | 30.33      | 4         | 15'163'330        | 51.25      | 184'110         | 35.48      | 30        | 15'347'440        | 50.98      | 115        |
| VD            | 7'992'701         | 28.01      | 42         | 302'467          | 28.78      | 3*        | 8'295'168         | 28.03      | 313'598         | 60.43      | 20        | 8'608'766         | 28.59      | 63         |
| NE            | 2'836'518         | 9.94       | 16         | 92'626           | 8.81       | 1         | 2'929'144         | 9.90       |                 |            |           | 2'929'144         | 9.73       | 16         |
| JU            | 698'790           | 2.45       | 3          | 137'233          | 13.06      | 1         | 836'023           | 2.83       |                 |            |           | 836'023           | 2.78       | 3          |
| JUBE + al. 1  | 860'303           | 3.01       | 6          | 91'923           | 8.75       | 1         | 952'226           | 3.22       | 21'203          | 4.09       | 3         | 973'429           | 3.23       | 9          |
| BE            | 838'879           | 2.94       | 9          | 107'992          | 10.27      | 1         | 946'871           | 3.20       |                 |            |           | 946'871           | 3.14       | 9          |
| Other cantons | 465'909           | 1.63       | 6          |                  |            |           | 465'909           | 1.57       |                 |            |           | 465'909           | 1.55       | 6          |
| <b>Total</b>  | <b>28'537'596</b> | <b>100</b> | <b>167</b> | <b>1'051'075</b> | <b>100</b> | <b>11</b> | <b>29'588'671</b> | <b>100</b> | <b>518'911</b>  | <b>100</b> | <b>53</b> | <b>30'107'582</b> | <b>100</b> | <b>221</b> |

\* Cheese dairies producing Bio: 10 cheese dairies producing both traditional and bio Gruyère AOP plus 1 dairy producing only bio.



# 2014 Events

## January to March 2014

Rivella Giant XTour by Dakine. This inter-school competition attracts more than 2000 high school and apprenticeship students each winter

## January to March 2014

Raquette Aventure

## 11th - 12th January 2014

Men's Alpine ski races in Adelboden

## 16th - 19th January 2014

Swiss Expo in Lausanne (1)

## 14th February - 23rd February 2014

MUBA, Basel trade fair

## 22nd February - 2nd March 2014

Paris International Agricultural Show. The Cheese and Dairy Products Show was organised from the 22nd - 25th February (2)

## 21st March - 31st March 2014

Lyon International Trade Fair (3)

## 22nd - 23rd March 2014

AOP Market in Bourg-en-Bresse

## 9th - 13th April 2014

Zermatt Unplugged, music event

## April to August 2014

Mille Gruyère, Athletics competition for 10-15 year olds (4)

## 25th April - 4th May 2014

LUGA, central Switzerland trade fair, Lucerne

## 25th April - 4th May 2014

BEA, Bernese spring fair

## 29th April - 4th May 2014

Tour de Romandie (5)

## 29th April - 3rd May 2014

Patrouille des Glaciers

## 14th - 22nd June 2014

Tour de Suisse (6)

## 19th - 22nd June 2014

Team Athletics Championships, Brunswick (Germany) (7)

## 29th June - 1st July 2014

Fancy Food Show in New York, USA (8)

## 3rd July 2014

Athlétissima, Lausanne (9)

## 22nd - 27th July 2014

Paléo Festival, Nyon

## 8th - 10th August 2014

Swiss Food Festival, Zermatt

## 12th - 17th August 2014

European Athletics Championships in Zürich (10)

## 17th August 2014

Fun Run, Mille Gruyère children's athletics final in Zürich (11)

## 28th August 2014

Weltklasse, Zürich

## 9th - 19th October 2014

OLMA, St.Gallen (12)

## 19th - 23rd October 2014

SIAL, Salon International de l'Agroalimentaire in Paris

## 23rd - 26th October 2014

Swiss Cheese Awards in Rapperswil-Jona

## 29th October - 2nd November 2014

Salon des Goûts et Terroirs in Bulle (13)

## 12th November 2014

IPG Awards Ceremony (14)

## 14th - 16th November 2014

World Cheese Awards in Birmingham (GB)

## 14th - 16th November 2014

Slow Food Market in Zürich

## 22nd - 29th November 2014

Le Gruyère European Curling Championship in Champéry, Switzerland (15)

## 6th - 8th December 2014

Salon des Saveurs et Artisans in Martigny

## 14th December 2014

European Cross Country Championships, Samokov, Bulgaria

## Winter 2014 - 2015

Fribourg Gottéron. Throughout the winter season, the HC Fribourg-Gottéron have been wearing the colours of Gruyère AOP on their jerseys and off the ice

## October 2014 to March 2015

Fondue evenings on the Lake of the Four Cantons

## Year-round

Poster campaign on all the electric buses in Zermatt

Swiss cheese on all SWISS International Airlines economy flights

(X) = Pictures on next page

