

LE GRUYÈRE®
SWITZERLAND



presents the quarterly journal
of the Interprofession du Gruyère
Special edition

l'oiseau



Annual report **2016**
of the Interprofession du Gruyère



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CONTENTS

03	MESSAGE FROM THE PRESIDENT
04	GENERAL SITUATION
06	QUANTITY MANAGEMENT
07	MARKET SITUATION
08	THE AOP FILE AND THE INTERNATIONAL SITUATION
09	THE QUALITY OF GRUYÈRE AOP
11	NATIONAL AND INTERNATIONAL HONOURS FOR LE GRUYÈRE AOP
14	MARKETING
18	OUR WORLDWIDE ADVERTISEMENTS
20	2016 EVENTS
22	GOVERNING BODIES WITHIN THE INTERPROFESSION DU GRUYÈRE
25	COMMITTEE OF THE INTERPROFESSION DU GRUYÈRE
26	OUTLOOK FOR 2017

GRAPHICS

04	REPARTITION OF THE GRUYÈRE AOP CONSUMPTION DURING 2016
05	MONTHLY SALES 2016
06	TOTAL PRODUCTION 2000-2016
07	COMPARISON OF SALES
10	COMPARISON OF QUALITY BY CIVIL YEAR
14	COMPARISON OF PRODUCTION (CASEIN MARKINGS)
15	SALES 2015-2016 (TONS)
16	COMPARISON OF GRUYÈRE AOP YEARLY EXPORTS
17	COMPARISON OF GRUYÈRE AOP EXPORTS FROM JANUARY TO MARCH
22	COMPARISON OF STOCK EVOLUTION (END OF MARCH 2017)
24	COMPARISON OF ALPAGE PRODUCTION (CASEIN MARKINGS)
26	RECAPITULATION OF THE DISTRIBUTION OF THE TOTAL PRODUCTION POTENTIAL FOR GRUYÈRE AOP PER CHEESE DAIRY AND PER CANTON FOR 2017

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Message from the President

Twentieth anniversary of the Interprofession du Gruyère AOP

It's always good to know where we come from and where we are so that we can plan for the future.

If we are being honest, the pioneers and founders of Gruyère had no way of knowing how to ensure a prosperous future. Emotion, passion and a love for the product were their motivation to create something together.

30 years ago, a handful of people had the foresight to see that a change was in sight for the dairy and cheese economy in Switzerland.

1981 The founding of the Confrérie du Gruyère.
Today it boasts 1600 faithful members. At their induction, each member swore, one hand on a Gruyère wheel, to love, honour and defend it worldwide.

1992 The Gruyère charter is signed.
Milk producers, cheesemakers and refiners agree to respect certain production procedures and quality criteria.

1997 The Federal regulations which legislate appellations of origin come into force.

1997 The foundation of the Interprofession du Gruyère.

The founders had the good sense to elect Pierre Dubois as their President. He was neither a milk producer nor a cheesemaker, refiner or entrepreneur, but rather a socialist experienced in the Swiss democratic process. As an ex-Councillor of State for the canton of Neuchâtel, he knew how to move forward while negotiating contradictory opinions, convictions and special interests. With his neutral outsider's vision and his experience, he successfully motivated the members of

the Interprofession to find constructive solutions in a democratic way.

1999 On 1st May, the system of protection and price guarantees offered by the Swiss Confederation collapsed.

2001 Gruyère is granted the AOC certification.

2006 The cheese market between Switzerland and Europe is completely opened.

2009 The end of milk quotas in Switzerland.

2011 The mutual recognition of AOC and AOP certification between Switzerland and Europe.

2012 Le Gruyère AOP *Appellation Contrôlée* (controlled) becomes *Appellation Protégée* (Protected Designation of Origin)

2014 The brand 'LE GRUYERE AOP SWITZERLAND' and the name GRUYERE are registered in The United States of America, South Africa, Jamaica, South America and Russia.

It is not only our product that is unique, the Interprofession du Gruyère is too!

The Interprofession du Gruyère is democratically organised.

The highest decision-making body is the Interprofession's Assembly of Delegates.

20 milk producers, 20 cheesemakers and 9 refiners represent:
2200 milk producers
165 dairies
54 alpine pastures
9 refiners 'cheese traders/exporters'

We make decisions together.
No-one person is in charge.



For a decision to be made, it is imperative that a majority of each groupe agrees.

No group may develop to the detriment of the others.

I would like to thank the pioneers amongst milk producers, cheesemakers and refiners who worked closely with the Federal Office for Agriculture and had the clear vision, courage and conviction to create this organisation. You are the foundations upon which our current success has been built.

Our commitments

We will not produce more than the national and international market requires.

We will respect, without compromise, the decisions and regulations of the Interprofession du Gruyère.

Le Gruyère AOP is produced in an artisanal way.

We guarantee Gruyère AOP's quality and complete traceability.

We want to ensure an adequate revenue and the equitable division of added value between milk producers, cheesemakers and refiners.

Our members are independent entrepreneurs.

Le Gruyère AOP Switzerland brand belongs to us!

Long live le Gruyère AOP.

Oswald Kessler
President of the
Interprofession



General situation

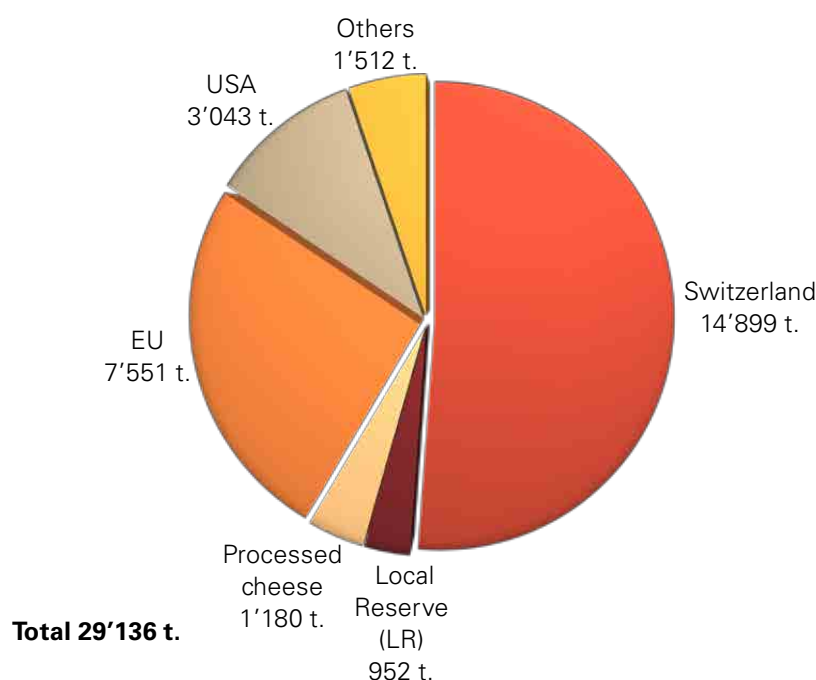
2016 has not exactly been a restful one for the Interprofession. Following the National Bank's unpegging of the Swiss franc against the euro in January 2015, markets deteriorated progressively, putting a strain on Gruyère AOP stocks. 2015 saw a global restriction on production of 3.5% which was lowered to 3% for the first 3 months of 2016 but unfortunately this then became 10% due to the high volumes cellared and above all, an imbalance with regards to the high quantities of older goods being released. At the same time, the Interprofession du Gruyère spent a significant amount of money on supporting sales, either by increasing the rate of promotions nationally or carrying out additional promotional activity on international markets. In addition to funding these exceptional measures, the Interprofession made occasional payouts to the industrial market and covered the costs involved in transforming cheese which could not be given the AOP label. All these different projects had the same central aim: to promote sales of the oldest goods from autumn 2015 until spring 2016.

Nevertheless, these steps should be viewed as exceptional. Good per-

formance by the markets in autumn meant their targets were reached. At the end of 2016, stocks had become more balanced, having a fairly good spread of *affinages*. This meant that a production percentage of 93% could be set for the first 3 months of 2017 with the possibility of increasing this to 98% for the rest of the year. It seems, therefore, that after two highly turbulent years, the prospect of production at 100% is no longer utopian. In addition to the supplementary measures men-

tioned above, the Interprofession du Gruyère has also invested in marketing both nationally and internationally, near and far, such as in the Northern European countries, the United States and even Asia. One of the many high points of these efforts was when the Confrérie du Gruyère travelled to New York in June as part of the Fancy Food Show. This journey permitted the induction of important partners in the American market, a market which represents 10% of Gruyère AOP sales. It was

Repartition of the Gruyère AOP consumption during 2016 (tons)





an indescribable honour to be able to unite our vendors in swearing loyalty to this noble cheese under the flags of both Gruyère and the Confrérie.

Problems regarding the balancing of production with sales of Gruyère AOP have been tackled a great many times by the Interprofession, leading them to commission a study by a person external to the organisation who has a large amount of experience in this area. This analysis focuses on the fundamental concerns of the

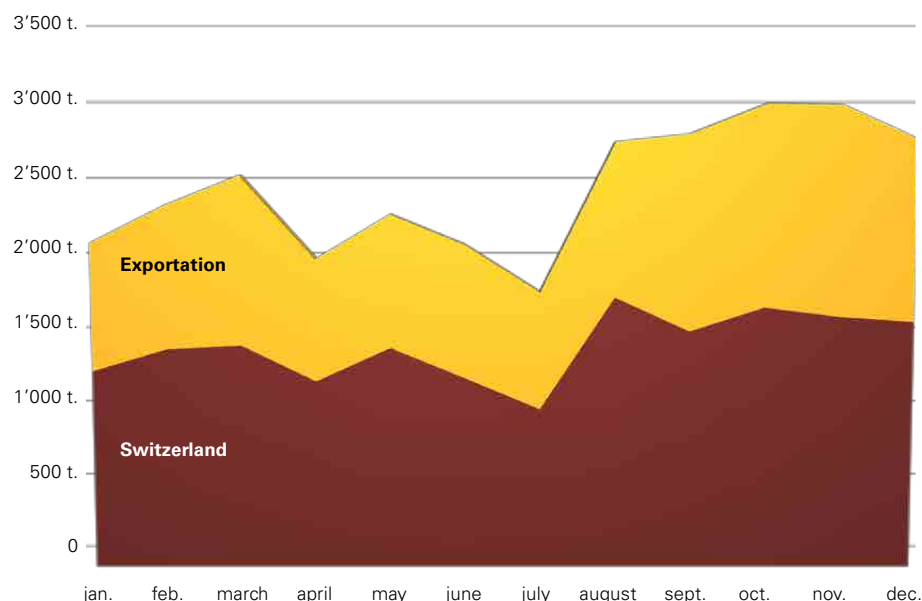
Interprofession du Gruyère: quality, quantities, profitability, value for clients, market share, brand value, and the viability of the IPG. It was completed last autumn and delivered to the Board of Directors. After a first analysis, the report was passed on to the Committee to enable improvements to the good functioning of the Interprofession du Gruyère and the association as a whole. The aim is to guarantee everyone the means to regain some growth and in particular, to ensure the healthy distribution of any added value generated by this

cheese. These different points will be looked at further over 2017 in order they can be acted upon as soon as possible. Some aspects of this will be expanded upon in individual chapters: quality, quantities, marketing and legal aspects.

Despite these ups and downs inherent to an industry which has human beings at its centre, it should be noticed that investments in several dairies have continued, and renovations or new constructions celebrated. These events show how much faith in this noble product exists. This encourages all those involved to continue their hard work to make Gruyère AOP known on different markets and bring pleasure to consumers. In this spirit, the victory of the Amburnex Gruyère d'Alpage at the Swiss Cheese Awards is a welcome ray of light in a particularly turbulent year.

Gruyère d'Alpage AOP will be in the spotlight again in 2017 as the production of Moesettaz has been selected as the Vaud Council of State's Cheese of Excellence.

Monthly sales 2016 (tons)





Quantity management

In correspondence with the decision taken in 2015, quantity management for Gruyère AOP in dairies has followed the 3/9 system.

In light of this, and taking into account the market and stock situation, the governing bodies of the Interprofession du Gruyère initially opted for production at 97% for the first three months of the year before reducing this to 90% for the 9 remaining months. This decision applied equally to traditional Gruyère AOP and Gruyère AOP Bio. This drastic restriction was necessary to stabilize stocks and in particular to restore a more healthy outlook for the evolution of sales.

Taking into account this situation and the progress being made, the Assembly of Delegates decided to postpone the Ropraz-Vuillens dairy project for a year, that is until January 1 2019, whilst maintaining the opening date of the Riffenmatt dairy for the start of 2018. This dairy will regroup the existing sites of Allmendli and Scheuerguthubel with the Riffenmatt company. As part of the same decision, the sites of Romanel and Mamishaus have been confirmed for 2022.

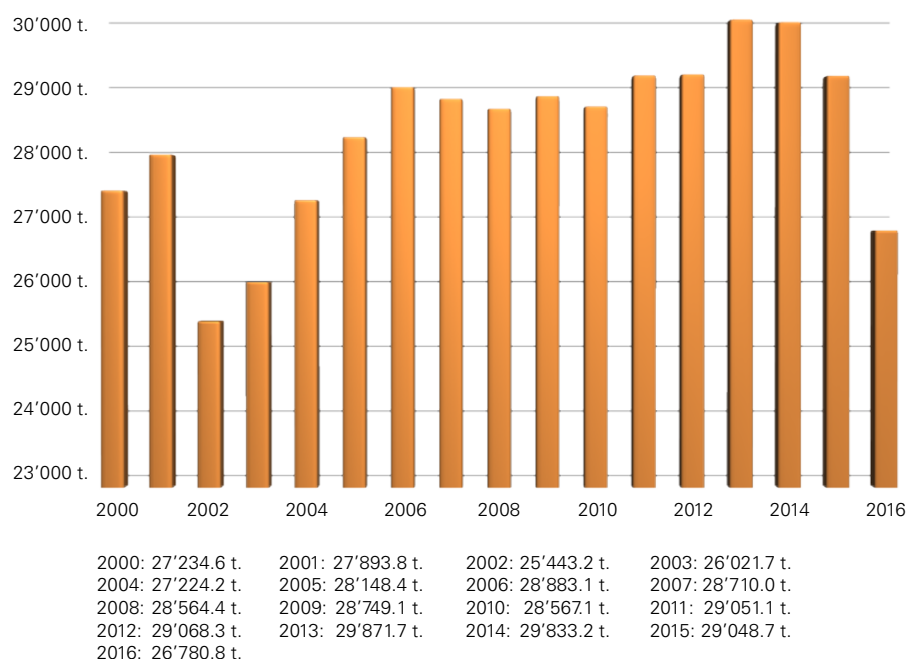
As a reminder, the production sites that have been operational for less than 5 years are subject to qualitative restrictions that are twice as great as older sites.

It is worth noting that with constant improvements in the quality of Gruyère AOP in addition to the system put in place to encourage the 'cheeseability' of the milk in fabrication sites, quantitative reductions

due to quality issues decreased from 157 tons in 2015 to 83 tons in 2016.

Concerning Gruyère d'Alpage AOP, quantities to be produced have stayed at 100% due to good stock levels and encouraging market prospects. This speciality, at the heart of Gruyère AOP's origins, is alive and well and continues to delight the most discerning palates.

Total production 2000-2016 (tons)





Market Situation

If the quantity of Gruyère AOP sold in 2016 was greater than that sold in 2015, it is above all due to the significant financial resources granted by market players and the Interprofession du Gruyère. These efforts have permitted the maintenance, and in some parts of the world, the growth of Gruyère's AOP's market share: no mean feat considering the fiercely competitive climate. Moreover, this has been achieved whilst maintaining the price of milk and cheese as it leaves the dairies at a level which still offers equitable prospects to the entirety of the association.

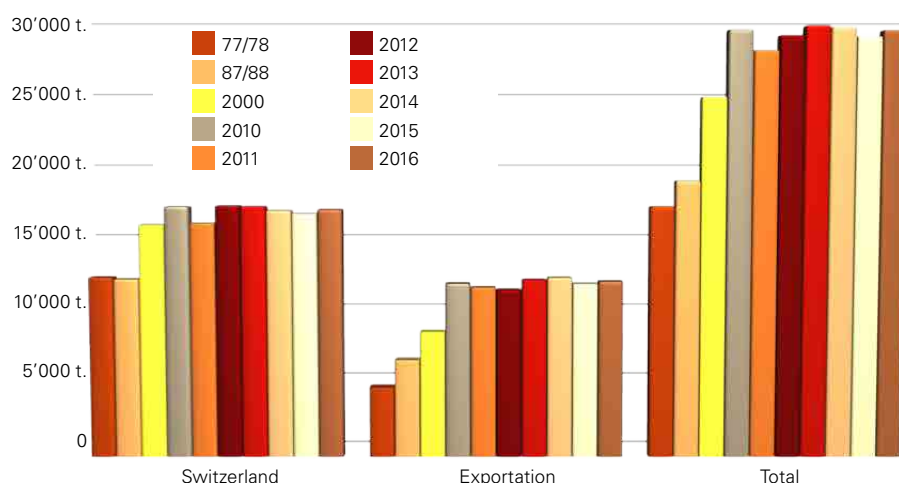
Of the 29,136 tons of cheese which left the cellars, some 12,106 tons were exported: a figure higher than that of 2015. Outside of the European Union, the United States continues to receive more than 3,000 tons. Within Europe, Germany remains ahead with 3,092 tons, 1,517 tons in front of France. Here, Gruyère AOP is still struggling despite good distribution: the exchange rate and in particular the reflex to buy French rather than imported produce mean that quality hard cheeses produced in France are preferred.

Globally, Gruyère AOP is present in 55 countries, with Switzerland still as its main market. In 2016 it retained an appreciable volume of

sales in all user segments despite increasing competition from other regional cheeses in addition to those imported. This situation encourages the Interprofession to maintain their investments at a national level as the development of Gruyère AOP sales can only take place if the national base is solid.

These encouraging figures from 2016 hint at an optimistic outlook for 2017. Yet market success will only be achieved by a coordinated effort across the entire process from quality to effective sales and promotions.

Comparison of sales





The AOP file and **the international situation**

2016 marks the end of transitional measures in the application of Gruyère AOP's Specifications. The agreement with the European Union over the mutual protection of designations and the last changes to the Specifications came fully into force over the course of 2016. This clarifies the legal status of both the "Le Gruyère AOP Switzerland" brand and its labelling.

On the strength of this legal basis, it is essential that everyone on the sales front uses Le Gruyère AOP Switzerland brand precisely in accordance with the provisions of the graphic charter. The Interprofession du Gruyère, mandated by the OIC (*Organisme Intercantonal des Certifications*) checks all of the labels on the market. It should be noted that on a national and European level, these provisions are generally well-respected.

The goal of the Interprofession is also to extend this measure globally. This makes sense given the different marketing efforts being made.

At the same time, the Interprofession du Gruyère is fighting to protect « Gruyère » name around the world. This project is being carried out in collaboration with French Gruyère IGP.

Such work is carried out both in Europe and in other countries of the world. Steps are primarily being taken in Anglo-Saxon countries such as the United States on the basis of the registered trademark. Action have

been taken against injudicious use of Le Gruyère AOP name by several market players. It is reassuring to see that numerous cases have now been resolved. Procedures involving state or legal authorities are also underway in Central and South America. It is also encouraging to note that the notion of protecting a name is advancing in different regions around the globe. Clearly a name as well-known as Gruyère AOP puts it at risk of being exploited to gain better market standing.



To carry out its work, the Interprofession relies on its lawyers and those appointed responsible in the countries where a problem has been encountered. It is helped by Federal authorities such as the Federal Office for Agriculture and the Federal Institute of Intellectual Property, alongside the governing bodies of the European Union, especially France. National and international organisations such as Switzerland Cheese Marketing (SCM) and the Swiss

Association for the promotion of the PDO and PGI are also of the utmost importance in this process. The experience of the association OriGin is also essential for reinforcing the arguments used.

In the context of the positioning and defence of AOP products, the Interprofession was honored to support and participate in the AOP cheese festival which was held in early spring at the Grangeneuve Agricultural Institute (IAG). The event, aimed at both professionals and the general public, was a resounding success and will be repeated in the future. In this way the IAG will become a training centre for Gruyère AOP and other raw milk cheese. This asset is further reinforced by the presence of agronomic and dairy research in nearby Posieux.

2017 is the year that the Swissness legislative project comes into full force. This relates to Protected Designations of Origin and should again reinforce correct name usage. This will clarify things for consumers and in doing so reinforce Le Gruyère AOP Switzerland brand on a national level.

All of these measures are of fundamental importance for the defence and positioning of Gruyère AOP on the market and require the unwavering commitment of each member of the association and retailer of this noble product.



The quality of Gruyère AOP

Taxation and controls

In accordance with the terms of the product Specifications, each lot of Gruyère AOP is subject to taxation once it reaches an average age of 4 and a half months.

Due to the watertight product traceability afforded by casein marks, each cheese wheel can be precisely controlled at any given time. A first qualitative assessment is carried out at the 3 month mark when the cheese is removed from the dairy cellars. Taxation itself is carried out by committee composed of a taxation officer from the Interprofession du Gruyère and a co-expert currently working as a cheesemaker. Appeals can be made, after which the cheese is newly examined by the Board of Appeal composed of two representatives of the *affineurs* and a cheesemaker. The verdict is final. This set of proceedings guarantees the objectivity necessary for the qualitative assessment of Gruyère AOP sold on the market. Before leaving the cellars for good, Gruyère AOP wheels face a third as-

essment carried out by the *affineur*/ vendor.

This important work demands professionalism at all times and ensures that only the highest quality Gruyère AOP makes its way onto the consumer's table, be this in Switzerland or abroad.



Overall, the traditional and organic Gruyère AOP produced in 2016 was excellent. The proportion of IB has continued to fall since 2013. Measures put in place over the last few years to ensure the quality of Gruyère AOP have come to fruition.

As a result, 97.36% of batches were classed as IA quality. The proportion of batches obtaining 19 points or more dropped to 59% from 60.45% the previous year. Levels of 2nd choice are very low. It is worth noting that of the 65 appeals made against the taxation, about 50% of these won. These results allowed 5 million francs of quality premiums to be awarded.

Gruyère d'Alpage AOP production also performed very well. Thanks to their knowledge and expertise, the cheesemakers were able to adapt to changing alpine conditions. 91.31% of production obtained IA classification while 57.38% attained 19 points or more.

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Chemical analysis

Moisture content and fat content

Systematic testing of the chemical composition of the cheese is carried out on each batch put on the market. 12 analyses were appealed, of which 6 won. It should be noted that over 2000 batches are tested. Overall compliance with the levels detailed in the Specifications is tested over an average of 6 months. It is of utmost importance that this target be fully met.

Specific testing

The Interprofession analyses the bacteriological and hygienic quality of the cheese. In 2016, all of the samples taken tested negative for pathogens such as listeria. Gruyère AOP therefore fully complies with legal requirements. This is very important to the consumer buying additive-free Gruyère AOP.

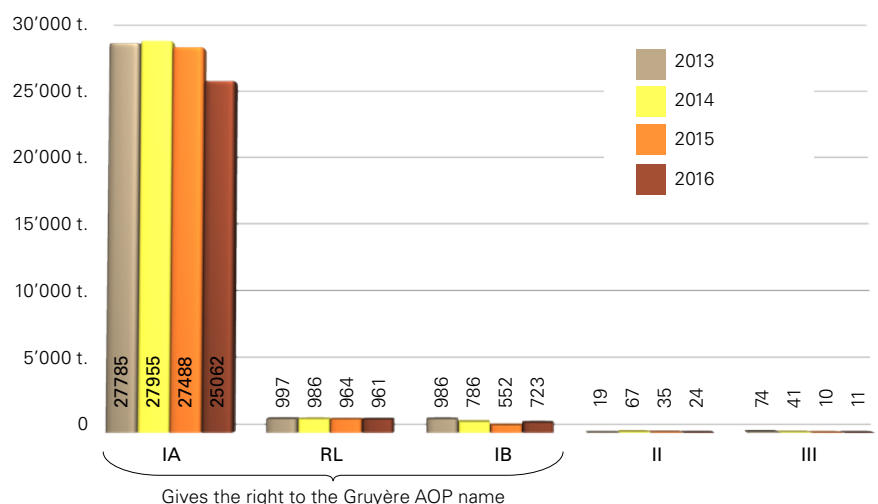
The Quality Commission

As it has been stated in the chapter on the governing bodies within the Interprofession du Gruyère, the Quality Commission, and in particular a delegation of this commission, is called upon to find a suitable solution for members of the association who struggle to meet quality standards. This delegation was called upon one two occasions in 2016.

The goal of this intervention is to give the production facilities concerned a more tranquil economic outlook. This was successfully achieved in the different dairies of the Gruyère AOP association.



Comparison of quality by civil year (tons)





National and international honours for Le Gruyère AOP

The Interprofession du Gruyère is proud to be able to count numerous prizewinners in the different competitions in which it has taken part throughout the year. 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.

Swiss Cheese Awards, Vallée de Joux, 23rd to 25th September 2016

Swiss cheese was honoured at the end of September in the Vallée de Joux at the Swiss Cheese Awards. Mr Jean-Claude Pittet, alongside his cheesemaker Mr Christian Dubois from Alp Les Amburnex was unanimously voted Swiss Champion by jury with his Gruyère d'Alpage AOP, refined by Fromco SA.

The winner of Le Gruyère AOP category was Le Gruyère AOP Bio of Mr Pierre Buchillier and family from Les Moulins, also refined by Fromco SA. This noble product was also very close to winning in the final.

These cheesemakers are the tip of the iceberg of a multitude of excellent Gruyère AOP cheeses identical to the award-winners.

Le Gruyère d'Alpage AOP

- Mr Jean-Claude Pittet, Alp Les Amburnex (Swiss Champion)
Refined by Fromco SA, Moudon
- Mr Nicolas Remy, Alp Les Groins du milieu
Refined by the Fribourg Cooperative of alp cheeses, Charmey

- Mr Samuel Bapst, Alp La Grandsonnaz
Refined by Fromco SA, Moudon

Le Gruyère AOP

- Mr Pierre Buchillier, Les Moulins dairy
Refined by Fromco SA, Moudon
- Mr Didier Germain, Les Martels dairy
Refined by Fromco SA, Moudon
- Mr Martial Bovay, Vaulion dairy
Refined by Fromco SA, Moudon
- Mr Gérald Raboud, Courgenay dairy
Refined by Fromco SA, Moudon
- Mr Benoît Kolly, Le Mouret dairy
Refined by Emmi Schweiz AG, Kirchberg
- Mr Gilbert Golay, Penthéreaz dairy
Refined by Margot Fromages SA, Yverdon
- Mr Thierry Ecoffey, Romont dairy
Refined by Mifroma SA, Ursy
- Mr Alexandre Guex, Châtonnaye dairy
Refined by Cremo Von Mühlenen SA, Fribourg
- Mr Marc Müller, Farvagny dairy
Refined by Mifroma SA, Ursy



- Mr Etienne Aebischer, Montricher gourmet dairy
Refined by Fromco SA, Moudon

OLMA Alpine cheese competition, St. Gallen, 14th October 2016

Le Gruyère d'Alpage AOP of Mr Laurent and Mr Nicolas Brodard, Alp La Guignarde, La Roche, won **second prize** in the hard cheese category.

Le Gruyère d'Alpage AOP of Mr Jacques Ruffieux, Alp Tissiniva, Charmey, won **third prize** in the same category.

These two cheeses were refined by the Fribourg Cooperative of alp cheeses.

World Championship Cheese Contest in Madison, USA, 7th to 9th March 2016

Le Gruyère AOP of Mr Jean-Daniel Jaeggi, Grandcour dairy, refined by Fromco SA in Moudon was awarded a distinction.

World Cheese Awards, Donostia – San Sebastian, Spain, 16th to 18th November 2016

Le Gruyère AOP won a selection of medals at this large international competition.

« Super Gold » Award:

- Mr Franz Jungo, Strauss de St. Ursen dairy, for his Gruyère AOP refined by Cremo Von Mühlenen SA, won 2 Super Gold medals
- Mr Laurent Python, Grandvillard dairy, for his Gruyère AOP refined by Lustenberger & Dürst AG

Gold Award:

- Mr Alexandre Guex, Châtonnaye dairy, for his Gruyère AOP refined by Cremo Von Mühlenen SA, won 2 Gold medals
- Cremo dairy, for their Gruyère AOP refined by Fromage Gruyère SA, won 2 Gold medals
- Mr Adrian Scheiddegger, Niedermuhren dairy, for his Gruyère AOP refined by Cremo Von Mühlenen SA

- Mr Markus Sturny, Lanthen dairy, for his Gruyère AOP refined by Cremo Von Mühlenen SA

Silver Award :

- Mr Philippe Dénervaud, Villaz-St-Pierre dairy, for his Gruyère AOP refined by Emmi Schweiz AG



- Mr Alexandre Guex, Châtonnaye dairy, for his Gruyère AOP refined by Cremo Von Mühlenen SA
- Mr Markus Sturny, Lanthen dairy, for his Gruyère AOP refined by Cremo Von Mühlenen SA



- Cremo dairy, for their Gruyère AOP refined by Fromage Gruyère SA
- Mr Gérald Raboud, Courgenay dairy, for his Gruyère AOP refined by Emmi Schweiz AG

Bronze award:

- Mr Adrian Scheiddegger, Niedermuhren dairy, for his Gruyère AOP refined by Cremo Von Mühlenen SA, won 2 Bronze medals
- Mr Jean-Jacques Clément, Moudon dairy, for his Gruyère AOP refined by Emmi Schweiz AG

Vaud Council of State's Cheese of Excellence

The Interprofession du Gruyère is delighted that the Gruyère d'Alpage AOP of Moesettaz (Le Brassus), produced by Mr Martial Rod and refined by Fromage Gruyère SA in Bulle, has been chosen by the State Council of the canton of Vaud as their Cheese of Excellence of 2017.

The cheese was selected during a blind tasting carried out by the State Council. It will take its place alongside a wine chosen according to similar criteria - a 2015 Autecourt Estate wine from la Côte AOC - at

official State Council events.

The Interprofession is proud that yet again Gruyère AOP, and in particular a Gruyère d'Alpage AOP, has been honoured in this way.



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Marketing

To support sales of Gruyère AOP, the association has been investing both at home and abroad. In Switzerland the campaign built upon the slogan 'Born in Switzerland in 1115.' is ongoing, featuring a new advertising spot and posters showing pieces of Gruyère AOP alongside the phrase 'Also for...'. Feedback for this award-winning poster campaign has been positive. At the same time, Gruyère AOP has been present at various supraregional trade fairs such as Muba, Züscha, LUGA, BEA, Schlaraffia, Slow Food Market, Olma, le Comptoir Suisse, la Foire du Valais, les Automnales and le Salon des Goûts et Terroirs. This activity is carried out in perfect collaboration with the AOP/IGP associa-

tion and Switzerland Cheese Marketing (SCM). The presence of Gruyère AOP at these and other more regional events often attended by our partners, facilitate the discovery, or more accurately the rediscovery of the different types of Gruyère AOP, be this the traditional, organic or alp cheese. Contact with consumers is also increased by a large number of supermarket tastings, particularly in the German-speaking part of Switzerland.

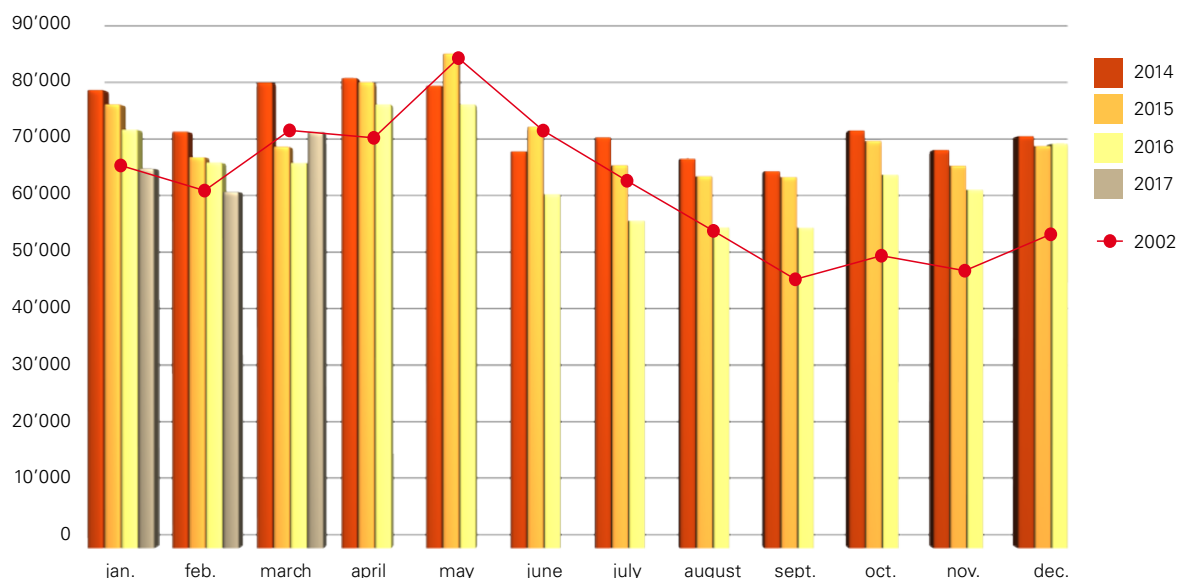
In autumn, each dairy received a promotional kit allowing them, as one of the first ambassadors of the product, to highlight 'Le Gruyère AOP Switzerland' brand.

Aside from general advertising, Gruyère AOP also makes use of

sponsoring to draw attention to the brand. In 2016 Gruyère AOP accompanied the champion cyclists of the Tour de Romandie and the Tour de Suisse for the last time. After more than 10 years on the country's roads it was decided that it was time to turn to other sports in the search for new customers. Gruyère AOP is present at the different stages of the cross country skiing World Cup and this noble cheese also accompanies skiers in the Patrouille des Glaciers. In addition, it can be found at athletics events such as Athletissima in Lausanne, Weltklasse in Zurich and Mille Gruyère. The final of Mille Gruyère in Fribourg was attended by the ex-long distance runner and Federal Councillor Mr Alain Berset alongside Miss Switzerland, Mrs Lauriane Sallin. The highlight of 2016 was the European Championships in Amsterdam

Comparison of production (casein markings)

Number of wheels





where Gruyère AOP went to conquer Holland and Benelux and to accompany the Swiss medal winners at the start of July.

At the end of the summer, Gruyère AOP shared a stand with Vacherin Fribourgeois AOP around the arena for the 2016 Swiss wrestling festival in Estavayer. The Gruyère European Curling Championship held in Glasgow provided another opportunity to show off Gruyère AOP and support it on the British market. Sponsoring is an excellent way to boost brand visibility by increasing its presence on national and international soil.

The Interprofession du Gruyère has doubled its efforts this year to not lose market share abroad, and in doing so help the different vendors to optimize sales in what has

been a difficult period. In Germany, in addition to the usual promotional activity, a large scale merchandising program was launched in the south of the country. With similar goals, a new 'tranchette' (sliced) product has been developed for supermarket distribution.

Merchandising is also being coordinated with other cheeses, such as Emmentaler AOP, Appenzeller or la Tête du Moine AOP. Such activity has the potential to reinforce the distribution and rotation of Gruyère AOP in the future. As 3,000 tons are already being sold countrywide and partnership with the SCM works well, Gruyère AOP should be able to develop its sales volumes further.

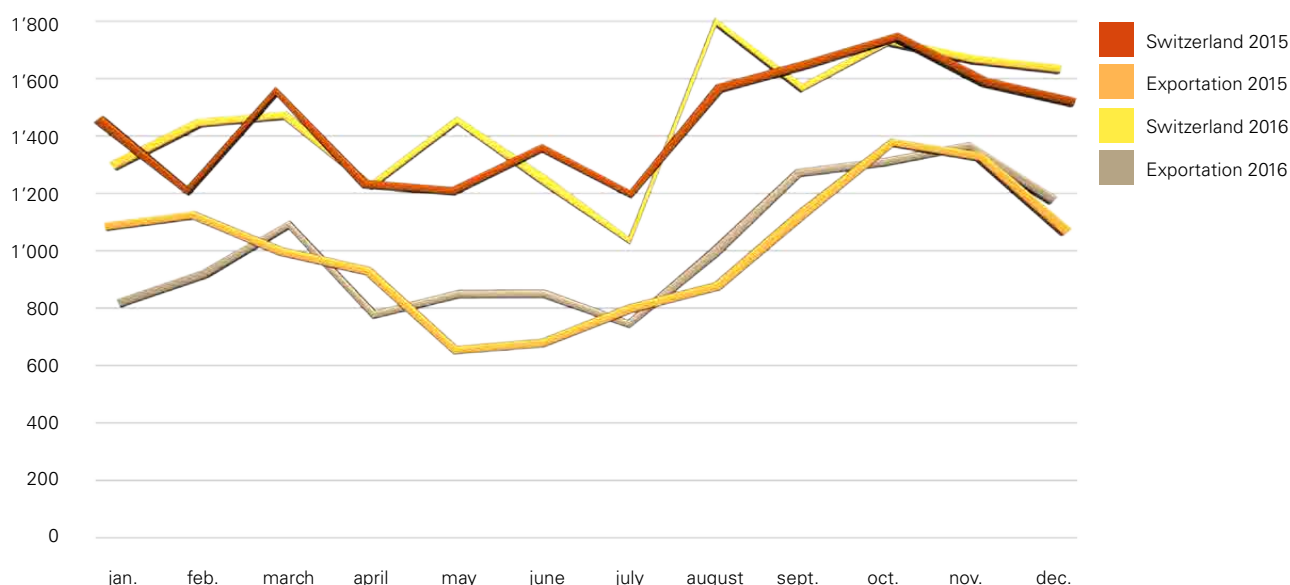
However, the situation is more tricky in France where the 1,500 tons sold today represent a low compared to

the 2,200 tons of several years ago. SCM are working with us to reconquer this market where competition from French cheese under a quality label is fierce. A merchandising program has also been put into place here to encourage sales. The conspicuous presence of Gruyère AOP at the Paris International Agricultural Show at the start of the year and at SIAL in the autumn is worth noting.

Gruyère AOP in Benelux has had an excellent year, with the highpoint of 2016 being its presence at the European Athletics Championship in July. Thanks to effective collaboration with the SCM association, sponsoring and marketing efforts were particularly harmonious.

Italy and Spain have seen lukewarm sales despite marketing targeting the large cities. Increasing sales vol-

Sales 2015-2016 (tons)





umes is always hard in these latin regions although they do appreciate cheese and particularly Gruyère AOP.

Volumes were increased in Great Britain despite the pound's difficulties. Marketing activities in the field are bearing fruit. Gruyère AOP was awarded distinctions in many of the shows it participated in and this showcased its quality and excellent presence on the sales front. Gruyère AOP also took part in the Gruyère European Curling Championship in Glasgow.

Since the 'New Markets' programme was set up by the Swiss Confederation, and thanks to technical coordination from the SCM, the Interprofession du Gruyère has been able to extend its activity over several countries. The programme is man-

aged in collaboration with different sales agents. One area of focus is on the 'Northern countries' which hold a certain potential due to the purchasing power of their populations and their fondness for typical products. These activities are reinforced by the new sponsoring strategy supporting cross-country skiing. Stages in Sweden, Norway and Finland serve to introduce the brand and the cheese itself to this market. Tastings and other front-line sales promotions are being put in place.

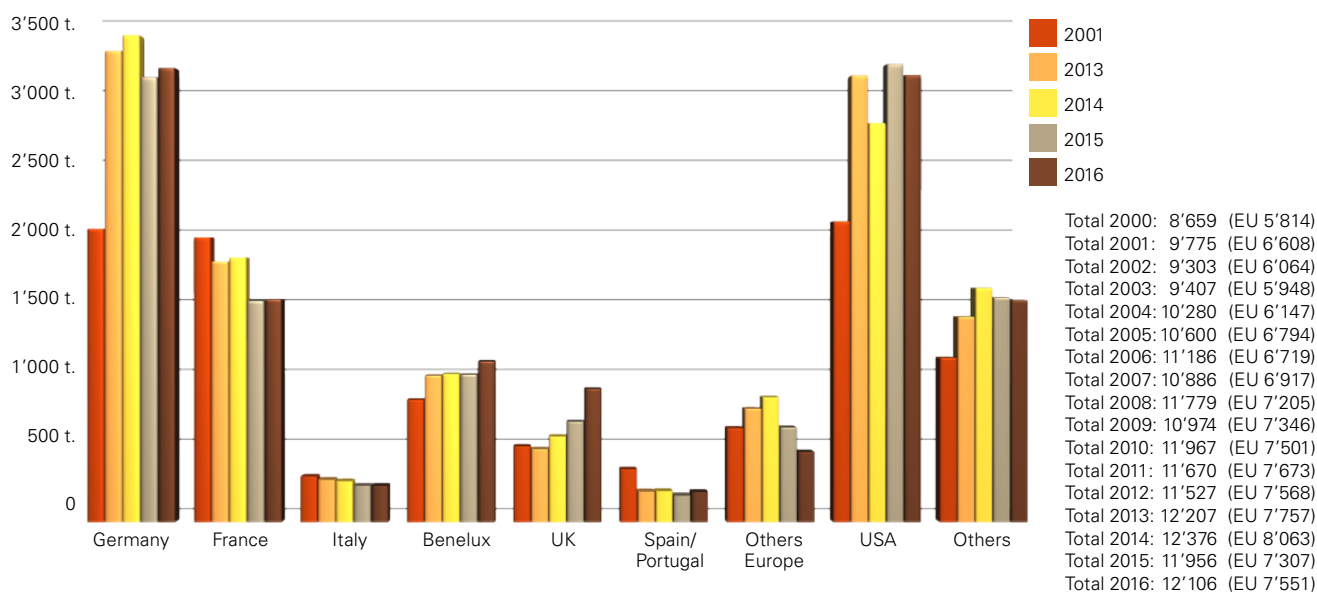
Several projects of a similar spirit are being run in Asia, the southern hemisphere and Eastern Europe. For the latter, and in particular Russia, evolution is less straightforward due to the economic and sometimes logistical difficulties that trouble these countries.

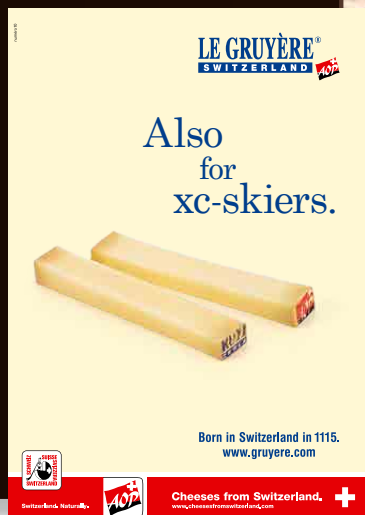
In 2016, a particular focus was put on North America, principally The United States.

Print advertisements have been developed as a bonus to reinforce the origins and Swiss traditions behind Gruyère AOP. In collaboration with Swiss Tourism, the Interprofession du Gruyère carried out preparatory work in spring for the June visit of the Confrérie du Gruyère to New York during the Fancy Food Show. This was an excellent event for supporting the work of the market players who have made the United States our primary export market.

Work is also being carried out in Canada in collaboration with local stakeholders. A significant number of activities were organised during the finals of the Cross Country

Comparison of Gruyère AOP yearly exports (tons)





Skiing World Cup in Canmore and Quebec.

It is worth noting that within this vision of international development, Gruyère AOP does substantive work within the framework of existing collaborations on a local level in Vaud. In doing this it is supported alongside Vacherin Mont d'or AOP, l'Etivaz AOP and the Terravin label by the canton's authorities. Training designed to increase knowledge about the products and how to use them is regularly given to the different hospitality schools based in the canton of Vaud. Similarly, the Interprofession is actively involved in the Maison du Gruyère and also supports it financially. Yet again it saw a record number of visitors in 2016. Furthermore, the President and the Director of the Interprofession

formed part of the jury during the architecture competition for the new Maison du Gruyère in 2020-2025.

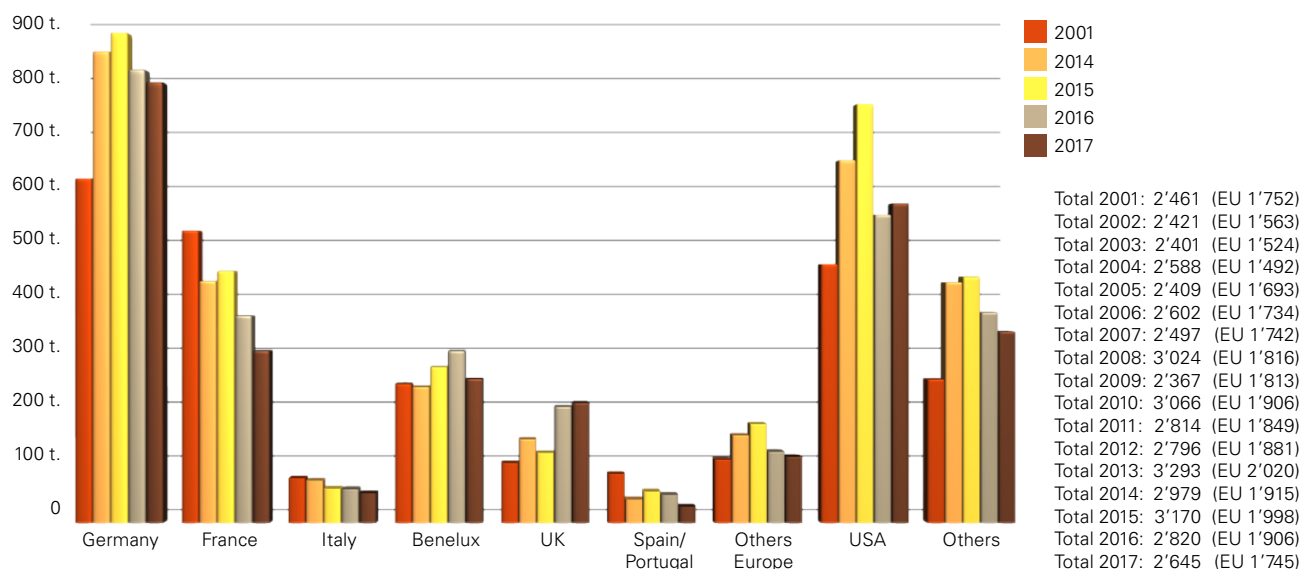
All of these projects can be found on the website www.gruyere.com which is translated into French, German, Italian, Spanish, English, Swedish, Finnish, Japanese and Russian. A particular emphasis is on different recipes that feature Gruyère AOP as a key ingredient.

Gruyère AOP also has a presence on Instagram, Facebook and Pinterest. The degree to which social media is used varies according to the country concerned.

All of these activities are aimed at accentuating the brand notoriety of Gruyère AOP around the world whilst giving people the chance to

discover a cheese whose taste remains its primary asset. As identified in the expert's report, it is imperative that the marketing structure is now reinforced to maximise performance and that any action taken is better coordinated with retailers. Needless to say, all such measures can only be successful if they are effectively carried out and funds continue to be made available by the Swiss Confederation. If all of these conditions are met, Gruyère AOP will be able to continue its conquest of global markets and defend Swiss consumer's favourite Swiss cheese.

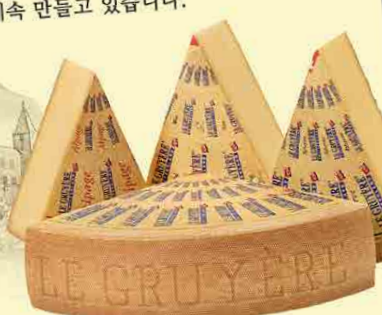
Comparison of Gruyère AOP exports from January to March (tons)



Our worldwide advertisements

LE GRUYÈRE®
SWITZERLAND
www.gruyere.com

스위스에서 탄생한 그 무엇과도
견줄 수 없는 맛, 그뤼예르AOP.
170개의 제조소가 900년 전부터
변함없는 제조법으로 계속 만들고 있습니다.



그뤼예르AOP

이 작품 100년 전통의 1115년에 스위스
알프스 산기슭의 작은 마을 그뤼예르에서
탄생하였습니다. 수많은 그뤼예르AOP 스위스의
이 전통 치즈가 만들어지기 위해서는 정해진
신선하고 알맞은 우유와 치즈 장만에 대한
철저한 제도와 품질관리가 필수불가결합니다.
그뤼예르AOP는 전통 100년 전통으로 우유와
감염에도 사용하지 않습니다. 900년 동안 결코
방법을 바꾸지 않은 확실한 품질. 그리고 여러
계대에 걸쳐 전통을 지켜온 장인의 지식과 열정이
지금에 이르러서도 그 무엇과도 비교할 수 있는
하나뿐인 치즈를 만들어 내고 있습니다.

1. 치즈 만들기
2. 치즈 제조소에서
테스트하는 치즈
3. 24시간 발효되는 그뤼예르AOP
4. 그뤼예르AOP의 숙성기간은
최소 5개월

AOP = PDO (Protected Designation of Origin)

스위스에서 탄생한 치즈
www.cheesesfromswitzerland.com

Switzerland. Naturally. **AOP**



South Korea

LE GRUYÈRE®
SWITZERLAND
www.gruyere.com

Кухня со швейцарским акцентом!
Gruyère AOP - всеми любимый вкус, в чистом виде или в составе коронных блюд.



ТЕГУЙРИТЕ ВАШИ БЛЮДА #SayGruyere и мы увидим их!

Gruyère AOP
Рожденный в Швейцарии в 1115 году.
#GruyereAOP

Секрет привлекательности сыра Gruyère AOP скрывается в его исключительном вкусе. Благодаря своему уникальному цветочному аромату, а также Gruyère AOP Classic или более интенсивному, как у Gruyère AOP Reserve, ароматическому букету, этот сыр всегда нравится, наслаждается и является основой кулинарии.

Сыр Gruyère AOP изготавливают традиционным способом на пастбищных альпских ливадах, что придает его нежным и насыщенным вкусом. Для многих это является любимым и популярным сыром, который используется на семейных собраниях по рецепту, передаваемому из поколения в поколение.

Вкусные рецепты и многое другое вы найдете на нашем сайте: www.gruyere.com

Абсолютно натуральный продукт, только из Швейцарии. Не содержит глютен и лактозу.
www.gruyere.com

AOP = Swiss Protected Designation of Origin (AOP = Schweizer Ursprungsschutz)

Сыры из Швейцарии.
www.cheesesfromswitzerland.com

Switzerland. Naturally. **AOP**



Russia

LE GRUYÈRE®
SWITZERLAND
www.gruyere.com

Traditional. Artisanal. Exceptional!
Le Gruyère AOP Switzerland - a 900-year tradition of artisanal cheesemaking.



The makers of Gruyère AOP have been producing "artisanal" cheese since long before your customers were looking for it. For over 900 years, Gruyère AOP has been made by hand, in small batches, using the same recipe, along with the experience and know-how of skilled cheesemakers. This is followed by aging and ripening of the cheese by equally skilled affinaires, utilizing centuries-old technique and knowledge.

Le Gruyère AOP Switzerland is 100% natural and 100% additive free, with 100% great taste... and of course, naturally free of lactose and gluten, as it has always been.

For more information on our production, history, and some great recipes, please visit us at www.gruyere.com

Gruyère AOP
Born in Switzerland since 1115.



All Natural, only from Switzerland.
Naturally gluten- and Lactose-Free.
www.gruyere.com

AOP = PDO (Protected Designation of Origin)

Switzerland. Naturally. **AOP**

Cheeses from Switzerland. **+**
www.cheesesfromswitzerland.com



Australia

LE GRUYÈRE®
SWITZERLAND
www.gruyere.com



Helt naturlig - fra Schweiz til dig.
Originalt håndværk, fremstillet efter stolte traditioner. Resultatet er en cremet og let krydret ost med frugtagtige toner.

Nyd Le Gruyère AOP helt enkelt som den er eller brug den i madlavningen.

Gruyère AOP
Smagen af Schweiz siden år 1115.
www.gruyere.com/en


AOP = BfB (Beskyttet oprindelsesbetegnelse)

Switzerland. Naturally. **AOP**


Oste fra Schweiz. **+**
www.cheesesfromswitzerland.com



Denmark

LE GRUYÈRE®
SWITZERLAND 

The Original 'Small Batch' Food




It often comes as a surprise to many Gruyère AOP fans that the cheese they love, and that is enjoyed worldwide, is created by our group of small producers—170 in total, many producing 10 or 12 wheels (or less!) in a day. This is a labor of love for our people, who have cared for each wheel that we've produced for more than 900 years. Gruyère AOP may be the world's first 'small batch' food!

Le Gruyère AOP Switzerland is 100% natural and 100% additive free, and 100% cared for, one wheel at a time. And of course, naturally free of lactose and gluten, as it has always been.



For more information on our production, history, and some great recipes, please visit us at [gruyere.com](http://www.gruyere.com)


Gruyère AOP
Born in Switzerland in 1115.



All Natural, only from Switzerland.
Naturally Gluten- and Lactose-Free.
www.gruyere.com

AOP = PDO (Protected Designation of Origin)

 **Switzerland. Naturally.** 

Cheeses from Switzerland. 
www.cheesesfromswitzerland.com



United States of America

LE GRUYÈRE®
SWITZERLAND 



900 år. Ett recept. Det är en tradition du kan lita på.

Gruyère AOP Schweiz. Det 100% naturliga och 100% utsökta valet sedan nio århundraden tillbaka.

Besök gruyere.com för recept, med mera.

 **Switzerland. Naturally.** 

Gruyère AOP
Född i Schweiz år 1115.
www.gruyere.com

Naturligt laktos- och glutenfri
AOP = PDO (Skyddad ursprungsbeteckning)

Ost från Schweiz. 
www.cheesesfromswitzerland.com



Sweden

スイス生まれの他にはない味、
グリュイエールAOP。
170の製造所が900年前から
変わらない製法で作られています。

LE GRUYÈRE®
SWITZERLAND 
www.gruyere.com



グリュイエールAOP

その本物の100%ナチュラルチーズは、西暦1115年にスイスのアルプスの麓の小さな村、グリュイエールで生まれました。名前はグリュイエールAOP。このスイスの本物のチーズになるためには、厳選された新鮮な生乳、そしてチーズ職人による確かな製造・品質管理が不可欠なのです。グリュイエールAOPは、本物の100%ナチュラルで、乳脂やグルタンもブリー、100%乳、塩を加えて作られた純正の品質。そして、毎朝にもわたり伝統を守り続けてきた職人の愛と情熱が、此の小さな一輪のチーズを今なお作り続けています。

※AOP(原産地保護名称)はヨーロッパで認められている、特定の食品に対しては公に品質を証明するマークです。AOPマークは、厳密に定められた、信頼性の高い基準に基づいて生産された食品の保証です。

1. 乳のキャリング
2. チーズ製造所でチーズを作る
3. 熟成、包装、パッケージング
4. グリュイエールAOPの品質保証

 **Switzerland. Naturally.** 

スイス生まれのチーズ 
www.cheesesfromswitzerland.com



Japan

LE GRUYÈRE®
SWITZERLAND 

Share Our Family Recipe

Le Gruyère AOP Switzerland - a centuries-old tradition of artisanal cheesemaking.



For over 900 years, our milk producers, cheese makers and affineurs in Western Switzerland have followed the same strict protocols and procedures. This is the only way that we can ensure that Gruyère AOP carries the quality and flavour that has been known and trusted for generations. For artisans such as ours, this family tradition with your customers.

Le Gruyère AOP Switzerland is 100% natural and 100% additive free, with 100% great taste... and of course, naturally free of lactose and gluten, as it has always been.

For more information on our production, history, and some great recipes, please visit us at gruyere.com

Gruyère AOP
Born in Switzerland in 1115.



All Natural, only from Switzerland.
Naturally Gluten- and Lactose-Free.
www.gruyere.com

AOP = PDO (Protected Designation of Origin)

 **Switzerland. Naturally.** 

Cheeses from Switzerland. 
www.cheesesfromswitzerland.com



United Kingdom



2016 Events

January to March 2016

Giant X tour (1)

14th to 18th January 2016

Swiss Expo, Lausanne

17th to 19th January 2016

Winter Fancy Food Show and Cheesemonger Invitational, San Francisco (2)

27th February to 6th March 2016

Paris International Agricultural Show (SIA) (3)

10th to 13th March 2016

Schlaraffia, Weinfelden

19th and 20th March 2016

AOC, AOP and IGP Market, Bourg-en-Bresse

2nd to 10th April 2016

Men's World Curling Championships, Bâle

5th to 9th April 2016

Zermatt Unplugged

15th to 24th April 2016

Muba, Bâle

19th to 22nd April 2016

Patrouille des glaciers

22nd to 24th April 2016

Swiss AOP cheese days, Grangeneuve

26th April to 1st May 2016

Tour de Romandie

29th April to 8th May 2016

BEA, Berne

29th April to 8th May 2016

LUGA, Lucerne

Between May and September 2016

Regional finals of Mille Gruyère (4)

7th and 8th May 2016

Agricultural Fair, Moudon

25th to 29th May 2016

Tutticanti, Bulle

11th to 19th June 2016

Tour de Suisse (5)

24th June 2016

Induction of American partners into the Confrérie du Gruyère, New York (6)

26th to 28th June 2016

Summer Fancy Food Show and Cheesemonger Invitational, New York

6th to 10th July 2016

European Athletics Championships, Amsterdam (7)

10th July 2016

Slow Up, Gruyère

14th to 17th July 2016

European Athletics Youth Championships, Tbilisi, Georgia

19th to 24th July 2016

Paléo Festival, Nyon

12th to 14th August 2016

Swiss Food Festival, Zermatt (8)

25th August 2016

Athlétissima, Lausanne

26th to 28th August 2016

Swiss Wrestling and Alpine Games festival, Estavayer (9)

30th August to 1st September 2016

Weltklasse, Zürich (10)

10th to 19th September 2016

Comptoir Suisse, Lausanne

23rd to 26th September 2016

Swiss Cheese Awards, La Vallée de Joux

23rd September to 2nd October 2016

Züsapa, Zurich

30th September to 9th October 2016

Foire du Valais, Martigny

13th to 23rd October 2016

OLMA, St. Gallen

16th to 20th October 2016

SIAL, International Food Exhibition, Paris

28th October to 1st November 2016

Salon des Goûts et Terroirs, Bulle

10th to 13th November 2016

Taste of Melbourne, Australia (11)

11th to 20th November 2016

Les Automnales, Geneva

16th to 18th November 2016

World Cheese Awards, Donostia - San Sebastián, Spain

18th to 20th November 2016

Slow Food Market, Zurich

19th to 26th November 2016

Le Gruyère European Curling Championship, Braehead, Scotland (12)

November 2016 to March 2017

Cross country skiing World Cup (13)

11th December 2016

European Cross country (running) Championships, Chia, Italy (14)

Throughout the winter season

Fribourg Gottéron
Fondue evenings on the lake of the Four Cantons

Year-round

Poster campaign on the buses in Zermatt (15)
Cheeses from Switzerland on all SWISS International Airlines economy flights departing from Switzerland





Governing bodies within the Interprofession du Gruyère

Unanimously re-elected by the Assembly of Delegates, Mr Oswald Kessler will retain his position as President of the Interprofession du Gruyère. The Committee met on 11 occasions, in addition to a 2 day seminar held in Balsthal. It was here that the Committee took the time to reaffirm clearly defined guidelines for developing the association. These are based upon the strict management of quantities whilst maintaining prices. For this reason, Le Gruyère AOP

Switzerland brand must be clearly emphasised.

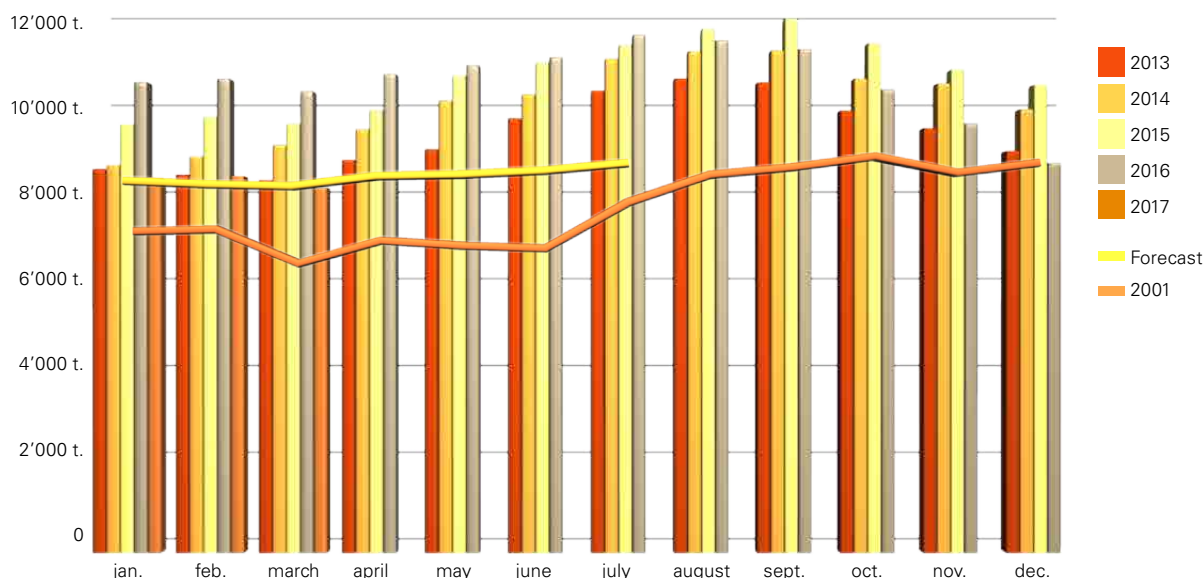
The Committee dealt with current business which had been significantly impacted by the unfavourable exchange rate which had made sales very difficult at the start of the year. The Committee was forced to take some draconian measures in terms of production quantities as only 90% of the volume which had been attributed to each production site was permitted in 2016. Based upon this, the Committee resolved to find more precise indicators

better suited to a more subtle management of production in relation to sales trends.

The Board of Direction met on 7 occasions to coordinate the Committee's activities, define staff salary policies and also to read and study the analytical report carried out in 2016. The conclusions drawn by the Committee from this report can be found in the Outlook for 2017.

The Assembly of Delegates held 2 sessions, one for accounting and the annual report and the other for

Comparison of stock evolution (end of March 2017, tons)





the budget. In 2016, the Assembly of Delegates also re-elected the Committee for a further statutory period. In this context, they warmly thanked Mr Jean-Marie Dunand who left the Committee and was replaced by Mr Adrian Scheidegger of the Niedermuhren dairy.

The Gruyère d'Alpage AOP Commission met on 3 occasions. The aim of this Commission is to examine the issues unique to this speciality within the Gruyère AOP association. Questions concerning price and quantities were tackled and will be resolved in 2017. The Commission were pleased to note that one of their cheeses was a top prize-winner at the Swiss Cheese Awards in the Vallée de Joux last year.

The Bio Commission met 5 times to discuss the quantities and quality of organic production within the Gruyère AOP association. Whilst the quality of organic production is entirely satisfactory, sales trends are not. Of the 1,100 tons allocated,

only about 1,000 tons found takers within this segment of the market. Discussions are being carried out with Bio Suisse to try and find new markets and reposition Gruyère AOP Bio so that it has a more no-

5 occasions. It defined the different marketing directions for 2016 and prospects for 2017 regarding both national and international markets, with a particular focus on development possibilities in new markets.

The Marketing Commission will be required to evolve in relation to the conclusions drawn by the analytical report.

The Planning Commission met 4 times. It looked at issues involving quantity management and dealt with several requests for adaptations relating to the new 3/9 system. 1 decision was appealed, bringing about a convocation of the Appeal Commission concerning quantity management. This appeal was rejected.

The Quality Commission met on 2 occasions. This Commission is concerned with the evolution of the quality of Gruyère AOP. On the whole this is good, although care must be taken to ensure that production techniques allow the cheese to retain the unmistakable flavour which lends it its artisanal character. To this end, a



ticeable presence both within and outside Switzerland.

The Marketing Commission met on



certification working group was set up to ensure that hygiene standards inherent to the cheese-making process are not detrimental to the Gruyère AOP itself and that all the points featured in the Specifications are being taken into account at the time authorization to manufacture is obtained.

The Administration continues to be led by Mr Philippe Bardet, Director, and Mr Marc Gendre, Vice Director. Mr Gendre coordinates the quality team whose work is divided between Mr Thierry Bize, Mr Christophe Magne and Mr Jean-Louis Andrey who work at 60%. Mr Andrey will take a well-earned retirement in 2017. The marketing team is coordinated by the Director and at the start of the year was composed of Mrs Laure Rousseau and Mrs Lucie Monney in addition to Mr Philippe Gremaud. Over the course of the year several changes to the structure were made. Mr Philippe Neyroud was engaged to reinforce the work being carried out in new media and look after a share of the

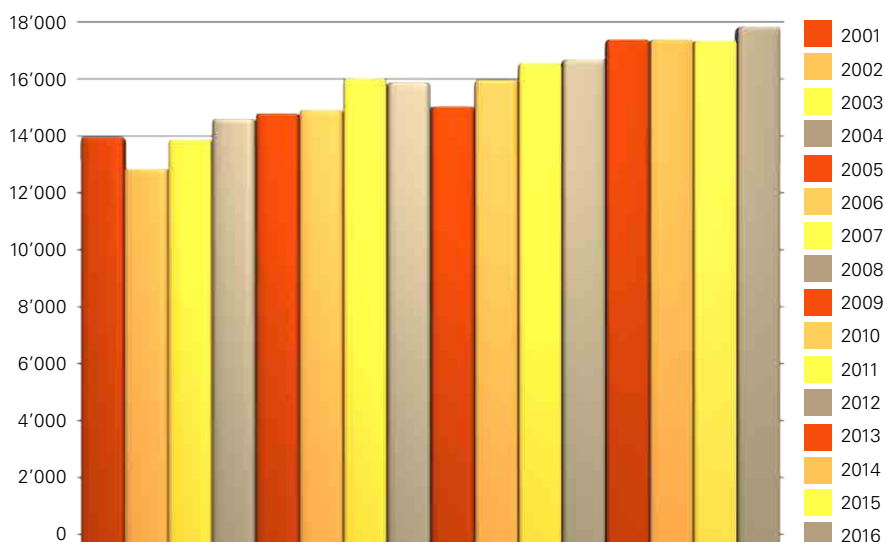
new markets but unfortunately he did not fulfill these obligations. At the end of the year, Mrs Marie L'Homme took over the work of Mrs Monney who decided to leave the Interprofession to return to employment in Federal administration.

Secretarial work is covered by Mrs Christine Grandjean and Mrs Julie Sudan who each work at 80%. Accounting is maintained by Mrs Magali Vuichard and Mrs Sandy Uldry, both working at 50%. This small and motivated team will

continue its hard work for the promotion and defence of Gruyère AOP throughout 2017.



Comparison of Alpage production (casein markings, tons)





The Committee, as of July 1st 2016, surrounding Mr Jean-Pierre Egger.

Committee of the Interprofession du Gruyère

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

* Member of the board of direction
Vice-president



Outlook for 2017

For 2017, the governing bodies of the Interprofession will be working on improving how the Interprofession functions based on the following precepts.

Quantities

- Put in place management and planning tools in a spirit of transparency and trust, with the goal of qualitative growth while defining an alert threshold.
- Strengthen measures and decisions which enforce rules and combat imitation.

Quality

- Put in place a quality observation system (intrinsic and global) up to and including points of sale, while taking into account consumer expectations (panel).
- Monitor the evolution of production and installation techniques which impact upon the quality of Gruyère AOP.

Profitability

- Ensure the profitability of the industry, its players and administration.
- Analyse the implementation of a legally recognised internal commercial coordination structure.

Clients

- Analyse and define the image, history, strengths and characteristics of Gruyère AOP.
- Analyse and define the aspects to be transmitted to clients and consumers.

Brand and Marketing

- Establish a clear brand and marketing strategy by objectively analysing the current situation.
- Reorganise the IPG's marketing structure by redefining the targets, tasks and responsibilities of those concerned.
- Create a communication concept.

The future of the IPG

- Put in place a risk analysis system for the IPG (Risk management).
- Promote and further the identification of members in the sector to which they belong.

Strengthened by these guidelines, the Interprofession intends on meeting future challenges head on so that Gruyère AOP can evolve for the consumer's best interest whilst ensuring an equitable economic foundation for all of those involved in a daily basis in the making of this noble cheese.



Recapitulation of the distribution of the total production potential for Gruyère AOP per cheese dairy and per canton for 2017

Canton	Villages			Bio			Villages + Bio		Alpages			All		
	Quantities (Kg)	(%)	Nbre	Quantities (Kg)	(%)	Nbre	Quantities (Kg)	(%)	Quantities (Kg)	(%)	Nbre	Quantities (Kg)	(%)	Nbre
FR	14'663'711	51.96	84	326'008	30.39	4	14'989'719	51.17	190'208	35.95	31	15'179'927	50.90	115
VD	7'960'399	28.21	41	303'972	28.33	3*	8'264'371	28.21	317'655	60.04	20	8'582'026	28.78	62
NE	2'806'760	9.95	15	92'750	8.65	1	2'899'510	9.90				2'899'510	9.72	15
JU	683'917	2.42	3	142'624	13.29	1	826'541	2.82				826'541	2.77	3
JUBE + al. 1	845'131	2.99	6	92'328	8.61	1	937'459	3.20	21'203	4.01	3	958'662	3.21	9
BE	796'208	2.82	9	115'138	10.73	1	911'346	3.11				911'346	3.06	9
Other cantons	463'237	1.64	6				463'237	1.58				463'237	1.55	6
Total	28'219'363	100	164	1'072'820	100	11*	29'292'183	100	529'066	100	54	29'821'249	100	219

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



Notes



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SWITZERLAND



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SWITZERLAND



Interprofession du Gruyère
Place de la Gare / P.O. Box 12, CH - 1663 Pringy-Gruyères
interprofession@gruyere.com - www.gruyere.com



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www.cheesesfromswitzerland.com

