

LE GRUYÈRE®
SWITZERLAND 

No 62 - June 2023

l'oiseau

Annual report 2022 of the Interprofession du Gruyère



Switzerland. Naturally.



Cheeses from Switzerland.
www.cheesesfromswitzerland.com





CONTENTS

- 03 EDITORIAL
- 04 GENERAL SITUATION
- 06 QUANTITY MANAGEMENT
- 07 MARKET DEVELOPMENT
- 08 THE AOP DOSSIER AND DEFENCE OF THE BRAND AT AN INTERNATIONAL LEVEL
- 09 QUALITY OF LE GRUYÈRE AOP
- 11 AWARDS FOR LE GRUYÈRE AOP
- 13 MARKETING
- 24 2022 EVENTS
- 28 GOVERNING BODIES WITHIN THE INTERPROFESSION DU GRUYÈRE
- 33 COMMITTEE OF THE INTERPROFESSION DU GRUYÈRE
- 34 OUTLOOK FOR 2023

GRAPHICS

- 04 REPARTITION OF THE GRUYÈRE AOP CONSUMPTION DURING 2021
- 05 SALES 2021-2022
- 06 TOTAL PRODUCTION 2000-2022
- 07 COMPARISON OF SALES
- 10 COMPARISON OF QUALITY BY CIVIL YEAR
- 14 COMPARISON OF PRODUCTION (CASEIN MARKINGS)
- 15 EXPORTS 2021-2022
- 16 COMPARISON OF GRUYÈRE AOP YEARLY EXPORTS
- 17 COMPARISON OF GRUYÈRE AOP EXPORTS FROM JANUARY TO MARCH
- 28 COMPARISON OF STOCK EVOLUTION (END OF MARCH 2023)
- 30 COMPARISON OF STOCK EVOLUTION EXCLUDING ALPAGE (END OF MARCH 2023)
- 34 RECAPITULATION OF THE DISTRIBUTION OF THE TOTAL PRODUCTION POTENTIAL FOR LE GRUYÈRE AOP PER CHEESE DAIRY AND PER CANTON FOR 2023

Cover photo
© Aurélie Felli

Impressum

Publisher: Interprofession du Gruyère
Case postale 12, CH - 1663 Pringy
interprofession@gruyere.com
www.gruyere.com

Editorial board:
Interprofession du Gruyère

Translation:
Delicatext gmbh

Graphic design:
Effet-i-media - bepbep@bluewin.ch

Printed in Switzerland



Editorial

2022, a year full of contrasts

The great Nostradamus himself could not have predicted the upheavals to which the world has been exposed over the past year. Quite apart from global warming, which has been worrying us for a long time, there have been other unexpected and unpredictable events, including war, an increase in production costs and prices, the strengthening of the Swiss franc and soaring inflation. So what are the positives, the glass half full, in this painful situation?

I remember a speech given by a Swiss watchmaker, talking about the watchmaking crisis and great moments of uncertainty. When everything is dark, he said, we need to work tirelessly at seeking that chink of light that brings hope, and cling to it. It still exists and you have to persist until you find it!

After the euphoria of autumn 2021, which led to a strong and rapid increase in production, perhaps too strong and too rapid, market conditions were completely reversed in the spring of 2022, and this reversal continues today. The market situation is proving to be complicated and we must not cloud the issue. The sector is well aware of these difficulties and the appropriate decisions have been implemented quickly.

So where is this famous glimmer of hope? Actually, there is more than one:

- The “objective” quality of our Le Gruyère AOP, its undeniable success for 25 years and its crowning glory last year with a superb “Grand Slam”: supreme winner 4 times in a row against more than 10,000 other cheeses!



- A restrictive specification, of course, but one that is essential to guarantee the quality required for success in the market.
- The intrinsic quality of our organization, with its highly democratic mode of operation and its cohesion. The success of the 25-year jubilee is a clear demonstration of this.
- The ability to question ourselves, as evidenced by the introspective exercise carried out as part of the Triesse-Gressard study and the projects implemented since then in the areas of sustainability, the distribution of added value and technological development.

- Your superb professionalism as milk producers, cheese makers and refiners, performing high quality work on a daily basis, at every level.

All these elements bode well for the future, but this year of contrasts will be a pivotal year. The strength of an organisation lies in its ability to demonstrate resilience and unity when the weather is bad, even stormy. We will be able to face them successfully, as we have been able to do for a quarter of a century now, with a single objective: to enhance our Le Gruyère AOP.

Long live Le Gruyère AOP!



Pierre-Ivan Guyot
President of the
Interprofession



General situation

2022 - A year of celebration

2022 was an important year for Interprofession du Gruyère, which celebrated its 25th anniversary on 2 June. A celebration was organised for this purpose by bringing together the entire industry on 16 and 17 December at Espace Gruyère in Bulle. These two days, hosted by the Vincent Kucholl & Vincent Veillon and enhanced by an excellent meal served by the caterer, Cinq Sens, will remain in everyone's memory.

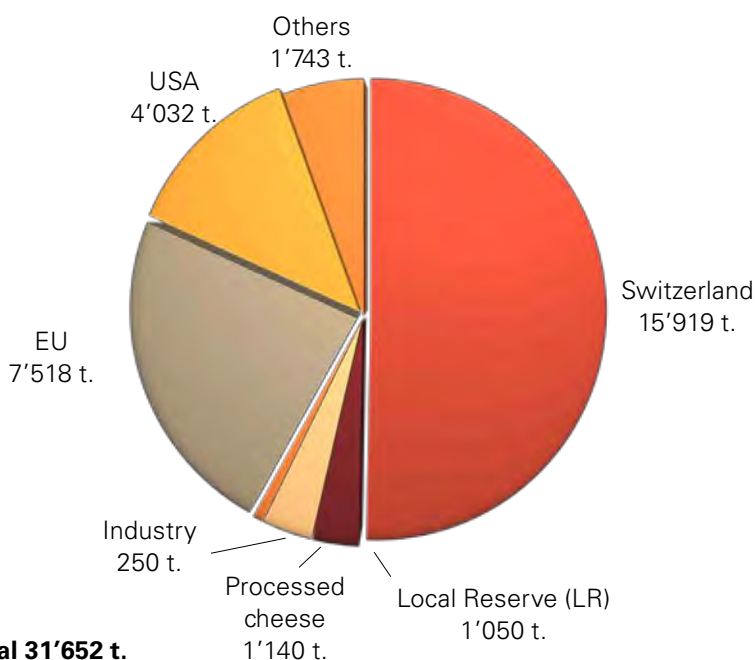
2022 also marks the 30th anniversary of the signing of the Gruyère Charter in Faverges, in the beautiful Lavaux region, on 2 July 1992, which saw the French-speaking cantons as well as the dairy and cheese-making organisations sign a document committing everyone to do everything they could to achieve AOP protection for Gruyère. This goal has become a reality today. While important steps remain to be taken to ensure that Le Gruyère AOP is fully protected throughout the world, including the United States, its legal grounding in European law and other more distant countries gives it a significant commercial strength.

Solid despite a turbulent context

Aside from the celebrations linked to these anniversaries, Le Gruyère AOP experienced a year full of contrasts linked to the political and economic turmoil that the world is currently experiencing. In the context of the market, everything seemed to start under the best auspices in January when, following on from the COVID years, all the signs were that additional sales would be made. Unfortunately, the war in Ukraine, launched by Russia at the end of February, dashed many hopes. The consequences, including inflation and the energy crisis, slowed down the increases in sales seen since 2019. This required

Interprofession to withdraw part of the additional volumes which had been granted to cheese factories at the beginning of the year. At the same time and despite the uncertainties, difficult negotiations on the price of milk and cheese began. These led to an increase being granted on the price of milk on 1 September, which thus rose to 93.95 cents /kg, i.e. one of the highest in Switzerland. This will also lead to an increase of around CHF 1.00 or more per kilo of cheese in the market. This price change is welcomed by the entire sector as a way of partially offsetting the cost increases that everyone is experiencing. However, we will have to see the reaction of the final consumer, particularly overseas. In most export countries, the product has undergone a double increase, as the above price increase has been compounded

Repartition of the Gruyère AOP consumption during 2022 in tonnes



by incessant changes in exchange rates. The initial figures observed at the end of the year and the beginning of 2023 are not very encouraging. It was these negative signals that led the Assembly of Delegates in November to propose a production rate of 97% with the reintroduction of the 3/9 system for 2023.

This mid-year also coincided with the end of the transitional period for the ten milk producers who used a milking robot. For quality reasons, Interprofession du Gruyère forbade the installation of any new machine of this type ten years ago. With this milking method, the risk of having a rancid Le Gruyère AOP is very high. This danger is further increased when the cheese is matured for longer. The market trend is in this direction. Despite this, the sector can use high-performance facilities that lighten the work of the milk producer. Quality cannot afford any compromise.

From representation to awards

Promotional activities continued, with one of the highlights being the significant involvement of Le Gruyère AOP in the European sports competitions in Munich, held to celebrate the 50th anniversary of the Olympic Games in August. Le Gruyère AOP supported the exploits of athletes in Athletics, Beach Volleyball, Cycling, Gymnastics, Triathlon and team rowing. This was a successful fortnight, both on site and in television broadcasts, which gave pride of place to Le Gruyère AOP Switzerland brand. As a prelude to this major event, Le Gruyère AOP was celebrated by the Confrérie du Gruyère at the Chapter of Ambassadors in mid-June. This event celebrated and thanked the buyers in the German market for their contribution to excellent sales in the country.

At the end of September, Le Gruyère AOP enjoyed another great success. Within the framework of the Swiss Cheese Awards held in Bagnes, Marc Delacombaz's Gruyère AOP from Montbovon won in every category against 1,000 or so other cheeses. This award given by a jury of people from

different countries is a source of great pride for the entire sector and above all demonstrates the excellent quality of Le Gruyère AOP. Note that in Le Gruyère d'Alpage AOP categories, Maurice Bapst's Vacheresse alpage won the trophy. These awards are in addition to the many others won by Le Gruyère AOP. All the different awards are discussed later in the report and include the World Cheese Championship in Brazil, won by Vincent Guillet's Le Gruyère AOP from Rossens, and the Brodard family's Le Gruyère d'Alpage AOP de la Guignarde, the big winner of the Olma alpine cheeses competition.

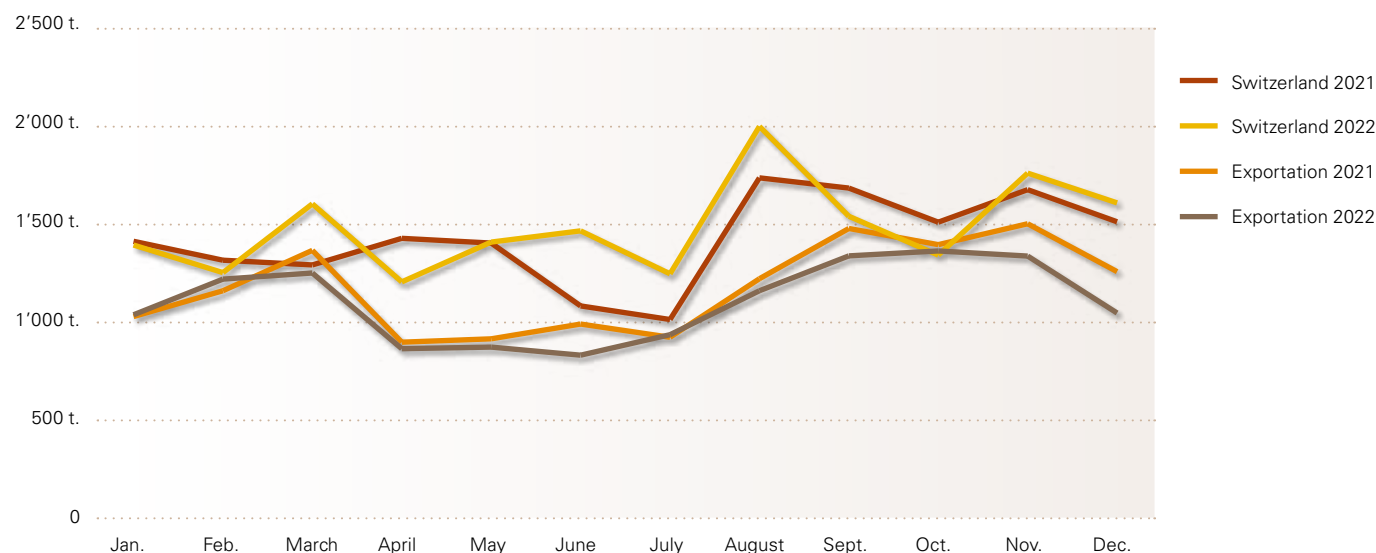
A change in governance

At the institutional level, Interprofession du Gruyère elected a new President during its annual meeting held in Grandson. After more than 10 years at the head of the IPG bodies, Oswald Kessler handed the baton to Pierre-Ivan Guyot. Appointed Honorary President, Mr Kessler leaves IPG with a precise strategy based on quality and quantity, as well as excellent customer service at all times. Naturally, with respect for industry members.

Mr Guyot, current head of the agriculture department for the canton of Neuchâtel, takes up the torch to make this work bear fruit. Mr Guyot was Director of Fromco in Moudon for many years, well known for its excellent Le Gruyère AOP cellars. For several years he was also a member of the Confrérie du Gruyère's BEJUNE prefecture. He will be in charge of the important work taking place as a follow-up to the Triesse Gressard survey in the areas of sustainability, technology watch, profit margins and their distribution within the sector. This work will be carried out in a very difficult market situation in the current geopolitical context.

Philippe Bardet
Director of the
Interprofession du Gruyère

Sales 2021-2022 in tonnes





Quantity management

Total production in 2022: 32,740 tonnes

This is 690 tonnes less than in 2021, which was a record year.

Annual reports have the advantage of contextualising every decision.

In fact, 2021 and 2022 showed us how much the market can evolve in one direction or another.

2021, record year

Until the end of 2021, the main message was to increase quantities. Flexibility was needed to meet growing demand and continue supplying all age classes of stocks.

Decline

This good momentum was cut short at the end of February 2022. The outbreak of war in Ukraine had unexpected repercussions on many areas, including energy, the cost of raw materials, etc.

This new situation prompted the committee to change the decisions taken on 21 November 2021 by the assembly of delegates. Therefore, in March 2022, the temporary 5% was withdrawn in order to further curb production at the end of the year.

Quantity management regulations

In June 2022, the assembly of delegates voted on a new version of the quantity management regulations.

The main changes:

- Every cheese factory must be supplied by at least 5 producers;
- One milk producer must not represent more than one third of the cheese dairy.
- The maximum limit for a milk producer must be 1.3 million kg of milk, all allocations combined;
- One milk producer cannot have more than two milk buyers;
- Some of these conditions do not apply to small milk producers and small cheese factories.

These provisions aim to perpetuate the decentralised production of quality Le Gruyère AOP.

The full implementation of these changes will take several years.

At the same time, an increase scheme of 2,500 tonnes was accepted for 2023-2032.

Decrease in production

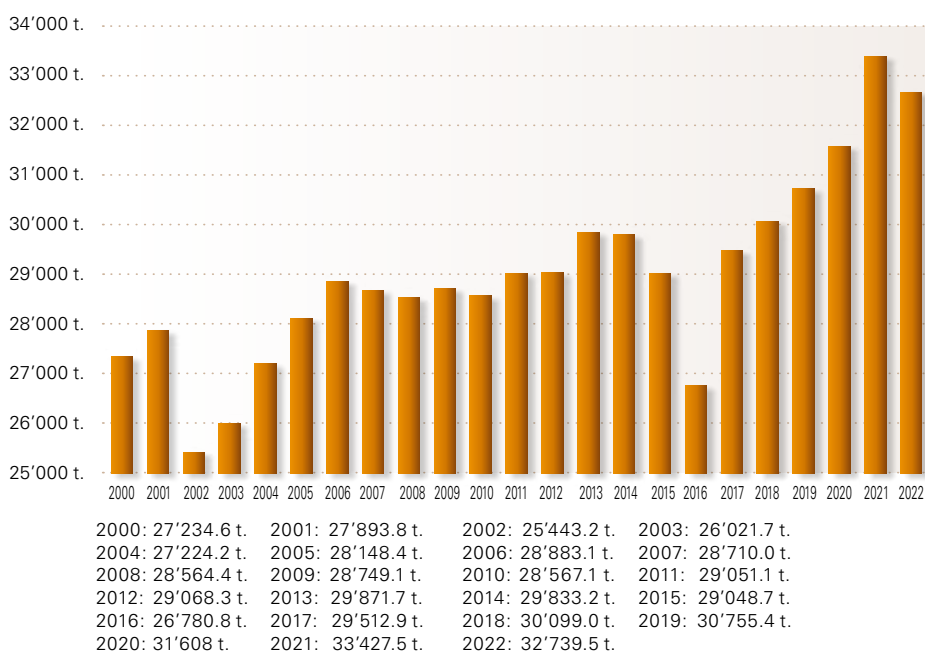
In November 2022, given the negative trend in sales, especially for export, the assembly of delegates took the following measures:

- Reintroduction of the 3/9 system;
- Granting of the final 1% in accordance with the June decision;
- Temporary withdrawal of 4%.

Therefore, over the first three months of 2023, this led to a net reduction of 3%. This will be reinforced for the rest of the year by an additional 2% restriction.

This contrast, compared to the decisions taken at the end of 2021, reminds us that the production of Le Gruyère AOP is defined by the market, which itself is influenced by the political and economic events that the world is experiencing. As a result, any situation can quickly be reversed.

Total production 2000-2022 in tonnes





Market development

The market has unfortunately declined throughout 2022. 31,600 tonnes were purchased by delighted consumers, which is 200 tonnes less than in 2021.

Overseas market

While the first two months were encouraging, the trend quickly reversed:

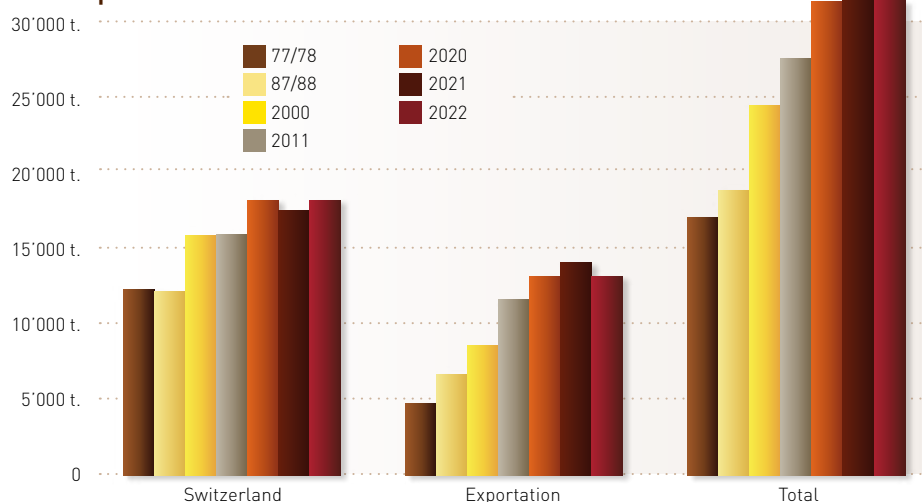
- In the European Union, sales fell by 10% on 2021;
- Outside the European Union, more particularly the United States, which was close to hitting a record during the year, there was a relatively significant slowdown over the last three months.

The price increase and the unfavourable exchange rate may have made Le Gruyère AOP a little less affordable for certain inflation-sensitive consumers in these international markets.

Domestic market

Luckily, local consumers remain loyal to Le Gruyère AOP as purchases in Switzerland hit a record of 17,840 tonnes.

Comparison of sales in tonnes





The AOP dossier and **defence of the brand at an international level**

Given its national and European protection, Le Gruyère AOP has a good legal foundation. This is not the case everywhere in the world, such as in the United States.

Labelling

In order to build on a solid foundation, i.e. Swiss and European protection, the labelling standards stated in the specifications must be applied. It is these provisions that support consumers in their purchasing decisions. Behind the Le Gruyère AOP Switzerland brand is a promise about the quality, values and production method of this noble cheese. It also ensures a perfect match between the marketing work and the product sold. This is why any label or packaging that includes the brand must be validated by the IPG under the supervision of the ICO. While the situation in Switzerland is satisfactory, there is room for improvement internationally. Furthermore, and according to the specifications, no other label should appear on the packaging.

Savary Motion

There may be doubts about the alignment between the packaging and what it contains. This is why the IPG is in favour of strengthening controls in this respect. Applying the Savary motion would be an excellent response to these uncertainties. The legal text proposed at the end of the year via an amendment to food legislation was not the right path to take. It was a complicated process that did not bring about the efficiency desired. A new proposal discussed in early 2023, via the PDO-PGI ordinance, seems to have a better chance of achieving the goals pursued by the motions. The work in this context is carried out by the Association for the promotion of AOP-IGP. In addition to this control measure, the application of a tracing culture could further strengthen the traceability of Le Gruyère AOP down to the grated form. A final decision will be made at the end of 2023, once all the technical and legal data has been gathered.

Protection for Gruyère in the USA

Internationally, outside the European Union, the situation is more complicated. After losing the first case brought before a court in Virginia, the Interprofession du Gruyère, working with the French Syndicat du Gruyère IGP, lodged an appeal which was unsuccessful. The IPG disputes the court's arguments that the word Gruyère is widely used in the United States for different types of cheese. This is not the actual situation in the US market. Indeed, products sold as domestic Gruyère are in the minority. Informed consumers can easily find Le Gruyère AOP Switzerland. This encourages the IPG to strengthen promotion and information on the subject.

As a second step, the IPG will fight with the French Syndicate OFAG, INAO¹ and OrigIn² to ensure that it is no longer possible for a European company to manufacture cheese and sell it in the US as *gruyère made in Germany* or *made in Finland*.

Recognition of the name

Clearly the process of ensuring that the paternity and above all the rules for using the Gruyère name are fully recognized throughout the world will be long and tedious. A long and costly legal process has to be carried out where it is still possible to have the Gruyère name protected. To do this, we have the welcome support of the Federal Office for Agriculture and the IPI³.

At the political level, we hope that any international negotiation will consider the need to protect our country's geographical indications as well as the important economic players involved, mainly in the decentralised regions. Unlike chocolate, a geographical indication cannot be relocated.

¹ Institut national de l'origine et de la qualité [National origin and quality institute]. ² Organization for an International Geographical Indications Network. ³ Institut Fédéral de la Propriété Intellectuelle [Federal intellectual property institute].



Quality of Le Gruyère AOP

Taxations and controls

An initial qualitative assessment is carried out around 3 months after production, when the refiner takes charge of the product leaving the cheese dairy cellars.

At 4.5 months, in accordance with the specifications, each batch of Le Gruyère AOP is subject to an inspection process known as *taxation*. This is the basis of the flawless traceability linked to the casein brand. The *taxation* is carried out by a Committee made up of an inspector or *taxateur* from Interprofession du Gruyère and an expert from among currently practising cheesemakers.

Appeals against the taxation

The procedure may be subject to an appeal, i.e. a new examination by an Appeals Committee. This is made up of 2 representatives of refiners and a cheesemaker. Its result is irrevocable. This way of proceeding guarantees the objectivity required for the qualitative observation of Le Gruyère AOP sold on the market. Before leaving the cellars for good, Le Gruyère AOP undergoes a final assessment by the refiner-vendor.

This process ensures the flawless quality of Le Gruyère AOP and Le Gruyère d'Alpage AOP to the delight of consumers from all walks of life.

Out of 30 appeals against taxation, 9 were won.

Quality bonuses

This aspect is promoted by Interprofession du Gruyère through the payment of quality bonuses, which have reached around CHF 6,300 million. This support for quality is important to everyone: the cheese dairy company, the cheese maker and the refiners.

Quality

Quality of Traditional and Organic Le Gruyère AOP

- Percentage of IB: this has increased slightly. It amounts to 2.37%
Thus, the rule that the application and encouragement of quality should be done without consensus is bearing fruit.
- Percentage of IA: 97.21 % of cheese wheels were classified as IA quality, with the proportion of 19 or more points being 67.7%.

Note that the provisions on qualitative restrictions relate to 56 tonnes from 8 traditional cheese dairies. This can quickly destabilise a batch.

Quality of Le Gruyère d'Alpage AOP

Weather conditions over mountain pastures play an important role.

- Percentage of IB: 8.65%
- Percentage of IA: 91.16%, with 72.57% at 19 points or more

This excellence is due to the professional work of everyone involved, from dairy production, through cheese processing to refining.

This daily commitment is also encouraged by the various advisory bodies, including Caséi, Arqha and Agroscope. It is also necessary for training to continue so that future generations will always have a desire to be independent in the service of quality and tradition, in order to ensure the diversity of flavours.

With the aim of preserving the authenticity of national specialties, Interprofession du Gruyère actively participates in the work of Liebefeld Culture AG, hoping to move as soon as possible to the facilities in Posieux, Grangeneuve.



Chemical analysis, water and fat content

Systematic checks are carried out on each batch to determine its chemical composition. Twenty analyses were appealed, 8 were won.

Note that the checks cover more than 2,000 batches annually. Compliance with the contents required by the specifications is required over an average of 6 months. The aim of these checks has been met on the whole.

Specific tests

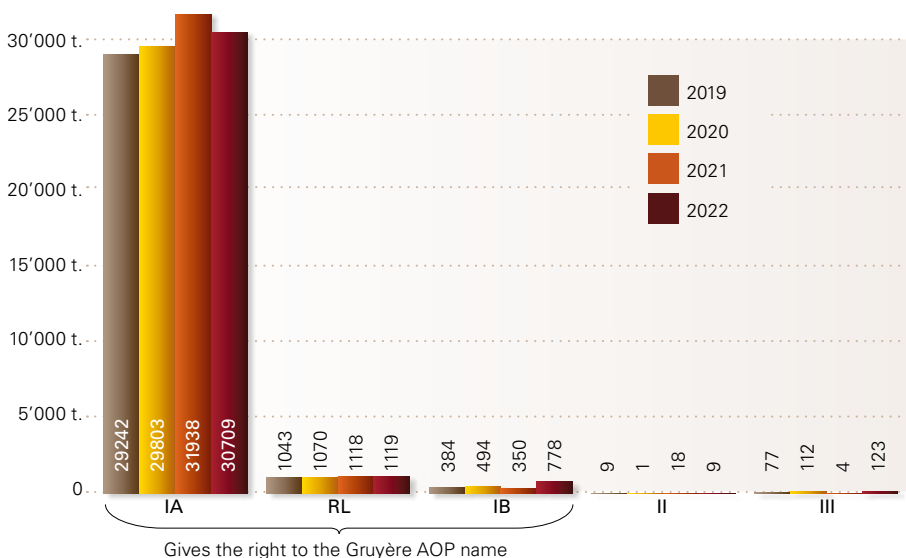
Interprofession du Gruyère carries out tests on the hygienic and bacteriological quality of the cheese. In 2022, tests to verify the absence of pathogenic, phytosanitary and veterinary products were continued. They confirmed that the measures put in place can guarantee the compliance of Le Gruyère AOP placed on the market with the legal requirements in this area. This is important for the consumer buying Le Gruyère AOP to know that the product is free of additives as well as naturally lactose-free and gluten-free.

In this respect, the sector notes the good collaboration, each in its own area of responsibility, with the various control bodies, including the OIC and the various services of the States concerned.

Quality committee

The quality committee, and especially its ad-hoc delegation, is available to industry players to find the best option when there is a recurring problem on a site. This way of working guarantees a healthy evolution of Le Gruyère AOP.

Comparison of quality by civil year in tonnes





Maurice Bapst



Urs Leuenberger



Michael Spycher



Marc Delacombaz

National and international honours for Le Gruyère AOP

In 2022, Le Gruyère AOP achieved an unprecedented feat by winning the four main cheese competitions, namely the World Championship Cheese Contest, the Swiss Cheese Awards, the World Cheese Awards and the Mundial do Queijo do Brasil. These exceptional awards testify to the appreciation and recognition of the quality of Le Gruyère AOP throughout the world. They are also a reward for the daily work and efforts of all the players in the sector. The awards reinforce the image of the quality of our hard cheese, which is linked to respect for tradition, for nature and for know-how.

Interprofession du Gruyère would like to congratulate the 2022 winners. Thanks to very high quality milk, remarkable production and refining, they demonstrate the excellence and success of the Le Gruyère AOP sector.

World Championship Cheese Contest

Michael Spycher's Le Gruyère AOP by cheese dairy Fritzenhaus was crowned the best cheese in the world at the prestigious 35th World Championship Cheese Contest in Madison, Wisconsin (USA). Extraordinarily, this is the second consecutive win for the Emmentaler-based cheesemaker. Refined by Gourmino, Le Gruyère AOP achieved the excellent score of 98.4 out of 100 points.

Swiss Cheese Awards

The Swiss Cheese Awards took place in Châble (VS) from 22 to 25 September 2022, where more than 1,000 cheeses

were presented during the competition. An international jury of 17 members picked Le Gruyère AOP by Marc Delacombaz from Laiterie-Fromagerie de Montbovon, refined by Mifroma in Ursy, as the overall winner. In Le Gruyère d'Alpage AOP category, Gruyère d'Alpage AOP by Maurice Babst from Alpage de Vacheresse, refined by the Coopérative d'Alpage de Charmey, won over the jury and received the award.

World Cheese Awards

4,434 speciality cheeses from 42 countries came together in Newport (Wales) on 2 and 3 November 2022 for the World Cheese Awards. After tasting the 16 finalist cheeses, the jury of 16 international judges selected Le Gruyère AOP Réserve by the Vorderfultigen cheese makers as the World Cheese Awards Grand Champion 2022. Refined by Gourmino, Le Gruyère AOP by Mr Leuenberger was chosen by the jury for its flavour and aesthetic appearance.

Mundial do Queijo do Brasil

The twelfth Mundial do Queijo do Brasil, the biggest cheese event in Latin America, took place from 15 to 18 September in São Paulo (Brazil). Le Gruyère AOP Réserve by Rossens cheese dairy, made by Vincent Guillet and refined by Mifroma, was crowned champion of this prestigious competition. 15 Le Gruyère AOP Réserve and 20 Le Gruyère AOP Classic cheeses took part in the competition. 30 of the 35 Gruyère AOP cheeses presented left Brazil with an award.



Adrian Tinguely



Nicolas Brodard



Alexandre Tinguely



Jérôme Rossmann



Vincent Guillet

Neuchâtel canton cheese of excellence



At a tasting event for a jury of people from political, journalistic, culinary and professional circles, Le Gruyère AOP by Adrian Tinguely from cheese dairy of La Côte-aux-Fées came first among the ten Le Gruyère AOP cheeses presented. Following this victory, Le Gruyère AOP by the Côte-aux-Fées Cooperative, chaired by Laurent Burri, will be promoted and referenced for a year by the Neuchâtel cantonal promotion organisation.

Fribourg Council of State selects its cheese of excellence



On behalf of the Council of State, President Didier Castella designated the State cheeses for 2023. In fact, the canton of Fribourg selected its Le Gruyère AOP and its Vacherin Fribourgeois AOP at the same time in order to retain the spirit of the true Fondue Moitié-Moitié. As a result, Le Gruyère AOP by Alexandre Tinguely from Ursy cheese dairy will be the cheese showcased during political meetings.

Vaud Council of State's cheese of excellence 2022



At the end of its meeting on 9 November 2022, the Vaud Council of State tasted three Gruyère AOP cheeses preselected from among fifteen samples. The Government of Vaud's cheese of excellence is Le Gruyère AOP from Moudon cheese dairy, produced under the guidance of cheesemaker Jérôme Rossmann. This Gruyère AOP, like all its competitors, achieved an average of more than 19 out of 20 points during the 2020 assessments.

OLMA – Alpine cheese competition

Every October, the alpine cheese competition takes place as part of OLMA, the Swiss agricultural and food fair in St. Gallen. Le Gruyère AOP distinguished itself on several occasions during this competition by ranking four Le Gruyère AOPs in the top 10.

- Le Gruyère d'Alpage AOP by Nicolas Brodard, Alpage La Guignarde, Corbières, is the big winner in the 2022 hard cheese category.
- Jacques Ruffieux's Gruyère d'Alpage AOP, Alpage Tissiniva, Val de Charmey, won 2nd prize.
- Le Gruyère d'Alpage AOP by Pierre-André Barras, Alpage les 3ème Groins, took 4th place.
- Le Gruyère d'Alpage AOP by Claude Charrière of the Alpage Les Reybes came 8th.

The four Le Gruyère d'Alpage AOP cheeses proposed in this competition were refined by the Fribourg Cooperative of Alpine cheese producers.



Marketing

General overview

Interprofession du Gruyère's marketing strategy is intended to promote the reality of Le Gruyère AOP Switzerland brand and cheese. At all levels, the promotion is based on real images of the industry and ensuring its presence wherever this noble product is advertised.

There are three strands to the marketing work:

1. National promotion linked to the positioning of a traditional, high-quality cheese accessible to everyone. This work is carried out by the internal marketing department with the assistance, at exhibitions, of the Association for the promotion of AOP-PGIs.
2. International promotion based on high-end positioning to support companies and sales in a very strong competitive context. While the approach is initiated by internal marketing, it relies on Switzerland Cheese Marketing (SCM) which provides access to sales promotion resources under the law on agriculture. This subsidiary funding guarantees coordinated activity in the various countries where Le Gruyère AOP is sold in a certain volume. This cheese can be found on the shelves in some 55 countries. This diversified activity makes it possible to partially cushion the vagaries of positive or negative changes in the geopolitical situation.
3. A sponsorship activity linked to several sports and musical events framing events that receive media coverage

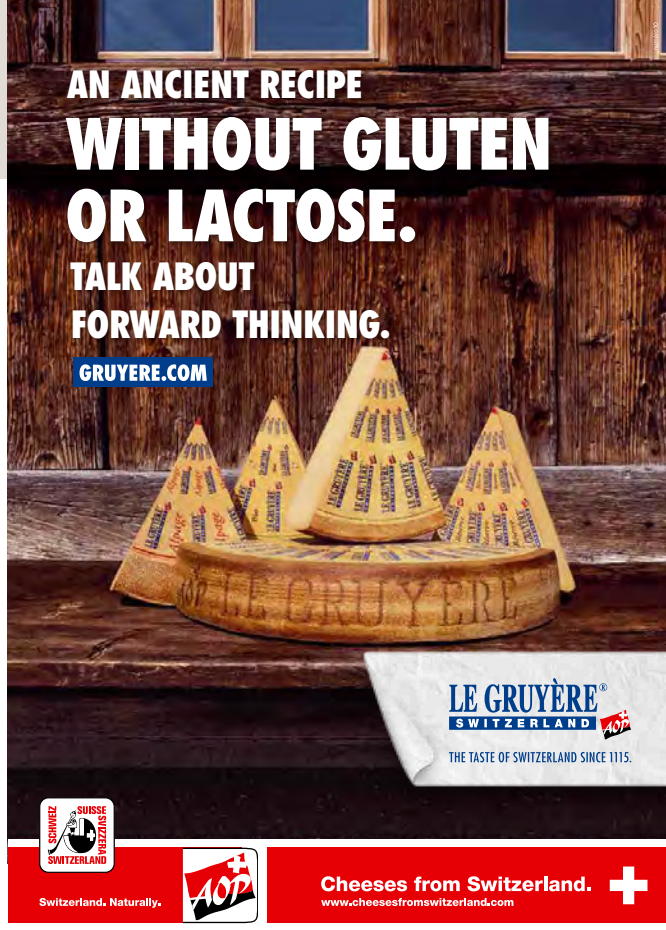
throughout the year. This provides access to a wide audience in a festive context while guaranteeing national and international visibility for the brand and a strong presence for Le Gruyère AOP. In most cases, exclusivity is key. Interprofession du Gruyère does not provide individual sponsorship because the stars are Le Gruyère AOP and the members of the sector who produce it every day.

To support all these activities, Interprofession du Gruyère relies on the communication agency *Numéro 10*, as well as media placement agencies: *Mediatonic* for Switzerland and *Mediamix* internationally, working with the subsidiaries of SCM. This teamwork ensures consistent action at all levels.

National promotion

National advertising campaigns have promoted Le Gruyère AOP throughout the year, with the aim of continuing to target the 30-59 age group, but also to make the brand known to younger people with a new purpose-made commercial and choosing media favoured by the 14-29 age group.

The national media plan put forward an adaptation of the AOP commercial accompanying the weather forecast on television at the start of 2022. In May, Le Gruyère AOP was supported by a 3-week poster campaign in major thoroughfares. In total, 1,039 strategic locations (928 posters and 111 screens in stations and streets) were selected and generated more than 68 million contacts. The summer was punctuated by large-scale athletics events such



as the European Championships in Munich, Athletissima in Lausanne and Weltklasse in Zürich. In addition to being present on site, Le Gruyère AOP was visible on television thanks to panels installed around the stadium and through advertising broadcast before and after the event.

In November, a 3-week campaign on Swiss television channels allowed the Gestures and AOP commercial to be broadcast. These 20-second commercials were seen by over 8 million people. To reach 14-29 year-olds, the new "La Danse du Gruyère" commercial was relayed on various social media outlets, including YouTube and Spotify. This

commercial presents the manufacturing process in a very dynamic choreography performed by a professional dance troupe. The campaign lasted 3 weeks and was a great success, with more than 1.2 million views of the entire video and more than 115,000 clicks on our website.

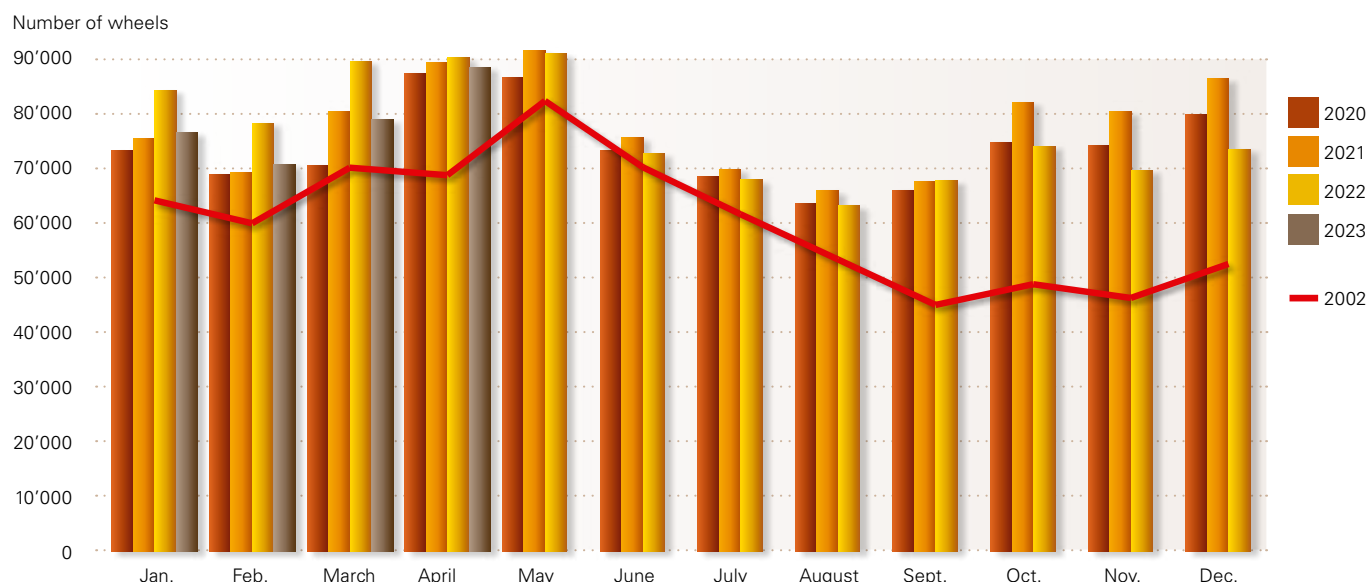
During 2022, Le Gruyère AOP appeared in several local, regional and national newspapers and magazines related to farming, gastronomy and local produce.

Le Gruyère AOP was promoted throughout the year in coordination with the Association pour la promotion des AOP-IGP and Switzerland Cheese Marketing (SCM), particularly during the famous spring and autumn fairs, as well as through advertising campaigns carried out by the two associations.

As part of Goûts et Terroirs and the Fondue promotional day organised by Gastro Vaud in early December, Le Gruyère AOP sponsored radio promotions that highlighted the brand and the event.

Throughout the year, working with Vacherin Mont d'Or, Etivaz AOP and the Terravin brand, lessons about Le Gruyère AOP are taught in the various hotel schools located in the canton of Vaud. This activity, supported by the authorities of this same canton, is a way of introducing these different products to students from all over the world. In addition to this activity, Le Gruyère AOP actively works to promote Vaud's involvement in open cellars, the Mondial du Chasselas and of course the traditional discovery of Vaud's mountain pastures.

Comparison of production (casein markings)



In 2022, Le Gruyère AOP was one of the main partners of the first Swiss Fondue Festival, which took place in Fribourg at the end of November. While the organisation was a victim of its own success, this event was an opportunity to highlight the half-and-half fondue and its new guarantee brand developed with Vacherin Fribourgeois AOP.

The exclusive tourism collaboration between Zermatt and Le Gruyère AOP, which has lasted for more than 20 years, allowed visitors to travel on electric buses sporting the image of Le Gruyère AOP at the Zermatt tourist resort. Le Gruyère AOP is also present in the form of posters at Täsch station, which passengers must pass through to reach Zermatt.

Le Gruyère AOP has supported local tourism and the various events that take place throughout the year in Gruyères, including the Chocolate Quest, the Cheese Festival, the Double Cream Festival, the National Day and the Christmas market.

Le Gruyère AOP is closely linked to the Maison du Gruyère. Indeed, two members of the marketing staff are involved in its marketing committee and in the Museography Committee for the purpose of setting up a future exhibition at the new Maison du Gruyère. By welcoming people every day, this site is an important ambassador for Le Gruyère AOP Switzerland brand. The Ponts-de-Martel site also plays its promotional role. Note that many cheese dairies are available to host schools throughout the year.

International promotion

Introduction

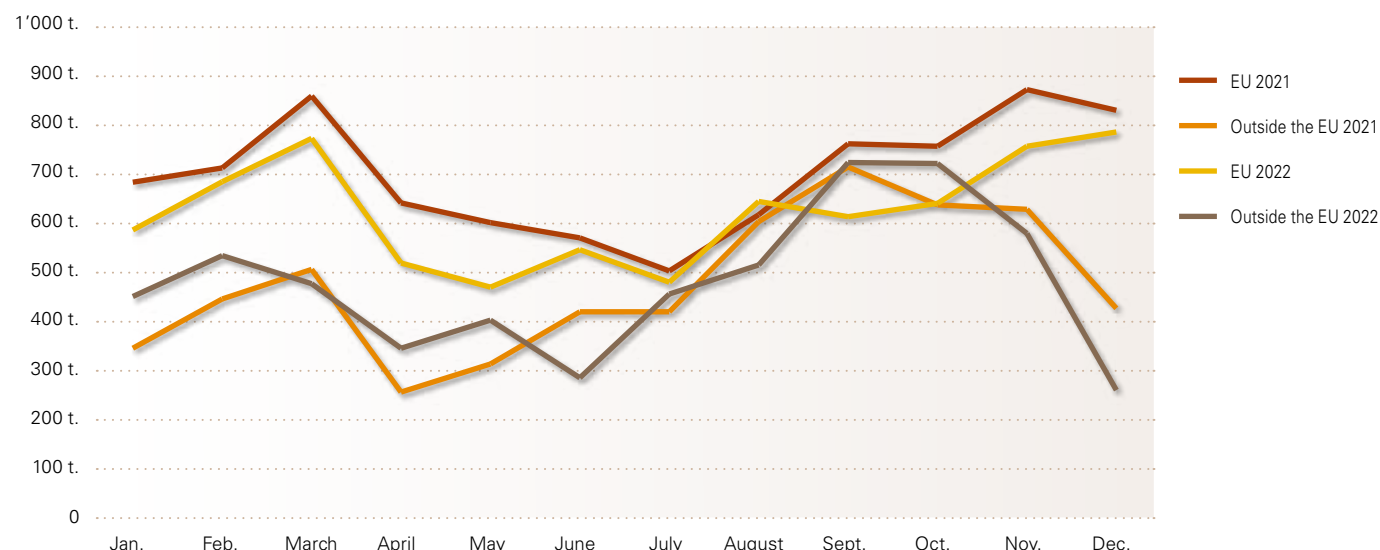
Overseas, during this difficult year and in a highly unpredictable context, Interprofession du Gruyère has redoubled

its efforts to avoid losing market share and to support the trading houses in order to sell Le Gruyère AOP in the best possible way. Le Gruyère AOP sales promotion programme is supported by the Swiss law on agriculture with specific activities. This programme is applied according to the co-financing rules published by the OFAG (Federal Office for Agriculture) based on its relationship of trust with Switzerland Cheese Marketing (SCM). These investments are made in countries with growth potential for Le Gruyère AOP sales. Media placement throughout the international market is coordinated with the *Mediamix* agency and content creation is provided by the communication agency *Numéro 10*.

Germany

2022 was a particularly bad year economically. Consumer sentiment was at its lowest in 30 years, due to high inflation averaging 7.9% and weak economic growth of 1.8%. Worried about the energy crisis and the consequences of the war in Ukraine, consumers spent much less on food products. They focused on buying cheap groceries by covering their daily needs in discount stores. In order to trigger impulse purchases of Le Gruyère AOP directly in stores, several national promotion activities were run, including 134 tasting days and other individual trade marketing promotions, totalling 874 days of promotional incentives. At the same time as these actions, a national print and online campaign highlighted the consumption of Le Gruyère AOP, with more than 55 million contacts. A highlight of the year for the Le Gruyère AOP brand was its presence at the European Championships in Munich from 11 to 21 August, with an on-site presence of the brand and the product. Tastings were arranged at several sites with the creation of Le Gruyère AOP sandwich. A DOOH

Exports 2021-2022 in tonnes



advertisement was also broadcast in metro stations, with communication relayed through a press conference and a million enthusiastic spectators seeing the Le Gruyère AOP brand on site. Preparatory work was carried out for these championships with the arrival of the Confrérie du Gruyère in June, which provided an opportunity to set up an excellent event to support market players in their work.

France

Inflation rose to 6% in France in 2022 and food prices increased by more than 13% by the end of December (source INSEE). Faced with this drop in buying power, consumers had to adapt their food purchases and shop for cheaper and substitutable product categories. In this very tense context, import volumes of Swiss Le Gruyère AOP fell by 13.3% in 2022. Despite this difficult trading situation, Le Gruyère AOP's promotional presence was intense throughout the year, both in mass distribution and on the traditional circuit, supporting demand among commercial players as well as possible. An exclusive partnership with Hédène honeys led to a collaboration with François Robin, one of the best France Fromager workers. Over 1,300 consumer promotions highlighting the different varieties of Gruyère AOP were distributed at points of sale in the traditional chilled counter and freshly-packed sections. Alongside these activities, 118,000 small jars of honey were distributed to consumers accompanied by tastings. With the primary aim of highlighting Le Gruyère AOP among the hard cheeses on offer, a field-marketing campaign was carried out in 40 *départements*. This campaign resulted in the installation of advertising in the colours of Le Gruyère AOP in more than 600 retail outlets. In the traditional network, throughout the

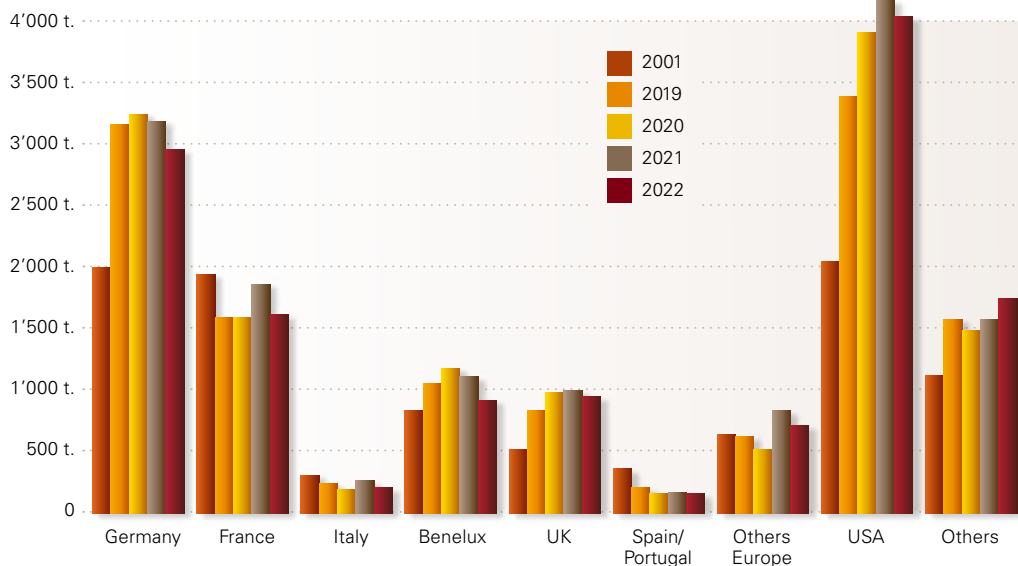


month of October, Le Gruyère AOP Réserve and Alpage varieties were promoted by 140 cheese shops and cheese-makers in Paris and in the region with discovery tastings. In addition to promotional measures at points of sale, communication activities were carried out to continue developing the reputation of Le Gruyère AOP and increase purchases by French consumers. A large-format poster campaign and digital screens targeted at hypermarket car parks and shopping centres generated 192 million contacts. A second press advertising campaign totalled 44 million contacts, and finally a programmatic digital campaign recorded 9 million contacts. Le Gruyère AOP is always a spring highlight at the Salon de l'Agriculture and the Salon du Fromage. Every 2 years it graces the Swiss cheese stand at the International Food Fair (SIAL), which takes place in autumn in Paris.

Benelux

We saw a further 4% drop in the volume of Le Gruyère AOP sold on the market. Due to high inflation, consumers bought cheese less frequently and in smaller quantities. Consumers are visibly traumatised by an inflation rate of 10.3% in Belgium and 10% in The Netherlands. Our marketing mix is mainly aimed at recruiting new consumers. In mass distribution, Field Marketing ran counter-top activities. In addition to the tasting events, a sample of 70,000 20g sticks, added to consumers' online orders, reached a new, different and younger target. For cheese shops, a master class was organised on the subject of aromas and refining. In stores, an action focused on Fondue helped support sales at the end of the year. To dispel certain clichés associated with Le Gruyère AOP on the Belgian market, Le Gruyère AOP has prepared a new digital social media campaign. The campaign combines education and humour with a seg-

Comparison of Gruyère AOP yearly exports in tonnes



Total 2001:	9'775	(EU 6'608)
Total 2002:	9'303	(EU 6'064)
Total 2003:	9'407	(EU 5'948)
Total 2004:	10'280	(EU 6'147)
Total 2005:	10'600	(EU 6'794)
Total 2006:	11'186	(EU 6'719)
Total 2007:	10'886	(EU 6'917)
Total 2008:	11'779	(EU 7'205)
Total 2009:	10'974	(EU 7'346)
Total 2010:	11'967	(EU 7'501)
Total 2011:	11'670	(EU 7'673)
Total 2012:	11'527	(EU 7'568)
Total 2013:	12'207	(EU 7'757)
Total 2014:	12'376	(EU 8'063)
Total 2015:	11'956	(EU 7'307)
Total 2016:	12'106	(EU 7'551)
Total 2017:	11'787	(EU 7'480)
Total 2018:	12'800	(EU 7'689)
Total 2019:	12'684	(EU 7'722)
Total 2020:	13'258	(EU 7'872)
Total 2021:	14'168	(EU 8'427)
Total 2022:	13'293	(EU 7'518)



mentation marketing strategy. Belgian comedian Freddy Tougaux carries out an in-depth investigation spanning 5 episodes with a somewhat offbeat tone. The first wave, broadcast in December 2022, was a great success with 5,113,197 views.

Italy

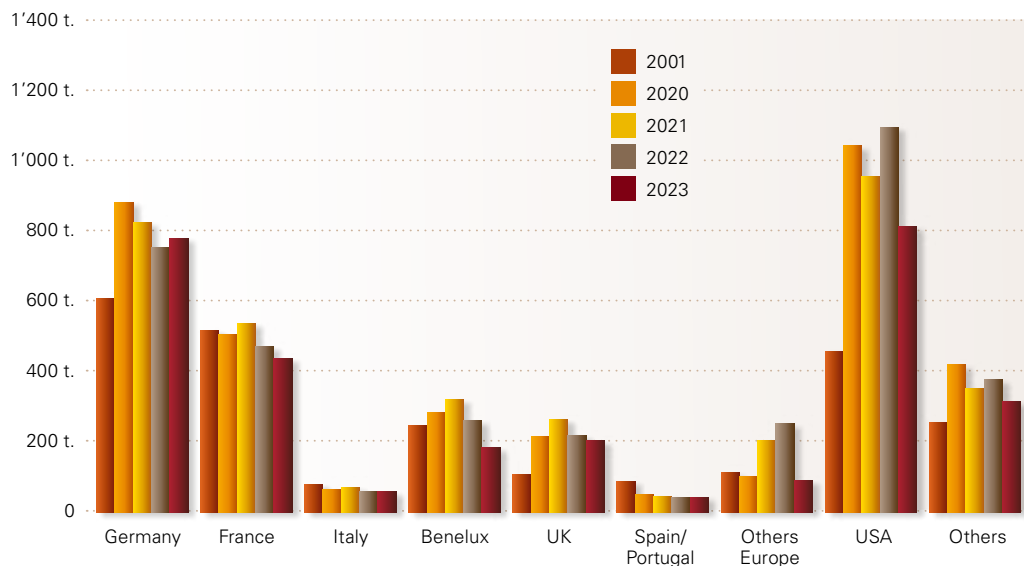
The Italian cheese market recorded a decline of 2.7% overall. The negative performance of Le Gruyère AOP is in line with the foreign cheese segment. During the year we supported the brand with 44 national promotions, involving 2,839 stores. A partnership with our main mass distribution customers reinforced our visibility and specific leaflets promoted Le Gruyère d'Alpage AOP during the festive season. Two national actions were carried out to support sales of Gruyère AOP with 10,500 promotional items offered when purchasing 250 grams, involving 540 points of sale. In hypermarkets, 535 tasting promotion days were organised to increase awareness of the product and boost sales. With the support of the chef ambassador Valbuzzì, Interprofession du Gruyère produced a report on production and several video recipes by broadcasting edu-

cational content that achieved over 1.3 million views, 5,200 interactions, 15,300 clicks. On social media, two specific messages on Le Gruyère AOP were published each month, supplemented by public relations activity with the media generating 138 press clippings.

Spain

Media coverage of Le Gruyère AOP in the Spanish media was maintained in 2022. Among point-of-sale activities, Le Gruyère AOP carries out more than 480 tastings in the country. Various competitions organised for consumers, combining Fondue-related actions and activities highlighting the product in Michelin star restaurants, supported by activations, attracted more than 220,000 new consumers. With 50,000 tasting portions, Le Gruyère AOP attends events such as the Swiss Cheese Boxe pop-up container and at the Chalet Suizo by Quesos de Suiza restaurant on the slopes of the Sierra Nevada in Andalusia. In the field of advertising, two campaigns highlighted the results of Le Gruyère AOP at the World Cheese Award. The Fondue and Caquelon promotion was carried out in specialised stores.

Comparison of Gruyère AOP exports from January to March in tonnes



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)
Total 2016:	2'820	(EU 1'906)
Total 2017:	2'645	(EU 1'745)
Total 2018:	3'163	(EU 1'994)
Total 2019:	3'097	(EU 1'916)
Total 2020:	3'552	(EU 2'093)
Total 2021:	4'465	(EU 2'903)
Total 2022:	3'516	(EU 2'048)
Total 2023:	2'922	(EU 1'798)



United Kingdom

Brexit, post-pandemic caution, the war in Ukraine, massive increases in fuel, energy and food prices marked the beginning of the "cost of living crisis" in 2022. Households are beginning to fear that their income will not cover basic needs. In this context, Le Gruyère AOP supported the product through tasting activities at points of sale in the United Kingdom, Northern Ireland and the Republic of Ireland. One of the highlights was our sponsorship of a new event in Yorkshire in conjunction with celebrity chef James Martin. In the context of this partnership, various cooking classes with the product welcomed 650 consumers a day. Le Gruyère AOP was also promoted at several other consumer and trade events across the UK. Wholesalers and retailers were supported by promotions and editorial supplements in the specialist press. 2022 ended with a bang when Le Gruyère AOP won the title of best cheese in the world at the World Cheese Awards held in Wales. A success for Le Gruyère AOP, which won 20 bronze medals, 23 silver medals, 19 gold medals and 6 super gold medals.

Nordics

In addition to inflation, the war in Ukraine and the exchange rate situation, we witnessed a tightening of purse strings and consumption of Le Gruyère AOP. The "Togetherness" campaign was seen as positive, relevant and interesting. 5% of Swedish consumers consider Le Gruyère AOP their favourite cheese, which ranks the product second among all cheeses. Since last year, awareness of the product has increased by almost 30%. Winter, which is synonymous with the Cross-Country Skiing World Cup, has the faint smell of fondue, with Le Gruyère AOP floating through the air during events organised in legendary Nordic ski resorts. In addition to on-site activation, numerous campaigns surround events and are in stores through retailers and media partners. The new DOOH campaigns in key locations worked very well in all Nordic countries. Press, digital and OOH activities reached more than 46 million people in the Nordic countries. Combined with constant in-store activations, in-store TV with over 22.3 million views,

during fairs and up-to-date social media work, 2022 was a successful campaign year, allowing Le Gruyère AOP to support its sales.

USA

The most important country, with approximately 10% of volume sold, is the United States. Intensive work is done, both on the sales front and in various shows and education programmes to strengthen the product's reputation. Collaborations are carried out with market players to support Le Gruyère AOP. Interprofession makes a mark at international professional fairs such as the Las Vegas Fancy food show in January and the New York Fancy food show in June. Le Gruyère AOP also actively participates in the CMI (Cheesemonger Invitational), the competition for the best cheese seller in the United States, at the Mercantile intended exclusively for professionals and the media. For optimal coverage, Interprofession du Gruyère has added a trump card to its communication strategy by collaborating with the public relations agency Junapr since May. The aim is to convey the message of the protected designation of origin or *Appellation d'Origine Protégée*, which recognises the quality of typical products, rooted in a region, that gives our product a specific character and inimitable flavour. Furthermore, the AOP and know-how message is widely disseminated to the US press and media.

Canada

Canada, regulated by quantity quotas on Le Gruyère AOP imports, has based its promotional activities on tastings, its presence at the Tremblant 24-hour relay and specific press campaigns in the form of advertisements and recipes.

Russia

Interprofession du Gruyère complied with the rules set by the Federal Council, which approved the total review of the ordinance establishing measures in connection with the situation in Ukraine. Providing public funding or financial assistance to trade or invest in this country is forbidden. The changes came into force on 4 March 2022.



South Korea

The measures supported and managed by Interprofession du Gruyère focus on consumer marketing, through print and digital advertising, public relations activities and tasting activities at points of sale or during professional or consumer fairs.

Japan

Japan is a gateway to Asia for Le Gruyère AOP. Investments are intended to strengthen the presence and image of Le Gruyère AOP in Japan, which is a market sensitive to renowned and quality brands. Interprofession du Gruyère supports the brand by investing in printed and digital displays. The product is promoted through tastings.

Australia

Le Gruyère AOP continues to support its position through promotional activities, tastings, its presence at Good Food and Wine Show fairs, while also increasing its communication in order to boost sales and position our product.

Brazil

Le Gruyère AOP Réserve won the World Cheese Championship in São Paulo, Brazil, where the second of these annual events took place from 15 to 18 September 2022. The most important cheese event in Latin America offers an intensive programme: a fair for the general public, 3 competitions (cheese shops and cheesemakers, products, manufacturers), around forty technical conferences for professionals and buyers in the cheese industry. The ribbon was cut by the Swiss consul general Pierre Hagmann, in the presence of the agricultural authorities of São Paulo. Alongside the competition, Interprofession du Gruyère organised several training conferences and set up a stand to allow a large audience, more than 50,000 people, to taste Le Gruyère AOP. We ensured a strong presence of the product through tastings, visibility and a market analysis programme, set up with the Swiss consulate. These different actions allowed us to understand the commercial environment of this market.



Sponsorship

The promotional activities of Le Gruyère AOP are supplemented by sponsorship. These various partnerships aim to increase the visibility of the brand nationally and internationally.

Cross-country skiing

Interprofession du Gruyère has signed a new contract with the International Ski Federation (FIS), which runs until the end of the 2026 season. This Presenting Sponsor contract gives Le Gruyère AOP an exclusive presence on the slopes, in the finish area, the partner village and the VIP area. Since 2022, Le Gruyère AOP has been present at all the World Cup events, i.e. around fifteen stages spread over different countries, including Scandinavia, Switzerland, France, Estonia and Italy. This contract is a continuation of a partnership initiated in 2015. The brand benefited from substantial television visibility during this season with an audience of more than 690 million listeners for more than 3,271 hours of TV broadcasting. For the first time, one of the stages took place in the resort of Les Rousses, in the French Jura, in the Comté AOP production area. Although the contract with the FIS is exclusive to cheese, Interprofession du Gruyère has shown an open mind towards its neighbour, given its active involvement in Nordic skiing, in particular as a sponsor of the French team. The two cheeses have found common ground. Comté AOP was able to set up a stand next to that of Le Gruyère AOP in the partner village. Furthermore, on the Le Gruyère AOP stand, a fondue mix was offered for the occasion, made up of 50% Le Gruyère AOP and 50% Comté AOP. This open-minded approach was greatly appreciated by the spectators, and strengthened links between the two interprofessional organisations of these two cheese cousins.

European Athletics

As part of its partnership with the European Athletics Federation, Le Gruyère AOP has positioned itself as a major sponsor at major European athletics championships such as: European Athletics Indoor Championships; European Athletics



Team Championships; Spar Cross Country European Championships; European Athletics Championships. These events allowed the brand to benefit from good visibility on television and to have a presence at the various competition sites and VIP restaurants with the product.

Among these championships, the European Athletics Championships in Munich was one of the key events in the 2022 sponsorship commitments for Le Gruyère AOP. In fact, the European Athletics Federation joined another 9 sports federations to organise joint European Games in the city of Munich. Thanks to an additional contract signed exclusively for this event, Le Gruyère AOP enjoyed excellent visibility not only in athletics, but also in other sports such as cycling, beach volleyball, canoeing, gymnastics, rowing, climbing and triathlon.

By fully participating in these championships, Le Gruyère AOP had a presence at the 17 competition sites, as well as in the 21 VIP restaurants throughout the city of Munich. During the 10 days in Munich, the 24 Le Gruyère AOP presenters hired for this event led various activities in central Munich and at the Olympic Park. This allowed 255,000 physical contacts to be collected and 190,000 samples of Le Gruyère AOP to be distributed. In addition to TV and digital visibility, these activities generated media coverage of approximately CHF 64 million for the Le Gruyère AOP brand.

Athletissima & Weltklasse

The brand maintains its commitment to athletics by sponsoring several world-class events such as Athletissima and Weltklasse, which are major stages in the Diamonds League athletics championship. Athletissima took place during the month of August in Lausanne, where the best athletes in the world were able to compete in front of more than 13,000 people. The Weltklasse international competition in Zürich, which was the final of the Diamond League, brought together 20,000 spectators at Letzigrund. Le Gruyère AOP was present at these two major events in the VIP areas and with a tasting stand. Spectators are always delighted to find their favourite cheese.

Curling

Le Gruyère AOP was the leading sponsor of the last European Curling Championships for men and women, which took place in Ostersund, Sweden in November. With a highly visible presence in the stadium, the brand shone on the various media broadcasting the competition. The two Swiss national teams did us proud by reaching the finals, which saw Scotland for the men and Denmark for the women win the gold medals. The Gruyère AOP European Curling Championship enabled the brand to offer tournament visitors, as well as the customers of partner hotels, a taste of the product.

Eurosport

In order to highlight the various partnerships, such as cross-country skiing, curling and athletics, Le Gruyère AOP broadcasts many advertisements during these competitions on the Eurosport group sports channel. This channel relays our advertising in Switzerland and in 50 European countries.

Swiss Athletics Federation

Since 2008, Le Gruyère AOP has been linked to the Swiss Athletics Federation through the Mille Gruyère youth middle-distance running project. More and more Swiss athletes are excelling at the international level, including household names like 800m runners Audrey Verro and Lore Hofmann, and long-distance specialist Jonas Raess. These athletes all have one thing in common: they started their careers in the 1,000m at Mille Gruyère. In 2022, the regional stages of the Mille Gruyère brought together more than 3,600 children aged 8 to 15. Like all sponsorship contracts, this partnership is long-term, currently until 2026. In order to highlight this collaboration, a partnership has been concluded with Athle.ch. This platform is very active in Switzerland and creates tailor-made content for Le Gruyère AOP during the various athletics meetings, which is then rebroadcast on digital channels.





Gottéron

Since it was inaugurated, the BCF Arena has been fully booked, achieving the highest occupancy rate in Europe over the past season. This translates into more than 1,000 Le Gruyère AOP fondues tasted at each match. The partnership set up with two cheesemakers from Interprofession du Gruyère ensures excellent visibility of the product on the stands. This product part is complemented by the presence of the brand on the players' jerseys and on the boards around the ice rink. Fondue is not only a tradition but a must that is appreciated by any supporter who goes to the Fribourg ice rink.

Giant X Tour

Le Gruyère AOP supports the rounds and the final of the Giant X Tour. These national ski and snowboarding competitions are organised for young people in training (students and apprentices). During the different rounds, these young athletes had the opportunity to be selected for the national finals which took place at the end of March in Leysin.

Swiss Canyon Trail & Le Gruyère Trail Charmey

The Swiss Canyon Trail and Le Gruyère Trail Charmey have become unmissable for runners. These two events, which are echoed beyond our borders, allow Le Gruyère AOP to show its nutritional benefits during refuelling.

Fairs and events

Le Gruyère AOP ensures its strategic presence at the various main fairs held across the country. Thanks to its presence at the Foire du Valais, Goûts et Terroir in Bulle, Automnales in Geneva, BEA in Berne, LUGA in Lucerne, OLMA in St-Gall and the Zügermesse in Zug, over 1.2 mil-

lion visitors had the opportunity to taste Le Gruyère AOP. Working with the association for the promotion of AOP-IGP and Switzerland Cheese Marketing, Le Gruyère AOP occupies a major place during these events, in particular with fondue and a beautiful exhibition of the different kinds of Le Gruyère AOP.

New media

Introduction

The increasing digitisation of communication over the past five years has changed the way consumers interact with brands like Le Gruyère AOP. More and more people are using digital channels to search for information, engage with brands and make purchases. In order to respond to this evolution, Le Gruyère AOP is constantly adapting its communication by investing in relevant digital channels to reach its target audience effectively.

Le Gruyère AOP took several initiatives in 2022 to strengthen its digital presence and identity by consolidating its marketing mix. A strategy was developed in partnership with the communication agency *Numéro 10* based on several digital platforms, including the brand's website (www.gruyere.com), Instagram, Facebook, YouTube and TikTok. For each channel, specific actions were undertaken with relevant communication consistent with the Le Gruyère AOP brand image.

Website

With 94,000 visitors (10% annual growth) from 162 different countries, the website is at the heart of Le Gruyère AOP's digital communication. Several efforts were undertaken in 2022 to improve the visitor experience such as



revenue generation. 15 recipes have been created in partnership with various Swiss chefs to inspire Internet users to eat Le Gruyère AOP. The sector was promoted through various articles highlighting the actors involved in the production of this noble cheese. A new “Podcast” tab has been created to allow access to the various interviews in the “Sur le Plateau” programme produced by Le Gruyère AOP.

Instagram

In 2022, Le Gruyère AOP continued its major investments in social media, such as Instagram in particular. With 9,800 followers (+26% annual growth) at the end of 2022, Le Gruyère AOP is the most followed Swiss cheese brand on this platform. Although a significant portion of its followers are in Switzerland and Europe, the majority of them are in the United States, where Le Gruyère AOP is attracting increasing interest. These efforts have focused on publishing organic content and international advertising campaigns. A total of 134 creations were released during the year, reaching 17 million users and gaining 2,500 new followers.

Facebook

Facebook may be ageing, but the platform remains an important axis of communication for Le Gruyère AOP. In fact, it offers a unique opportunity for Le Gruyère AOP to reach baby boomers and Generation X. This trend is also reflected by our statistics, which show that the typical profile on this media is a person aged around 65 years, female and living in Switzerland. It is therefore imperative to take this demographic variable into account when creating new content. Recipes, as well as articles related to the sector, were favoured because they are very popular with this audience. This content was

therefore used for national and international advertising campaigns that reached 31 million users (+43% annual growth) around the world. 670,000 of them showed interest by searching the web for additional information after seeing one of these ads.

TikTok

In order to effectively reach Generation Z, Le Gruyère AOP took the initiative of establishing itself on the TikTok platform in October 2022. The latter offers modern technology and a large user base, thus being an attractive tool for the brand. The strategy initially targeted US audiences with the rollout of youthful and educational content. The launch of the Le Gruyère AOP page was very well received by the TikTok community, as evidenced by the end-of-year 2022 figures: the page generated 246,000 views and reached 640,000 people. These promising results pave the way for other types of content and markets for 2023 on this medium.

YouTube

The digital strategy is completed by Le Gruyère AOP's presence on YouTube. This platform offers an interesting tool for the brand by combining modern technology with a gigantic user base. Previously, Le Gruyère AOP mainly used this platform to launch large advertising campaigns. However, since 2022, the brand has started posting organic content on a regular basis to build user engagement and expand its community. The combination of advertising campaigns and organic content enabled Le Gruyère AOP to reach 5.5 million (-8% annual growth) users and gain 830 subscribers on YouTube.





Community moderation

The Gruyère AOP virtual community reached a new milestone by exceeding 40,000 subscribers through the various digital media. This far-reaching community includes consumers and brand protectors. The members of the community are passionate about the product, proud of the many awards won by players in the sector and keen to protect Le Gruyère AOP against counterfeits. They also show a strong interest in manufacturing and locating the product's points of sale. To moderate the 430 daily interactions, a strategy was implemented in 2022, in collaboration with the public relations agency Junapr. This strategy aims to provide superior service to the community by responding quickly and comprehensively to all questions and concerns. The Gruyère AOP virtual community is a major asset for the brand, allowing it to stay in direct contact with loyal customers and obtain valuable feedback.

Travel and public relations

As with many other activities, 2022 was marked by the post-COVID recovery. 2020 and 2021 trips were, for the most part, organised in 2022. From May to October, IPG thus welcomed 200 people divided into 11 trips. Some groups numbered ten people, whilst others exceeded the ideal size in order to meet this exceptional post-pandemic demand. From 2023, group sizes will return to an ideal of around 10 people.

A big thank you to industry members who welcomed us and played their part, despite the complexity of large groups. As usual, the welcome was magnificent and commensurate with the reputation of Le Gruyère AOP. Demand for such visits is growing, the SCM antennas are fond of this means of communication, which allows a true picture of Le Gruyère AOP to be conveyed, thanks to the involvement of industry members. A morning spent at a cheese dairy, a producer's premises, in the refining cellars or on the mountain

pastures in summer is the best way to present this noble product. If any one of you would like to welcome a group soon and take part in this great adventure for the promotion of Le Gruyère AOP, nothing could be easier, let our office know!

Visitors welcomed in 2022 came mainly from Europe: Belgium, Holland, Germany, Italy and France, while others came from across the Atlantic: the USA. Most were from the world of cheese distribution, but a few were from the world of communication: public relations agency, content creators for social networks, journalists, TV, etc.

2022 was also a year of celebration: the 25th anniversary of Interprofession du Gruyère! Working with the Larmada event agency, IPG organised two days of celebrations hosted by Vincent Kucholl and Vincent Veillon. These two days will undoubtedly remain engraved in everyone's memory: joy, good humour, laughter, delicacies with Le Gruyère AOP, a show tinged with humour and music, the preparations mobilised a small IPG team for several days, but they were rewarded with the smiles on 16 and 17 December at Espace Gruyère, and even more so when, during one meeting people were chanting: Gruyère, Gruyère!



2022 Events

25 November 2021 to 13 March 2022

FIS – World Cup 2022, Europe

28 December 2021 to 4 January 2022

FIS Tour de Ski 2021, Switzerland, Germany, Italy

27 January to 27 February 2022

Helsinki Ski Weeks, Helsinki

12 and 13 February 2022

Swiss Indoor Athletics Championships, Macollin

26 February to 6 March 2022

Salon de l'Agriculture, Paris

27 February to 2 March 2022

Salon du Fromage et des Produits Laitiers, Paris

27 February to 2 September 2022

Mille Gruyère

14 March 2022

Swiss Marathon Championships, Zurich

18 to 20 March 2022

European Athletics Indoor Championships, Belgrade (Serbia)

19 to 27 March 2022

World Women's Curling Championship, Prince George (Canada)

21 to 27 March 2022

Home-made Label - Discovering spring with Le Gruyère AOP, French-speaking Switzerland

23 to 24 March 2022

Bocuse d'Or Europe

20 April to 25 May 2022

BCN Tour, Neuchâtel region

26 to 30 April 2022

Patrouille des Glaciers

3 to 5 June 2022

Good Food and Wine Show, Melbourne (Australia)

4 to 5 June 2022

Mondial du Chasselas, Aigle

9 to 11 June 2022

Sierre Blues Festival, Sierre

12 to 14 June 2022

Summer Fancy Food Show, New York

24 to 26 June 2022

Good Food & Wine Show, Sydney (Australia)

24 to 26 June 2022

Swiss Athletics Championships, Zurich

25 June to 10 July 2022

Le Tir Cantonal Vaudois, Payerne

16 July 2022

Gruyère Trail Charmey, Charmey

19 to 24 July 2022

Paléo Festival, Nyon

22 to 24 July 2022

Good Food and Wine Show, Perth

23 July to 28 August 2022

Les Journées des Alpagnes Vaudois, 6 alpagnes du Jura Vaudois

29 to 30 July 2022

Dupaski Festival, Romont

1 August 2022

Swiss National Day, Gruyères





9 to 21 August 2022

European Multisports Championships, Munich

15 to 21 August 2022

European Athletics Championships, Munich

15 to 21 August 2022

International Folklore Festival of Fribourg, Fribourg

17 August to 14 September 2022

Groupe E Tour, Fribourg region

26 August 2022

Athletissima, Lausanne

27 to 28 August 2022

Swiss U16 & U18 Athletics Championships, Riehen

31 August to 3 September 2022

Francomanias, Bulle

1 September 2022 to 9 March 2023

Fribourg-Gottéron, Switzerland

3 to 4 September 2022

Swiss U20 & U23 Athletics Championships, Geneva

7 to 8 September 2022

Weltklasse, Zürich

15 to 18 September 2022

Mundial do Quijo do Brasil

22 to 25 September 2022

Swiss Cheese Awards, Châble

24 September to 2 October

Fête des Fêtes, Ballenberg

25 September 2022

Cortège de la Fête des Vendanges, Neuchâtel

30 September to 9 October 2022

Foire du Valais, Martigny

15 to 19 October 2022

SIAL, Paris

21 to 23 October 2022

Good Food & Wine Show, Brisbane

22 to 30 October 2022

Zuger Messe

1 to 4 November 2022

World Cheese Awards, Wales (United Kingdom)

11 to 12 November 2022

Vully Blues Festival, Praz

11 to 20 November 2022

Les Automnales, Geneva

17 to 20 November 2022

Suisse Fondue Festival, Fribourg

19 to 26 November 2022

Le Gruyère AOP European Curling Championships, Östersund (Sweden)

25 November to 26 March 2023

FIS – World Cup 2023, Europe

30 November to 4 December 2022

Salon Goûts et Terroirs, Bulle

2 to 4 December 2022

Pintes Ouvertes, Canton de Vaud

10 December 2022 to 26 March 2023

Kids Nordic Tour, Switzerland

11 December 2022

Spar European Cross Country Athletics Championships, Turin (Italy)

31 December 2022 to 8 January 2023

FIS Tour de Ski 2023, Switzerland, Germany, Italy

A QUICK BITE.

A TASTE SENSATION.

GRUYERE.COM/SNACK



LE GRUYÈRE®
SWITZERLAND 

THE TASTE OF SWITZERLAND SINCE 1115.



Switzerland. Naturally.



Cheeses from Switzerland.

www.cheesesfromswitzerland.com



PRODUCED IN 57 ALPINE CHALETs.

GRUYERE.COM/ALPAGE

LE GRUYÈRE®
SWITZERLAND

Alpage



Switzerland. Naturally.



Cheeses from Switzerland.

www.cheesesfromswitzerland.com





Governing Bodies within the Interprofession du Gruyère

Given the work taking place on various fronts on the future of the sector and market developments, the management bodies of the IPG held a large number of meetings.

Bureau

This met 11 times, usually on the morning of a regular committee meeting.

Main tasks:

- Preparation of committee meetings;
- Administration staff management;
- La Pinte des Vernes:

It also took charge of this project by inviting architects to

compete. Out of the 4 designs presented, it chose the KLR firm, which started the public consultation at the end of the year. It comprises a modification to an existing building permit.

Market committee

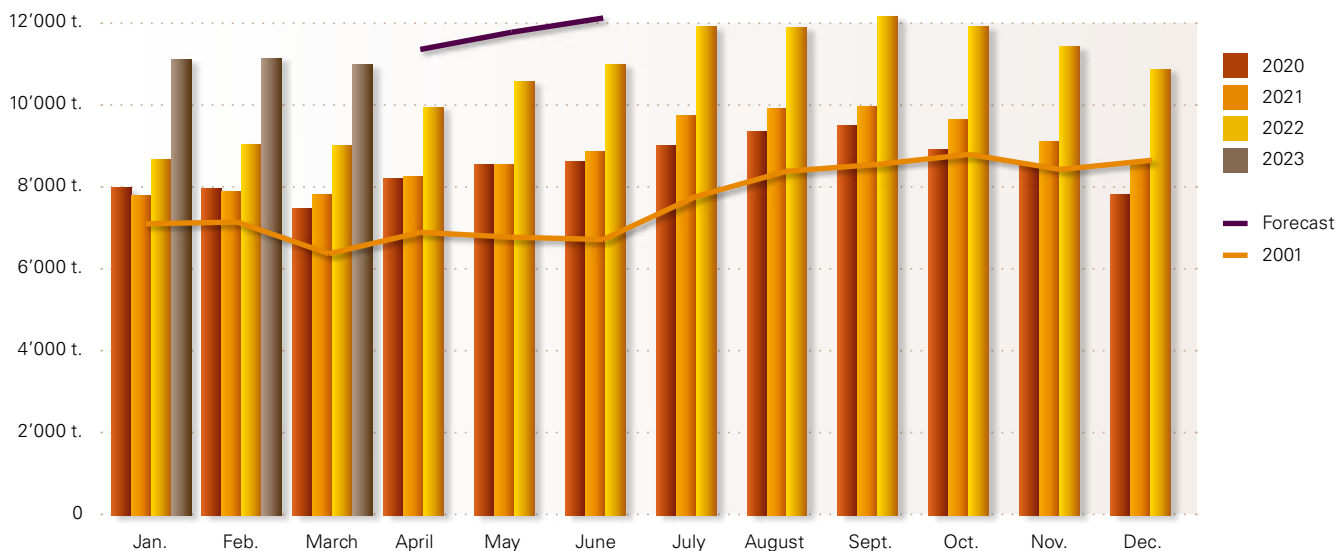
This met 12 times, usually on the morning of a regular committee meeting.

Main task:

- To monitor market developments

Based on the cockpit analyses, a proposal was made to reduce quantities for the first time in the spring (elimination of the temporary 5%) and to reduce the 2023 quantity by 3%.

Comparison of stock evolution (end of March 2023) in tonnes





Committee

It held 20 meetings, at least once a month, in the form of a seminar.

Main tasks:

- Current situation:
- Milk and cheese price negotiation:

It has not been easy to find a satisfactory compromise for each of the groups. The differences concerned distribution and the implementation date. A compromise was voted on with an increase of 4.9 cents in the price of milk with effect from 1 September. As of this date, the cheese taken out of the refining cellar was increased overall by CHF 1 /kg. This agreement, which is beneficial for everyone, should be welcomed, while noting that the market is not in the best position to accommodate this increase. We mainly see the consequences abroad.

The matters dealt with by the committee, as well as the reflection on Triesse Gressard (Soliance), provoked reactions from young farmers who wrote an open letter as well as addressing a letter to the committee. In response to this, a committee delegation held two meetings with them. These two meetings led to a better overall understanding of the current situation and how the sector operates. Furthermore, some of the demands of milk producers were examined to provide an appropriate follow-up.

Committee seminar

Committee members met for two days in July.

Tasks:

- Review of the specifications:

The meetings on this matter were conducted under the auspices of Ruralis. This process was completed at the January 2023 seminar and the result will be published for the sector during the second half of 2023.

- Triesse Gressard survey – follow-up:
L'Oiseau No. 58 dealt extensively with this subject. It was the subject of three presentations (including one in German) addressed to the entire sector. It provides an opportunity for everyone to express an opinion on the survey and the conclusions that should be drawn from it.
- Sustainability:
One of the outcomes is a global study of sustainability which has already involved some 6 meetings of a working group including a delegation from the administration and the committee.

Assembly of delegates

This body held two meetings.

31 May 2022:

- Approval of accounts and annual report:
- Change of President:
Mr Oswald Kessler, who was appointed Honorary President, took a dignified leave of the Interprofession du Gruyère. The new Chairman, Mr Pierre-Ivan Guyot, was elected.
- 25 years:
This meeting marked the 25th anniversary of the IPG, which was established on 2 June 1997 in the Salle des Chevaliers of the Château de Gruyères.
- Approval of the new quantity management regulations



23.11.2022:

- Approval of the budget:
- Approval of the 2023 quantity:
- Amendment to the by-laws:
An amendment was agreed by including a delegate from the satellite cheese factories both in the group of producers and cheese makers. This decision brings the total number of delegates to 53.

Alpage committee

This committee held two meetings, which focused on:

- Quality:
- Quantity:
As it stands, the committee is open to the possibility of new *alpages* (mountain pastures) as long as the basic conditions are met and the market allows it. Production in 2022 was significantly lower than the attributed potential due to the drought which affected all regions.

The water supply for the chalets will be an important topic for the future.

Organic committee

The committee held two meetings, one of which was partly devoted to a meeting with Bio Suisse.

The committee noted that market demand is not as strong as it has

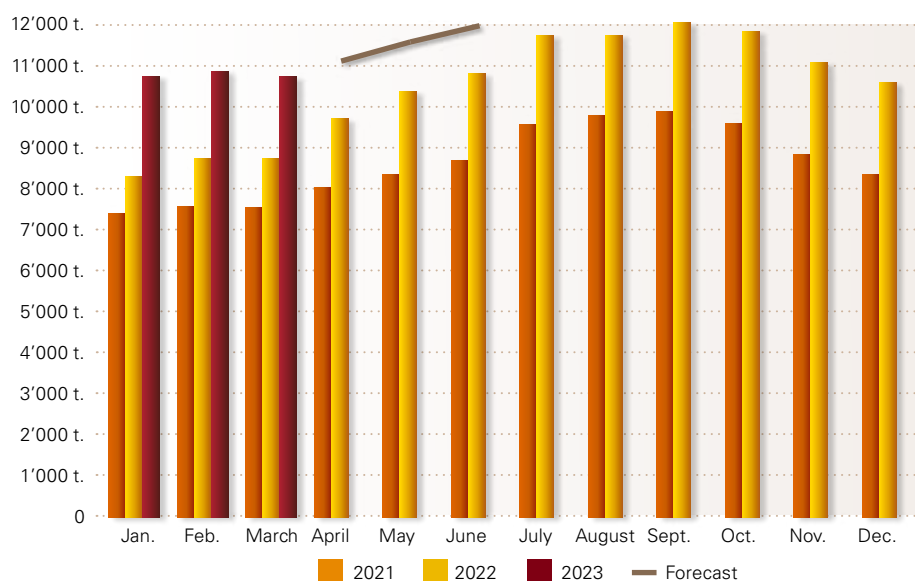
been for the past five years. The committee endorsed the 5 cent increase in organic milk following new directives that restrict fodder imports. This brings the organic supplement to the ex-cheese dairy price of Gruyère AOP Bio to CHF 2.60 /kg.

Marketing committee

This committee held two meetings:

- Presentation of current and future projects;
- Update on the various campaigns in Switzerland and abroad

Comparison of stock evolution excluding Alpage (end of March 2023) in tonnes





Planning committee

This committee held 14 meetings.

The main purpose was to establish the new quantity management regulations and apply the new provisions. The issue of renovating or grouping together the various Le Gruyère AOP production sites was also discussed.

Appeals committee

This committee was convened three times following decisions of the planning committee which were appealed. All the appeals lodged were lost because they were contrary to the articles of the regulations.

Quality committee

This committee held three meetings, one of them a joint meeting with the *taxateurs* (cheese inspectors). After the COVID period, a meeting was needed for the *taxateurs* to hold discussions and refresh their knowledge in accordance with the specification.

In addition to these meetings, a committee delegation met to intervene in various cheese factories when there were quality problems. This delegation may vary according to regions and cheese buyers in order to maintain a certain neutrality.

Added value and cost committee

This body held two meetings.

This committee, resulting from the conclusions of the Triesse Gressard survey, intends to find a reliable and ob-

jective means of determining the costs and repercussions of changes in fees for each group in the sector.

By decision of the committee, this committee will be supported by an external study to achieve its assigned goal.

Technology watch committee

This committee was also set up on the basis of the Triesse Gressard conclusions. It was appointed and held its first meeting at the end of December. Consisting of delegates and members of the sector, its purpose is to introduce technological development in compliance with Le Gruyère AOP and its specifications.

Interprofession du Gruyère

President

As announced, Mr Pierre-Ivan Guyot has chaired the various bodies since 31 May 2022. He succeeded Mr Oswald Kessler.

Vice-President

Following the resignation of Mr Didier Germain on 31 December 2022, as required by the rules, a producer was to take over his position. Mr Didier Roch has now been appointed as vice-president.

Management

- Mr Philippe Bardet, Director
- Mr Marc Gendre, Vice-Director



Scientific assistant

Ms Horvath joined the administration at the end of 2021. She is responsible for looking after and coordinating the technology watch committee, among other things. She also prepares statistical reports for management and the committee. It supports the implementation of the Sustainability and Training file.

Marketing sector

- Ms Marie L'Homme:
Manages national promotion activities and provides support for certain sponsorships.
- Ms Catherine Merian:
Provides support in the various areas of Switzerland Cheese Marketing and accompanies visits to the sector.
- Mr Guillaume Berset:
Responsible for fairs and for supporting various events from the beginning of July. Replaced Mr Philippe Gremaud who, after many years at the IPG, was hired to manage Etivaz AOP.
- Mr Gaspard Cuenot:
Joined IPG on 1 February 2022 and is in charge of social media, digital promotion and publication management.
- Mr Denis Kaser:
In charge of international activities.

Quality/Quantity Sector

- Mr Thierry Bize
Endorses labelling proposals from the sales sector.

- Mr Christophe Magne

Supports quantity management.

These two people carry out the monthly taxation to ensure that high quality Le Gruyère AOP arrives on the various stalls both in Switzerland and abroad.

Secretariat

- Ms Christine Grandjean
- Ms Julie Sudan

Accounting

- Ms Magali Vuichard
- Ms Karine Pharisa

She took up this position on 1 April and got to work enthusiastically. She replaced Ms Sandy Uldry, who decided to leave her post on 31 January after a little over 10 years with the IPG.

The whole team was proud to be able to celebrate 25 years of Interprofession du Gruyère and the sector as a whole, paying tribute to the people who have contributed to the success of Le Gruyère AOP throughout this quarter of a century.



Committee members as of December 31, 2022

Committee of the Interprofession du Gruyère

President	Pierre-Ivan Guyot*	Boudevilliers
Producers	Romane Botteron Didier Roch*# Nicolas Savary Pascal Surchat	La Sagne Ballens Sâles (Gruyère) Blessens
Cheesemakers	Jean-Daniel Jäggi René Pernet* Adrian Scheidegger Nicolas Schmoutz	Grandcour Peney-le-Jorat Niedermuhren Mézières FR
Affineurs	Jean-Marc Collomb Gilles Margot* Jean-Charles Michaud Ralph Perroud *	Fromco SA, Moudon Margot Fromages SA, Yverdon (bureau member until 31.05.22) Mifroma SA, Ursy Fromage Gruyère SA, Bulle (bureau member since 02.06.22)
Guests	Jean-Pierre Huguenin Daniel Koller Roland Sahli ¹ Christian Schmutz François Mieville ²	Avocat, Boudry PSL, Bern Gourmino AG, Lenzburg Fromarte, Bern (guest until 31.05.22) Fromarte, Bern (guest since 29.06.22)

Vice-president

* Member of the board of direction

¹ Affineur Coordinator

² Cheesemakers' Coordinator

Outlook for 2023

In 2023, the management bodies of Interprofession du Gruyère will apply the conclusions of the Triesse Gressard (Soliance) survey, while remaining attentive to the evolution of sales and prices of Le Gruyère AOP. This work will be carried out on the basis of the principles previously defined, which are:

Quantity

- To apply a management and planning tool (cockpit) in a spirit of transparency and trust, with the aim of improving quality. -> This tool is all the more important in the current market, which is in decline.
- To implement the 10-year campaign plan adopted by the assembly of delegates on 24.11.2021.
- To strengthen measures and decisions to ensure that rules are respected and fight against imitations. -> IPG, together with the AOP-IGP association, will propose solutions for the implementation of the Savary motion ensuring the establishment of surveillance agents, under the auspices of certification bodies.

Quality

- To analyse the evolution of the distribution of fat and protein in milk, in order to guarantee high quality in the production of Le Gruyère AOP.
- To analyse the evolution of production and installation techniques in relation to the quality of Le Gruyère AOP. -> Collaboration with the research and advisory bodies Agroscope, Arqha, Caséi, as well as international experiences are required. This work is carried out through the technology watch commission.

Profitability

- To ensure the profitability of the sector, its operators and its administration. -> A committee will be appointed to analyse the distribution of the added value between the different groups. It will receive external support from Agridea and Soliance.

Customer

- To analyse and define the image, strengths, particularities and history of Le Gruyère AOP. -> The issue of craftsmanship and sustainability will have to be studied in each group, looking in particular at what makes the difference within a profession in the AOP sector compared to generic production.
- To analyse and define what we want to convey to the client and consumer. Le Gruyère AOP has a very good brand image that will still need to be consolidated.
- A major project based on sustainability will be launched to strengthen the image of Le Gruyère AOP in this context.

Brand and Marketing

- To establish a clear brand and marketing strategy by objectively analysing the current situation. -> This strategy will be based on the guide to good general and marketing practices as well as the specifications.
- The aforesaid specifications will be made available to the sector.
- The defence of the brand will continue.
- Communication using real images from the sector will be reinforced on all media and more particularly new media.

Future of IPG

- To set up a risk analysis system for the IPG.
- To promote and encourage the identification of members with the sector to which they belong. -> Each member of the sector promotes the Le Gruyère AOP Switzerland brand.
- The establishment of internal training in the sector.

Interprofession du Gruyère intends to perform these tasks to ensure that Le Gruyère AOP evolves in the interest of consumers, while ensuring a healthy distribution of the economic added value to all the people involved in producing this noble cheese on a daily basis.

Recapitulation of the distribution of the total production potential for Le Gruyère AOP per cheese dairy and per canton for 2023 (with turnover)

Canton	Villages			Bio			Villages + Bio		Alpages			All		
	Quantities (Kg)	(%)	Nbr	Quantities (Kg)	(%)	Nbr	Quantities (Kg)	(%)	Quantities (Kg)	(%)	Nbr	Quantities (Kg)	(%)	Nbr
FR	14'864'712	50.69	79	516'239	31.68	5	15'380'951	49.69	228'147	37.59	36	15'609'098	49.46	116
VD	8'189'659	27.93	36	399'946	24.55	3	8'589'605	27.75	357'459	58.90	22	8'947'064	28.35	59
NE	2'916'428	9.95	15	245'511	15.07	2	3'161'939	10.22				3'161'939	10.02	15
JU	696'260	2.37	3	167'065	10.25	1	863'325	2.79				863'325	2.74	3
JUBE + al.1	870'831	2.97	5	125'301	7.69	1	996'132	3.22	21'327	3.51	3	1'017'459	3.22	8
BE	885'606	3.02	7	155'057	9.52	1	1'040'663	3.36				1'040'663	3.30	7
Other cantons	900'907	3.07	7	20'169	1.24	1	921'076	2.98				921'076	2.92	7
Total	29'324'403	100.00	152	1'629'288	100.00	14*	30'953'691	100.00	606'933	100.00	61	31'560'624	100.00	215

* Cheese dairies producing Bio: 14 cheese dairies producing both Traditional and Bio Gruyère AOP plus 1 dairy producing only Bio.

YOU HAVE A CELEBRITY IN YOUR FRIDGE.

GRUYERE.COM/TYPES



LE GRUYÈRE®
SWITZERLAND 

THE TASTE OF SWITZERLAND SINCE 1115.



Switzerland. Naturally.



Cheeses from Switzerland.
www.cheesesfromswitzerland.com





LE GRUYÈRE[®]
SWITZERLAND 

THE TASTE OF SWITZERLAND SINCE 1115.



Switzerland. Naturally.



Cheeses from Switzerland.
www.cheesesfromswitzerland.com

