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Cheese is one of the oldest nutrient merchandises. The production of cheese has begun 8 000 old ages ago in fertile vale between the Tiger and Eufrat rivers, in today ‘ s Iraque, and represents the authoritative manner of nutrient saving for long periods of clip. The production of cheese has been modified and andvanced until today, from the earliest crude milk processing to the application of the latest industrial engineering, which resulted in the great figure of food markets of this sort. Autochthonous cheese represents a particular group of food markets, which is a feature of a certain state, state and part.

Name callings of autochthonous cheese are purely connected with their beginning, in other words with the topographic point where they are produced. Traditional production of autochthonous cheese has non merely been preserved, but has besides achieved a important regeneration through the turning demand for organic nutrient and high quality nutrient with indicants of geographical beginning, whose fight and monetary values, in comparing to conventional merchandises, has been significantly increasing. Traditional ways of autochthonous cheese production in comparatively stray mountain environment has been preserved in Serbia.

The determination of the European Commission to set Serbia on the list of states from which it is possible to import milk into the EU states will hold long-run positive effects on domestic agribusiness, because that determination will to boot excite agricultural production, since new markets for the arrangement of domestic merchandises have been opening. The production of milk in Serbia is still keeping an awkward place. In the recent old ages, it has non merely been stagnated, it has been reduced as good, therefore it is necessary to take appropriate steps in order to press its growing and development. The production of cow milk in Serbia per dairy caput of cowss is unsatisfactory and highly low ; on the norm it is 2. 585 cubic decimeter, which is about 18 % less in comparing to the mean value of the universe milk production, and even 50 % less in comparing to the mean value of the European milk production ( StankoviA‡ , 2010 ) . In 2008.

, 1, 534 billion liters of cow milk was produced, in 2006. -1, 587 billion liters, and in 2005.-1, 602 billion of liters ( tabular array ) . The portion of cow milk in the entire production of milk in Serbia is 99 % . Entire measure of sheep and caprine animal milk and 92 % of cow milk has been produced on single farms ( BoA? iA‡ and confederates, 2008 ) . Serbia is on the underside of the European graduated table harmonizing to the ingestion of milk and dairy merchandises. If it approached the European norm ingestion, it would confront shortage of these merchandises. In 2007.

mean ingestion of milk was 30, 6 liters per capita, the mean ingestion of white cheese was 10, 7 kilogram per capita, the mean ingestion of kajmak ( a dairy dish ) was 1, 1 kilogram per capita and the mean ingestion of butter was 0, 1 kilogram per capita ( 2 cubic decimeter ) . The ingestion of dairy merchandises in the European states is signifficantly higher ; one dweller of a European state consumes about 100 liters of milk during the twelvemonth, 8, 9 kilogram of difficult cheese and semi difficult cheese and 4, 7 kilogram of butter. The ingestion of cheese in the EU showed 9. 1 % addition in 2007. ( KapidA? iA‡ , 2007 ) It has been estimated that the ingestion of dairy merchandises in the universe will demo 2.

5 % addition until 2010. , the ingestion of butter and cheese will demo 2-2. 7 % addition, and the ingestion of difficult dairy merchandises will demo 0, 9 % addition ( KapidA? iA‡ , 2007 )Growth in the production of cheese was established in Serbia ( table 2 ) . During 2004. it was produced 15173 T of cheese in entire, and during 2008.

it was produced 21233 T of cheese, which shows production addition of 39, 94 % . Harmonizing to the statistical informations, a little addition in production of cheese was recorded in Vojvodina, during the period from 2004. to 2008. ( 28, 97 % ) in comparing to Central Serbia ( 54, 91 % ) .

## Autochthonous cheese

Autochthonous cheese is a merchandise that has been made for the first clip in specific country as a consequence of the development of the traditional production that lasted for a long clip.

Great figure of assorted kinds of cheese, universe known, originate from autochthonous production, for illustration Ementaler from Switzerland, Gauda cheese from Holland etc. Preservation of autochthonous cheese is really of import because that manner ethnographic wealth of a state remains preserved, and at the same clip recognizable gastronomic and touristry offer and arrangement on foreign markets is enabled. Production of autochthonous cheese in rural parts becomes more and more of import manner of deriving income. In order to put autochthonous cheese on foreign market, it is necessary to use traditional, but standardized engineering with the confidence of standardised quality and safety of these merchandises, so that they would be adapted to market demands of the EU ( OstojiA‡ and TopisiroviA‡ , 2006 ) .

Consumers all over the universe, taking attention of their wellness, go more and more demanding looking for natural merchandises of celebrated beginning. Today, there is a turning figure of consumers who want to purchase and utilize in nutrition autochthonous merchandises that were produced in little measures, harmonizing to ecological criterions. Harmonizing to the FAO information, one-year sale of ecological nutrient in the universe has been turning more than 20 % . Market research studies show that this sort of nutrient is 15 % more expensive than common nutrient. The greatest portion of ecological nutrient has been placed in the EU states ( KapidA? iA‡ ) . Autochthonous cheese is largely produced from unrefined milk. Phase of maturing does non last long, and it has a distinguishable gustatory sensation and a specific texture. Authenticity of autochthonous cheese harmonizing to which it differs from the same types of cheese made in other parts depends on, among other things, autochthonous micro-organisms, which are heterogeneous types of lactic acid bacteriums.

Domination of a certain type depends on the type and beginning of milk. Addition of commercial civilization could ensue in the loss of cheese genuineness ( Estaper and confederates, 1999 ) . It has been paid more and more attending to biodiversity protection today, but it has non still been worked plenty on saving of micro-organisms, particularly on saving of lactic acid bacteriums that originate from traditionally produced fermented milk merchandises. Preservation and usage of autochthonous lactic acid bacteriums will enable production of traditional cheese and a base for application of appropriate criterions, which will vouch excellent quality and safety of these merchandises with alone organoleptic characteristics ( BulajiA‡ and MijaA? eviA‡ , 2007 ) . Thankss to geographic, clime and vagetation diverseness in Serbian parts, production of autochthonous cheese was developed during the past. Preservation of autochthonous engineerings for the production of cheese in mountain countries like: Zlatar, Zlatibor, Golija, Kopaonik, Stara planina, Sar planina etc. is highly of import.

These engineerings are a base for an accession to organized production of autochthonous cheese in conformity with international criterions. Quality cheese in seawater like: Zlatar cheese, Sjenica cheese, Javor cheese, Golija cheese etc. has been produced in mounain country Stari Vlah.

These types of cheese are celebrated for an established quality and the diffusion of production. These types of cheese were originally produced from sheep milk, but cow and assorted cow and sheep milk were more and more used. Recently, the usage of caprine animal milk in the production of autochthonous cheese has been resuscitating once more ( OstojiA‡ and TopisiroviA‡ , 2006 )Autochthonous cheese will ever hold higher monetary value than most of the industrial types of cheese, because of little production lines, every bit good as because the extra value sing its alone organoleptic characteristics. A narrative about the civilization of people that produce cheese represents a peculiar value of autochthonous cheese.

## Cheese quality Markss

About all members of the EU strive to protect the production of their autochthonous cheese. The EU adopted the Regulations No. 2081/92 and No. 1804/99 in 1993.

harmonizing to which cheese can be protected by quality Markss: of beginning ( Protected Denomination of Origin ( PDO ) , geographical indicant ( Protected Geographical Indication ( PGI ) and traditional forte guaranteed ( Traditional Speciality Guaranteed ( TSG ) . The names of merchandises are being protected by these quality Markss, but merely those that satisfy exactly defined standards, while at the same clip the Regulations are being in conformity with the Intellectual Property Law and with The Agreement on Trade Related Aspects of Intellectual Property Rights from 1994. Protection and support to the production of autochthonous cheese came as a consequence of new agricultural policy of the EU, by which enlargement of trade exchange and decrease of the industrial dairy merchandises supplies has been achieved, every bit good as saving of merchandises from vanishing and disproof and aid for the consumer to acknowledge singularity of merchandises. Agrarian policy of the EU stimulates certain kind of extended agricultural production, which contributes to the environmental protection, every bit good as to the protection of biodiversity and rural countries ( SamardA? ija and confederates, 2006 ) . Autochthonous cheese must be produced in certain part.

Climate, place and land type, natural flora, species of cultivated workss, the ways of raising and carnal strain all together enable cheese originality and singularity. Tradition and experience that have been handed down from coevals to coevals have been of particular, important importance for the beginning of autochthonous cheese. Protected Denomination of Origin ( PDO ) represents connexion between historical and geographical dimension. Protected Geographic Indication ( PGI ) enables protection of cheese on status that the engineering of production, emanation or readying of merchandises has been executing in the topographic point of beginning ( SaviA‡ and A? uriA‡ , 2008 ; 7 ) . Physical, chemical and organoleptical characteristics of the merchandises represent the consequence of common influence of the part, land, flora and adult male. The cheese protected by Traditional Speciality Guaranteed ( TSG ) has specific characteristics that resulted from the manner of production or from the traditional construction, unbound to the certain country.

International Agricultural Trade Liberalization caused alteration in agricultural policy of certain states that are members of the EU. Most of the states recognized the importance of autochthonous cheese protection ( table 3 ) . Those states protected their ain manufacturers through national statute law, which enables better trade exchange among the states that are members of the EU, but besides stimulates rural development. Protection of autochthonous cheese besides contributes protection of the consumers, which are being given precise information about the merchandise together with a quality and genuineness warrant. Besides, grade given by the European Commission means that the name of the merchandise has been protected, so that it has been protected from imitation in all states that are members of the EU ( Lucatelli, 2000 ) . Protection of its ain cheese represents the protection of cultural individuality of a certain country, therefore it besides represents the protection of cultural individuality of a state, as good. At the same clip, it has been reflected in the environmental protection, every bit good as in the stimulation of local population to bring forth high quality cheese, which is different from industrial cheese. In order to acquire PDO grade, which is acknowledged in the EU, quality of autochthonous cheese must arise from the singularity of geographical country and production, which has been executing under purely defined conditions, including human and natural factors.

The EU adopted the Directive of the EU 510/06, harmonizing to which manufacturers from states which are non members of EU can protect geographical beginning of their merchandises. It means that, the merchandises that fulfill the demands stated by the Directive, will hold the possibility to utilize the same Markss that merchandises of the states that are members of the EU usage. That is legal bases harmonizing to which the manufacturers from the states that are non members of the EU can put their merchandises on the EU market. System enfranchisement has to guarantee an equal control, which should be indistinguishable with the control within the EU. The organic structures that perform control must vouch objectiveness and nonpartisanship and must hold qualified staff at disposal.

Keeping a seminar of this sort will lend constitution of the efficient systems for control and enfranchisement of the merchandises with geographical beginning. Ministry of Agriculture, Forestry and Waterpower Engineering of the Republic of Serbia strives with its steps to lend that domestic merchandises with geographical beginning find their topographic point on the EU market besides, with the same Markss which protect geographical beginning that the merchandises which originates from the states that belong to the EU have, in order to increase their export ( 22 ) . Production of autochthonous cheese is really simple under the conditions of rural family, but proceedings for the recognition of Geographical Indication grade of these merchandises is really demanding. In order to bring forth autchthonous cheese in conformity with Food Safety criterions, the appropriate hygienic conditions during the production, every bit good as hygienic conditions of storage and distribution must be enabled, and at that place besides must be a lasting control and instruction of manufacturers. Sale and purchase must be in connexion, they must non change, because that provokes intuition and insecurity among manufacturers. Among series of demands, precedence is given to good hygiene pattern of the production, so that lasting quality and safety of merchandises could be guaranteed. For that intent, coaction among scientific and adept staff and the manufacturers of autochthonous merchandises is necessary in order to enable conditions for the recognition of Geographic Indication.

One of the illustrations that have already been realized is standardisation of the engineering for the production of Zlatar cheese for the intent of enrollment and nomination for the protection of Geographical Indication. This was performed in coaction with research chaps of the Faculty of Agriculture in Belgrade, in the signifier of scientific discipline research undertaking, financed by the Ministry of Science of the Republic of Serbia and by the manufacturers from rural environment of Zlatar ( OstojiA‡ and TopisiroviA‡ , 2006 ) . The Ministry of Agriculture, Forestry and Waterpower Engineering of the Republic of Serbia announced an unfastened competition for distribution of stimulation resources for the betterment of production of agribusiness and nutrient merchandises with Geographic Indication. The right to subject a demand to utilize stimulation resources had, among all others, Citizens Associations and corporate farms. Precedence in presenting resources was besides given to the manufacturers who financed a portion of activities from their ain resources, or to those who applied for the intent of realisation of activities related to agribusiness and nutrient merchandises with Geographic Indication of autochthonous strain. For the intent of increasing the export and diminishing domestic stock of milk, The Ministry of Agriculture, Forestry and Waterpower Engineering will divide important fiscal resources for subvention of diary sector through go throughing the undermentioned ordinances, among all others ( 22 ) : During the last decennary, a demand to protect production and to admit beginning and geographical indicant of autochthonous cheese has been imposed once more, in order to continue uniqueness and differentiation of merchandises and to forestall imitation and hence protect consumers. Traditional engineering of production of autochthonous cheese is really simple in modest conditions of hilly and cragged country of the Republic of Serbia. Geographic place, clime, height above sea degree and abundant mountain grazing lands are suited for sheep elevation and cowss raising, and hence for the production of milk and traditional merchandises.

In order to happen a topographic point on the EU market for autochthonous cheese made in the Republic of Serbia, it is necessary to convey the engineering of production to the degree which ensures high, standard quality and safety of merchandises, so that all necessary conditions could be fulfilled for the intent of acquiring Denomination of Origin and Geographical Indication Markss. This is possible to carry through through coaction among single manufacturers and their associations and scientific establishments and authorised ministries. Fiscal support to the presentation of agricultural merchandises with Denomination of Origin ( PDO ) and Geographic Indication ( PGI ) marks is given, under certain conditions, by the EU, every bit good as by the Republic of Serbia. Before admittance to the EU, the Republic of Serbia should get down with more monolithic production of autochthonous cheese with Denomination of Origin and Geographical Indication Markss, particularly because of the fact that for the export of these types of cheese quota does non be. After the admittance to the EU, the Republic of Serbia will be obligated to rectify milk production to be in conformity with ordinances and measures, that are current in the EU.