MOVING
MOuntain Valorisation through INterconnectedness and Green growth

Los Pedroches

Protected Designation of Origin (PDO)

Iberian ham value chain

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EU MAP webinar | Mountain Value Chains: heterogeneity and innovation

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Los Pedroches PDO Iberian ham value chain

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Photo credit: Javier Moreno-Ortiz

Delicious, healthy, top quality product

Why this value chain?

Specific requirements

Unique *dehesa* social-ecological system

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Diverse ecosystem services

Dehesa (in Spain) - Montado (in Portugal)

Multi-functional silvo-agro-pastoral system

High biodiversity

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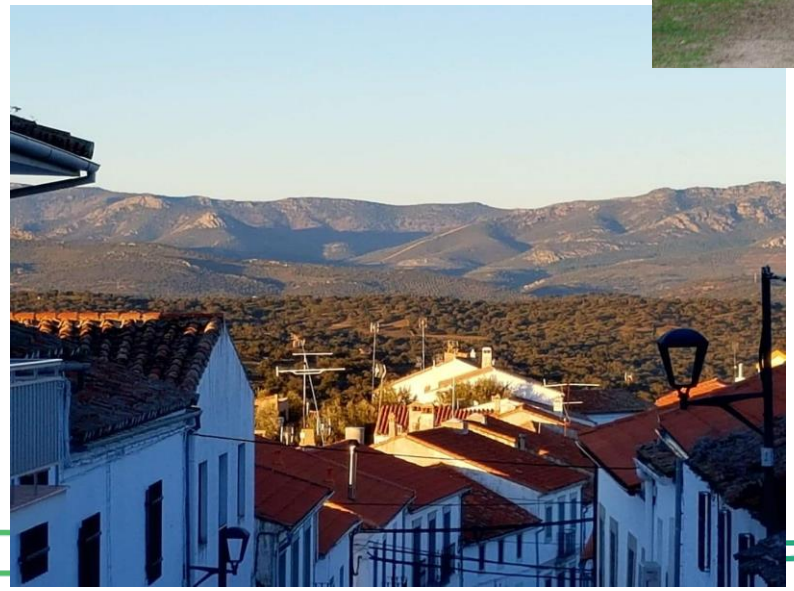
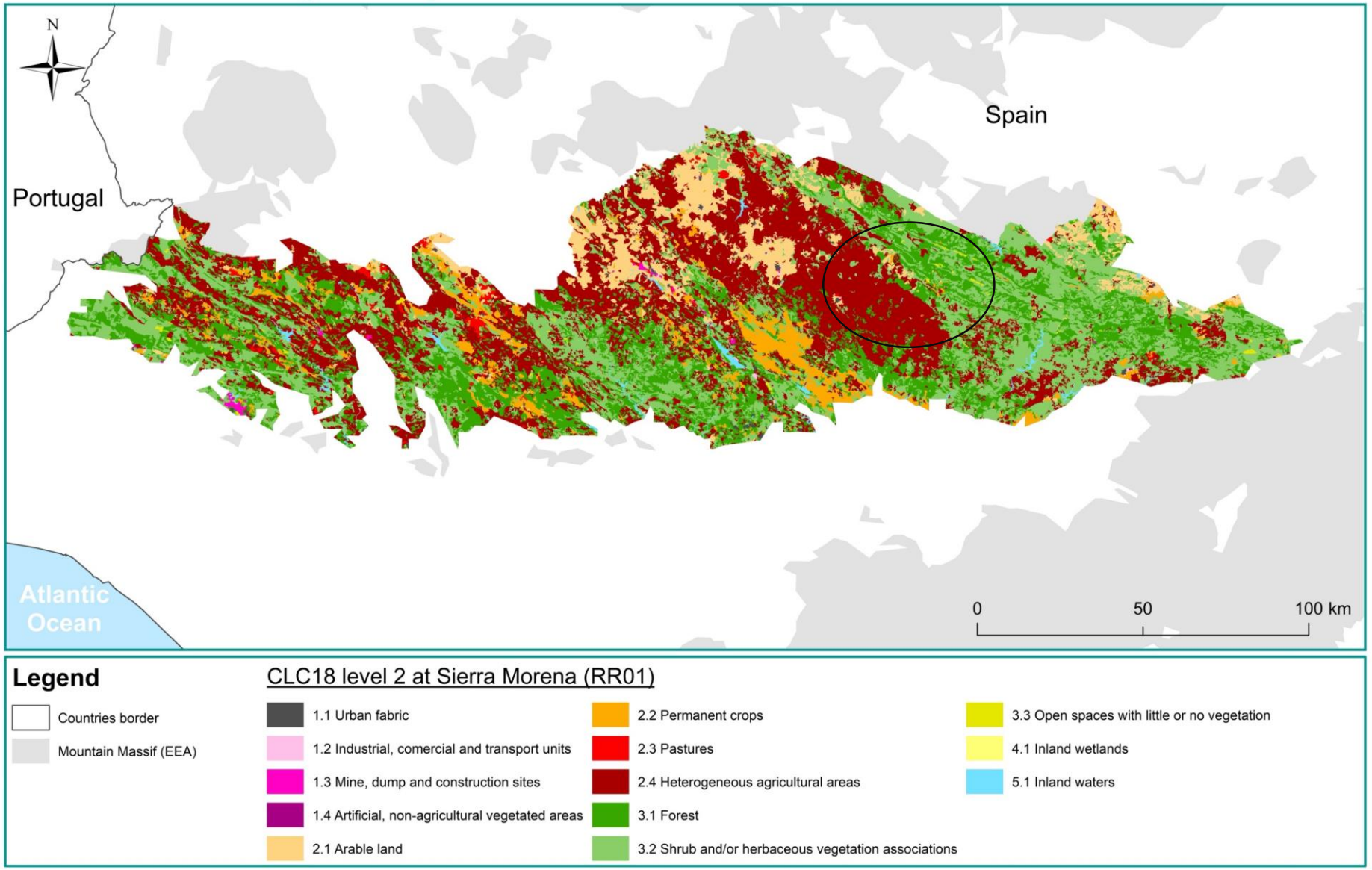
Map adapted from Delibes et al 2010

Photo credit: Javier Moreno-Ortiz



Sierra Morena (RR01)



Source: CORINE Land Cover,

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Córdoba Province

Pozoblanco
Villanueva de Córdoba
Cardeña

Los Pedroches
DENOMINACIÓN DE ORIGEN

Stakeholders' engagement

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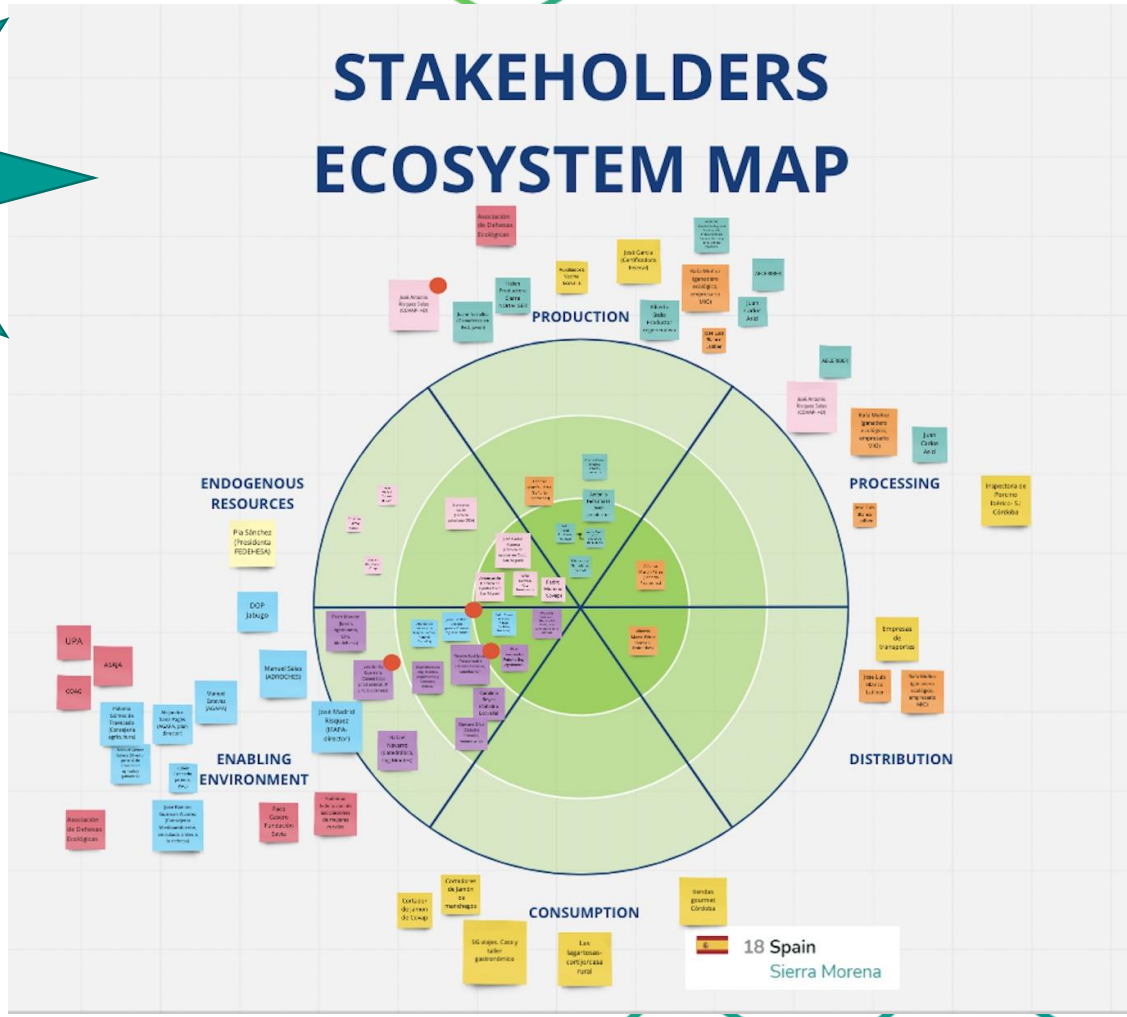
TYPE OF STAKEHOLDER

- Public authority/policy-maker
- Researcher
- Business (agricultural)
- Business (diversified or non-agricultural businesses)
- Innovation broker/advisor
- Producer (e.g. farmer, livestock farmer, forest manager)
- NGO
- Civil society
- Other

Looking for diversity

Ongoing Process

Challenge to match interests



First findings of vulnerability analysis

Reference variable: Acorn production

Main issue: loss of trees!
Holm oak root pathogen: *Phytophthora cinnamomic*
(it takes 20 years for a holm oak to start producing acorns and 40 years to reach maximum production).

Main causes for tree loss
Stocking density (especially in the past, now it is more regulated)
Drought
Poor soil management and pruning

Higher temperatures
(earlier start of vegetative growth/shorter winter dormancy)

Lack of generational replacement and loss of *dehesa* management knowledge

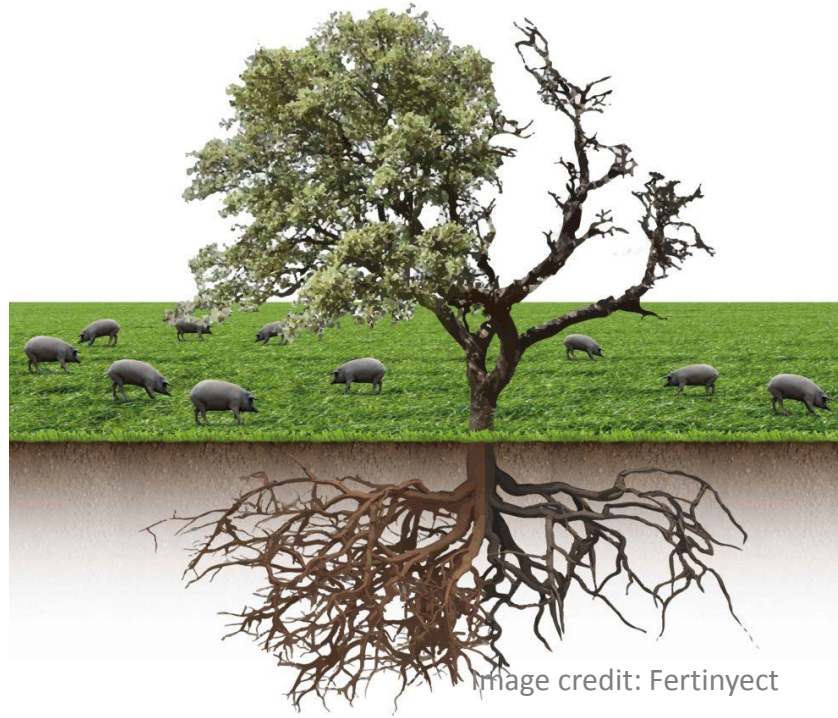


Image credit: Fertinyect

Holm oak root pathogen: *Phytophthora cinnamomic* micro-organism (oomycete)

Trees are more susceptible to the disease (*Phytophthora cinnamomic – alarming problem)*

Main innovation elements

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Digitalisation

- Infrared systems Traceability Quality control of the final product
- Remote sensors Carrying capacity of *dehesa*
- Remote sensors Forecasting acorn harvesting
- Early detection of diseases in *dehesa*

PDO Certification (Los Pedroches)

- Innovative approach to support a traditional practice and its strong connections with the territory

Processing infrastructure

- Export to the US and other countries

E-commerce

- Access to markets

Perspectives on resilience & sustainability

Holm oak tree root pathogen (*Phytophthora cinnamomi*)

Climate change (precipitation & temperature)/Acorn availability

Overgrazing

Depopulation, land abandonment, and lack of generational renewal

Soil and pruning management

Perspectives on resilience & sustainability

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MOVING H2020: A unique opportunity

Photo credit: Javier Moreno-Ortiz

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Working hand-in-hand

Have just started:
Deep participatory and extended value chain analysis

Conducive policy environments
capable to support local actors in their practices

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Thank you!

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