

SINGLE DOCUMENT

‘EDAM HOLLAND’

EU No: NL-PGI-0105-01336 – 18.05.2015

PDO () PGI (X)

1. NAME

‘Edam Holland’

2. MEMBER STATE OR THIRD COUNTRY

The Netherlands

3. DESCRIPTION OF THE AGRICULTURAL PRODUCT OR FOODSTUFF

3.1. Type of product

1.3. Cheese

3.2. Description of the product to which the name in (1) applies

‘Edam Holland’ is a naturally matured semi-hard cheese. It is produced in the Netherlands from cows’ milk obtained from Dutch dairy farms and is matured to a consumer-ready product in Dutch maturing rooms.

Composition

‘Edam Holland’ is produced from one or more of the following raw materials:

- cows’ milk or cows’ milk products in which the ratio of whey protein to cows’ milk casein is not exceeded. The cows’ milk comes exclusively from Dutch dairy farms.

Characteristic properties

The cheese is shaped like a ball with a flattened top and bottom, or it may be shaped like a loaf or a block. The specifications are given in the table.

Type	Weight	Fat in dry matter	Moisture content (max.)	Salt in dry matter (max.)
‘Baby Edam Holland’	max. 1.5 kg	40.0 – 44.0 %	46.5 %	5.4 %
‘Edam Holland’ (ball)	1.5 – 2.5 kg	40.0 – 44.0 %	45.5 %	5.0 %
‘Edam Holland Bros’ (hard)	1.5 – 2.5 kg	40.0 – 44.0 %	47.5 %	5.3 %
‘Edam Holland Stip’ (speckled)	1.5 – 2.5 kg	40.0 – 44.0 %	45.5 %	6.0 %

‘Edam Holland’ (block-shaped)	max. 20 kg	40.0 – 44.0 %	46.0 %	4.6 %
‘Edam Holland’ (large loaf-shaped)	4 – 5 kg	40.0 – 44.0 %	46.0 %	4.6 %
‘Edam Holland’ (small loaf-shaped)	2 – 3 kg	40.0 – 44.0 %	47.0 %	4.8 %

The moisture content applies 12 days from the first day of preparation, with the exception of ‘Baby Edam Holland’, where it applies five days after the first day of preparation.

The other characteristic properties are as follows:

- Flavour: mild to piquant, depending on age and type.
- Cross-section: must be uniform in colour with a few small round holes. ‘Bros Edam Holland’ has a large number of small holes. The colour of the cheese varies from ivory to yellow.
- Rind: the rind is firm, smooth, dry, clean and has no fungal flora. It is produced by drying during the maturing stage.
- Texture: young ‘Edam Holland’ must be sufficiently firm and suitable for cutting. Once the cheese has matured further, it becomes firmer and tighter in structure. ‘Bros Edam Holland’ must be sufficiently firm and hard.
- Maturing period: a minimum of 28 days (a minimum of 21 days for ‘Baby Edam Holland’).
- ‘Edam Holland’ is a naturally matured cheese. Foil maturing is not permitted for ‘Edam Holland’.
- Maturing temperature: a minimum of 12 °C.
- Age: the shelf-life varies from a minimum of 28 days after manufacture (‘Baby Edam Holland’) to more than a year.

Special quality criteria

- When they reach and are stored by the cheese-maker, the milk, cream or semi-skimmed milk have undergone either no heat treatment at all or a non-pasteurising heat treatment.
- The cream and the skimmed or semi-skimmed milk should undergo pasteurisation immediately before being made into ‘Edam Holland’ so as to meet the following criteria:
 - phosphatase activity is undetectable, unless peroxidase activity is undetectable;
 - acidity levels, for cream measured on the basis of the fat-free product, are no higher than 20 mmol NaOH per litre, unless the lactate content is 200 mg per 100 g of fat-free matter or less;
 - no coliform micro-organisms are detectable in 0.1 ml.

- Immediately before being made into ‘Edam Holland’, all raw materials must be pasteurised in such a way that the undenatured whey protein content does not deviate or deviates only slightly from that of unpasteurised raw material of a similar type and quality.
- Only non-genetically modified cultures of lactic acid-forming and aroma-forming micro-organisms may be added when manufacturing ‘Edam Holland’. These cultures consist of appropriate mesophilic starter cultures for ‘Edam Holland’: *Lactococcus* and *Leuconostoc* L or LD, possibly in combination with thermophilic *Lactobacillus* and/or *Lactococcus* cultures. The available starter cultures play a very important role in the maturing process and the formation of the typical taste and aroma.
- Rennet: only calf rennet is used to manufacture ‘Edam Holland’. It is only in special circumstances, for example if required as a result of epizootic disease, that it may be necessary to switch to other types of rennet. In that case, the rennet used must comply with the requirements of the *Warenwetbesluit Zuivel* [Dairy Products (Commodities Act) Decree].
- The nitrite content of ‘Edam Holland’, in terms of nitrite ions, is no higher than 2 mg per kg of cheese.

3.3. Feed (for products of animal origin only) and raw materials (for processed products only)

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3.4. Specific steps in production that must take place in the defined geographical area

Method of production

‘Edam Holland’ cheese is made from milk obtained from dairy farms in the Netherlands. The milk is cooled on the farm to a maximum of 6 °C and stored in a cooling tank on the farm. It is transported to the cheese factory within 72 hours. When it arrives at the cheese factory, it is either processed immediately or thermised (a non-pasteurising, light heat treatment) and put into cold storage for a short period of time before being turned into cheese-milk.

The fat content of the milk is standardised so that the fat/protein ratio is such that the cheese eventually produced has a fat content of between 40 % and 44 % fat in dry matter. The cheese-milk is pasteurised at a temperature of at least 72 °C for 15 seconds. It is curdled at a temperature of approximately 30 °C. The separation and coagulation of the milk proteins that occurs during this process is typical of ‘Edam Holland’.

The curds obtained by coagulation are separated from the whey and processed and washed to ensure that the moisture content and pH reach the desired levels.

The curds are pressed into the correct shape and desired weight in vats. The resulting ‘cheese’ is then immersed in the brine bath.

‘Edam Holland’ is only ever matured naturally, i.e. it is left open to the air to mature and is regularly turned and checked. As the cheese matures, a dry rind forms. Time and temperature play an important role in ensuring that the enzymatic and ageing processes are given sufficient opportunity to allow the cheese to develop the physical and organoleptic quality that is so characteristic of ‘Edam Holland’. It can take more than a year for ‘Edam Holland’ to mature, depending on the type of flavour desired.

3.5. Specific rules concerning slicing, grating, packaging, etc., of the product the registered name refers to

‘Edam Holland’ may be cut and pre-packaged either in or outside the Netherlands, provided that the pre-packager has a comprehensive administrative monitoring system to ensure that the cut ‘Edam Holland’ can be traced by means of the unique combination of numbers and letters on the mark and that the consumer can be sure of its origin.

3.6. Specific rules concerning labelling of the product the registered name refers to

‘Edam Holland’ is a European Union Protected Geographical Indication (PGI).

This indication must be displayed in a prominent position on all whole cheeses, on the label applied to the flat side of the cheese and/or on the band around the cheese. This is not compulsory if the cheese is sold in pre-cut and pre-packaged form as described in Section 3.5. In that case, ‘Edam Holland’ must be displayed on the pre-packaging.

A clear distinguishing mark must be displayed on the packaging to enable consumers to identify ‘Edam Holland’ on the shelves. Through naming, the use of a separate identity (a logo is being developed) and the EU PGI symbol, it must be made clear to consumers that ‘Edam Holland’ is a different product from other Edam cheeses.

Proof of origin

A mark made from casein is placed on each ‘Edam Holland’ cheese before the curds are pressed (see diagram). The mark contains the designation ‘Edam Holland’, together with a combination of numbers and letters that is unique for each cheese (in ascending alphabetical and numerical order).



The COKZ (the Dutch dairy inspection institute) keeps a register of these unique numbers, which also contains a record of all test data (including time and place). The indication is easily recognisable to consumers and can be verified by an approval authority on the basis of the casein mark and the COKZ register.

4. CONCISE DEFINITION OF THE GEOGRAPHICAL AREA

Geographical area

The geographical area covered by the application is Holland, i.e. the European part of the Kingdom of the Netherlands.

5. LINK WITH THE GEOGRAPHICAL AREA

LINK

The geographical component of this product name is 'Holland'. As is common knowledge, 'Holland' is a synonym of the more official name, 'the Netherlands'. During the time of the Republic of the United Netherlands (from the 17th to the 19th century), Holland was the most influential of the seven provinces.

Historical background

'Edam Holland' is a prime example of the Dutch tradition of cheese making, which stretches back to the Middle Ages and reached maturity as early as the 17th century (the Golden Age).

It is largely the geographical position of the Netherlands (mostly below sea level), its climate (a maritime climate) and the composition of the grass that grows there (predominantly on sandy and clay soils) that make the milk so suitable for producing a high-quality cheese that is packed with flavour.

The quality assurance systems in place on dairy farms and the intensive quality assessment system (each delivery of milk is tested and assessed according to various quality parameters) together guarantee the quality of the milk. Furthermore, there is an unbroken cold chain until the moment the milk is processed, with the milk being put into cold storage on the farm (maximum 6 °C) and transported to the factory in refrigerated tankers. The relatively short distances involved also help maintain the quality of the milk.

From its beginnings in farm-based production, 'Edam Holland' has developed, by way of production in local factories, to become a nationally produced product with a worldwide reputation and is an important, stable component in optimising the value of farm milk. At the beginning of the 20th century, national laws were introduced for Edam cheese, and the name 'Edam Holland' was established in the *Landbouwkwaliteitsbeschikking kaasproducten* [Agricultural Quality (Cheese Products) Decision].

Image of 'Edam Holland' among European consumers

A large-scale survey carried out in six European countries showed that European consumers see the Netherlands as the most important producer of Edam (and Gouda).

'Edam Holland' (and 'Gouda Holland') are symbols of Dutch cultural heritage. European consumers regard 'Edam Holland' (and 'Gouda Holland') cheese as brands. 'Edam Holland' (and 'Gouda Holland') are synonymous with Dutch quality products. Market research (carried out on a representative sample of 1 250 respondents per Member State, with 97.5 % reliability) in the six Member States where Edam (and Gouda) consumption is highest shows that:

- there is a strong association between Edam and the Netherlands;
- 'Edam Holland' is more popular than Edam produced outside the Netherlands;
- almost half of consumers in the Member States surveyed believe that all Edam is produced in the Netherlands;
- Edam from Holland scores significantly higher on the variables 'excellent quality', 'traditionally manufactured' and 'the original product'.

Over a number of centuries, various measures and laws have been introduced, both by the Dutch Government and by the industry, to ensure that the quality of 'Edam Holland' (and 'Gouda Holland') is maintained at a very high level. Moreover, the Dutch dairy industry has invested a substantial amount in meeting these high quality standards and opening up, cultivating and maintaining markets. Since 1950, more

than NLG 1.4 billion (EUR 635 million) has been invested in advertising, awareness-raising and promotion in Europe (excluding investment in the Netherlands).

Reference to publication of the specification

(the second subparagraph of Article 6(1) of Regulation (EC) No 1151/2012)

<http://www.eu-streekproducten.nl/sites/default/files/Productdossier%20BGA%20Edam%20Holland%20gewijzigd.pdf>