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(Announcements)

## OTHER ACTS

## EUROPEAN COMMISSION

**Publication of an application pursuant to Article 50(2)(a) of Regulation (EU) No 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuffs**

(2018/C 139/10)

This publication confers the right to oppose the application pursuant to Article 51 of Regulation (EU) No 1151/2012 of the European Parliament and of the Council <sup>(1)</sup>.

SINGLE DOCUMENT

**'RUCAVAS BALTAIS SVIESTS'**

**EU No: PGI-LV-02170 – 18.3.2016**

**PDO ( ) PGI ( X )**

**1. Name(s)**

'Rucavas baltais sviests'

**2. Member State or Third Country**

Latvia

**3. Description of the agricultural product or foodstuff**

**3.1. Product type**

Class 1.5 Oils and fats (butter, margarine, oil, etc.)

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

The product 'Rucavas baltais sviests' is a butter which is half fat and has a uniform, soft and elastic consistency.

Physical and chemical characteristics:

Taste of the product: slightly acidic and light, with the flavour and aroma of freshly churned butter.

Aroma: clean, typical aroma of milk fats, without extraneous aromas or flavours.

Colour: from white to yellow, some unevenness in the colour may be observed owing to uneven distribution of plasma droplets.

Texture: soft, fluffy, with visible droplets of plasma of various sizes that come out if the product is pressed mechanically.

Fat content: 39-41 %

Expiry date: three days after the preparation date.

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

No rules have been laid down with regard to the feed used, or its quality.

The following raw materials are used: well-chilled thick cream (fat content 35-40 % minimum), curdled milk or milk, and salt. Cream and curdled skimmed milk, processed from milk, or milk must be used in the production of 'Rucavas baltais sviests'.

<sup>(1)</sup> OJ L 343, 14.12.2012, p. 1.

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

All the steps in production (milk production, cooling and separation, cream production and butter-making) must take place in the defined geographical area.

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

Traditionally, white butter was eaten immediately after churning — with boiled potatoes or spread on rye bread. Only then is the butter of the required consistency, elastic and spongy. When putting the butter up for sale, it is packaged straight away into little boxes and wrapped in foil (to preserve the temperature and characteristics of the butter just after it is ready, and to ensure the product's consistent quality and organoleptic properties).

To preserve the quality and organoleptic properties of the butter, it needs to be packaged straight after preparation and in the specific geographical area. Only then can it be stored unchanged for three days.

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

The name 'Rucavas baltais sviests' is used to label the butter intended for sale, so when the butter is sold wholesale or in retail trade, it should be visible on or near the product's packaging.

### 4. Concise definition of the geographical area

Rucava municipality is located in south-western Kurzeme, Latvia. It shares borders with the municipalities of Nīca, Grobiņa and Priekule, and also with the districts of Skoda and Klaipeđa in Klaipeđa county, Lithuania.

### 5. Link with the geographical area

The product's reputation forms the basis of its connection with the geographical area. Its reputation is based on long-standing historical traditions and special methods of preparation.

The production method has not changed since the end of the 19th century, and the entire manufacturing process is still done by hand, mixing being done in a bowl with a wooden spoon. It is precisely the fact that the buttermilk is reincorporated into the butter whilst it is heated and curdled milk or plain milk are mixed into it, which gives the product its specific taste and quality.

'Rucavas baltais sviests' has been produced in households since the end of the 19th century. The recipes have been passed on from one generation to the next. Boiled potatoes and white butter have been the cheapest and occasionally even the main source of food since ancient times, as each household had a cow and therefore also milk. Even today, nearly every household makes its own 'Rucavas baltais sviests'. Previously, the production of white butter was of major importance to the region, and this is still the case today, as agriculture and livestock farming are still the mainstays of the economy and production and consumption of dairy products is particularly significant in Rucava.

In her study of traditional Latvian dairy-farming (*Latviešu tradicionālā piensaimniecība*), ethnographer *Dr habil. hist.* Linda Dumpa recognises that 'white butter' was prepared in a particular fashion only in the area around Rucava ('In Kurzeme, particularly its south-western part'): 'The warmed cream was mixed slowly in a bowl with a spoon or even two spoons. Sometimes, while making butter, the bowl was placed in a larger vessel filled with warm water'; 'lastly, curdled milk was poured and stirred in.' 'White butter is not specifically produced elsewhere in Latvia. It sometimes came about by accident, when insufficiently cooled cream was whipped in warm weather.' However, in Rucava, this product has always had a particular significance and, together with rye bread, was served as a great local delicacy when welcoming State dignitaries and other distinguished guests. For instance, while on a tour of regional army camps in October 1935, President Alberts Kviesis, Prime Minister Dr Kārlis Ulmanis, Deputy Prime Minister Marģers Skujenieks, Minister for War Jānis Balodis, Minister for Agriculture Jānis Birznieks and Commander-in-Chief of the Army, General Krišjānis Berķis, made a stop at the camp in Kurzeme where, at the entry to the camp, they were presented with 'a loaf of rye bread and a wooden tub containing white Kurzeme butter' ('Zemnieku veltes vadoņiem') ('Fruits of the land for our leaders'] (*Rīts*, No 282-a, 1935).

At the Rucava Centre for Traditional Culture, established in 2004, women taking part in events in the annual cycle of traditions and in various cultural education programmes, such as 'Rucava banquet' and 'Traditional supper', demonstrate their skills in preparing 'Rucavas baltais sviests' and offer it for tasting.

Evidence of the reputation of the product also comes in the form of publications in regional newspapers, tourist brochures, videos and leaflets, including the promotional leaflet for Zvanītāji ethnographic house in Rucava (2005). According to comments made in the Zvanītāji visitor book from 2006 onwards, 'Rucavas baltais sviests' is for some a taste from childhood, for others a discovery or experience associated with Rucava Municipality which they were not expecting.

The reputation of 'Rucavas baltais sviests' can be judged from its being a regular feature at exhibitions, celebrations and festivals, the recognition it has received, the articles written about it in the press and the information disseminated about it in the mass media: 'Baltais sviests tiešām ir gards!' ('White butter certainly is delicious!') (*Padomnieks*' supplement to *Kursas laiks*', No 30 (50)); 'Kurzemnieku maltīte' ('The cuisine of the Courlanders') (*Praktiskais latvietis*', 11 August 2008); 'Tradicionālās gudrības Kurzemes sievu virtuvē' ('Traditional wisdom in the cuisine of the womenfolk of Kurzeme') (*Kultūras pulss*' supplement to *Kurzemes vārds*', 22 January 2008); 'Māca putru vārit gultā' ('Teaching how to make porridge in bed') (*Kursas laiks*', 16 February 2009); 'Īsts un patiess!' ('Real and genuine!') (*OK!*, No 44, 18 July 2014); 'Baltais sviests ar skunstīgo jušanu no Rucavas' ('White butter from Rucava with a sophisticated feel about it') (6 September 2014, internet portal <http://apollo.tvnet.lv/>); 'Baltais sviests jeb leitīš' ('White or Lithuanian butter') (12 February 2011, internet portal <http://apollo.tvnet.lv/>).

'Rucavas baltais sviests' is an integral part of the cultural and culinary heritage of Rucava. 'Rucavas baltais sviests' adorns every festive table in Rucava, and usually guests are also invited to taste the butter, thereby being introduced to the traditions and 'flavour' of Rucava.

The association 'Rucavas tradīciju klubs' (Rucava Traditions Club) and the tradition keepers' collective 'Rucavas sievas' (Women of Rucava), which conduct their activities in the Zvanītāji House of Traditions, raise awareness of 'Rucavas baltais sviests' through the 'Rucava banquet', a programme showcasing cultural traditions to tourists. As part of this banquet, guests are given the opportunity to sample a variety of dishes from Rucava, including 'Rucavas baltais sviests'. The number of participants in the programme at Zvanītāji increased between 2006 and 2015 (including guests from Sweden, Germany, Hungary, Poland, Bulgaria, Belarus, Estonian, Ukraine, the UK, Russia, Japan, Iceland, the Netherlands, Finland and Lithuania). The Zvanītāji guestbook contains many laudatory comments, referring to both the pleasant hospitality and the delicious Rucava dishes, including 'Rucavas baltais sviests', the superb taste characteristics of which the guests are able to sample both with boiled potatoes and with home-baked rye bread.

'Rucavas baltais sviests' has represented Rucava – as well as Kurzeme and Latvia – and garnered accolades at the following larger events: on Rucava Day at the Latvian Ethnographic Open-Air Museum in Riga (2005); on St Anne's Day at the 'Vitolnieki' homestead in Pape (2007-2016); as part of the photographic happening 'One Day in Latvia' (at the Zvanītāji ethnographic house in Rucava in 2007); at an event showcasing Latvian culture held at the Latvian Ethnographic Open-Air Museum as part of the NATO Summit in August 2008; on Rucava Day at Liepāja Pedagogical Academy during the Letonica Congress in 2008; on European Heritage Day at 'Mikjāņi' homestead in the Curonian Kings village in Pape (9 September 2011); at the St George's Day festival in Palanga (26 April 2013); and on Baltic [Latvian and Lithuanian] Unity Day in Rucava (13 September 2014).

The 'Women of Rucava' tradition keepers' collective organises seminars and master-classes on how to prepare 'Rucavas baltais sviests', demonstrates the skill of preparing the white butter and organizes tastings (at which the butter can be bought), at annual markets and at festivals in Riga, Liepāja and elsewhere. The art of preparing 'Rucavas baltais sviests' has been demonstrated for the newspaper *Kurzemes laiks* (2002); the magazine *Ievas māja* (2 May 2007); the newspaper *Kurzemes vārds* (2008); the magazine *Praktiskais latvietis* (2008); during the programme 'Panorāma', broadcast on Latvia TV channel LTV1 (2008); during the programme 'TE — Latvijas jaunatklāšanas raidījums' ('HERE — rediscovering Latvia'), broadcast on Latvia TV channel LTV7 (2012); during a live broadcast of the radio programme 'Nedēļas nogale' ('Weekend'] from 'Zvanītāji' (11 October 2014); and during the regional Aizpute TV broadcast 'Rucavniece Mirdza Ārenta' ('Mirdza Ārenta from Rucava').

### Reference to publication of the specification

(the second subparagraph of Article 6(1) of this Regulation)

<http://www.zm.gov.lv/partikas-un-veterinarais-dienests/statiskas-lapas/partikas-uzraudziba/lauksaimniecibas-un-partikas-produktu-norazu-registracija?nid=2247>

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