**TERMS AND CONDITIONS**

1. **PRODUCT NAME**

INDICACIÓN GEOGRÁFICA PROTEGIDA “CEREZAS DE LA MONTAÑA DE ALICANTE

**B) PRODUCT DESCRIPTION**

Cerrries. Class 1.6. Fruit, vegetables and cereals, fresh or processed

The varieties suitable for inclusion under the Protected Geographical Indication shall be solely the following:

Main varieties: ‘Burlat’, ‘Picota’, ‘Picota Ambrunesa’, ‘Early Lory’, ‘Prime Giant’, ‘Sweet Heart’, ‘Brooks’, ‘

Pollinator varieties: ‘Stark Hardy Giant’, ‘Bing’ and ‘Van’

The characteristics common to all these varieties are:

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| --- | --- |
| — | A high sugar content, exceeding 11 oBrix. |

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| --- | --- |
| — | The fruit is averagely prone to splitting. |

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| --- | --- |
| — | Stalk of average length, retaining a good condition after harvest. |

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| --- | --- |
| — | Uniformly round in shape and with an intense shine. |

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| --- | --- |
| — | The skin is carmine-red to bright-red in colour and is fine and uniform. |

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| --- | --- |
| — | Consistently juicy flesh with a pink to red-wine colour. |

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| --- | --- |
| — | Balanced taste with a firm consistency. |

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| --- | --- |
| — | The stone is average-sized, round but slightly tapered; it is white and very hard. |

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| --- | --- |
| — | It is suited to being grown in the area covered by the PGI ‘Cerezas de la Montaña de Alicante’. |

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| --- | --- |
| — | It is sufficiently resistant to handling, transport and packing. |

The average size of the varieties included is:

|  |  |
| --- | --- |
| — | Burlat: 27-28 mm |

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| --- | --- |
| — | Stark Hardy Giant: 26-28 mm |

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| --- | --- |
| — | Van: 26-28 mm |

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| --- | --- |
| — | Bing: 24-28 mm |

|  |  |
| --- | --- |
| — | Picota: 22-24 mm |

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| --- | --- |
| — | Picota Ambrunes: 23-25 mm |

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| --- | --- |
| — | Early Lory: 28-30 mm |

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| --- | --- |
| — | Prime Giant: 27-32 mm |

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| --- | --- |
| — | Sweet Heart: 26-28 mm |

|  |  |
| --- | --- |
| — | Brooks: 27-28 mm |

The cherries of the authorised varieties must have the following quality characteristics:

|  |  |
| --- | --- |
| — | Whole |

|  |  |
| --- | --- |
| — | Healthy |

|  |  |
| --- | --- |
| — | Clean, practically free of any visible foreign matter |

|  |  |
| --- | --- |
| — | Free of abnormal external moisture |

|  |  |
| --- | --- |
| — | Free of any foreign smell and/or taste |

The protected cherries must only be from the ‘Extra’ class and Class I according to CEPE/ONE standards, and for marketing purposes they are classified as follows:

|  |  |
| --- | --- |
|  | Class 1: Not less than 21 mm |

|  |  |
| --- | --- |
|  | Extra: Not less than 23 mm |

1. **GEOGRAPHICAL AREA**

The production zone is located in the north of the province of Alicante and the south of the province of Valencia, in the east of Spain.

The production zone comprises land located in the municipalities of: Agres, Alcocer de Planes, Alcoy, Alfafara, Almudaina, Alquería de Aznar, Balones, Beneixama, Beniarrés, Benillup, Benimarfull, Biar, Cañada, Castalla, Cocentaina, Confrides, Cuatretondeta, Gaianes, Gorga, Ibi, Jijona, Lorcha, Millena, Monóvar, Muro de Alcoy, Penáguila, Pinoso, Planes, Tollos, Vall d’Alcalá, Vall d’Ebo, Vall de Gallinera, Vall de Laguart and Villena in the province of Alicante and Bocairent and Ontinyent in the province of Valencia.

**D) ELEMENTS THAT PROVE THAT THE PRODUCT IS ORIGINARY FROM THE AREA**

The elements that prove that the cherries are native to this area are the control and certification procedures, which will take into account the following aspects::

• The cherries will come exclusively from the plots registered in the registry of plantations. These plantations will undergo an initial evaluation for registration and periodic evaluations for maintenance in the aforementioned registry.

• Cherries will be packaged and labeled exclusively in industries and warehouses registered in the corresponding record. These dependencies, like the plantations, will be subject to a initial evaluation for registration and periodic evaluations for permanence in the aforementioned record.

• Cherry production and packaging will be carried out according to the method described herein sheet.

• Only cherries that are

have passed all process controls.

• The PGI Cerezas de la Montaña de Alicante cherries are subject to quality controls traceability carried out by the control entity.

**E) OBTAINING THE PRODUCT:**

The collection is carried out manually, with care, taking care not to separate any peduncle from the fruit, (except in the pillory whose characteristic is not having a peduncle). Also taking care not to squeeze the fruit, do not damage it or make it soft.

During selection, defective, damaged, red, low-color fruits, etc. are eliminated.

The cherries are sorted according to color and size to achieve good uniformity.

The content of each container will be homogeneous and will only contain fruits of the same origin, variety, quality and of substantially uniform caliber.

The cherries must be conditioned in such a way as to ensure adequate protection from the product. The materials used inside the container, and especially the papers, will be new, clean and of such a nature that they cannot cause alterations to the fruits.

**F) LINK WITH THE MEDIA**

***Specificity of the geographical area***

**Natural factors**

The production area is one of the most mountainous of the Autonomous Community of Valencia. It lies in the foothills of the Betic sub-chain, with a typically structural relief alternating between anticlines and synclines. This leads to a mountainous terrain with many irregularities.

The soils are characterised by their high calcium carbonate content and the lack of organic material.

The average annual temperature is between 13oC and 15,5oC, with annual average precipitation of 350-650 mm. It is a temperate Mediterranean climate, with colder temperatures and greater precipitation than the rest of the province.

**Human factors**

Since it is an area in which cherries have traditionally been grown, the farmers’ good growing practices boost the quality of the product. These good traditional growing practices consist of pruning according to a vase-and-palmette training system, ploughing the land, manual harvesting, and selecting the fruit in several harvesting stages when it has the optimum degree of ripeness.

***Specificity of the product***

The cherries are characterised by their high level of sweetness (min. 11 oBrix), carmine-red-to-bright-red colour, and their firm pink to red-wine coloured flesh. They have a spherical shape, and are generally small and pointed at the bottom.

***Causal link between the geographical area and the quality or characteristics of the product (for PDO) or a specific quality, the reputation or other characteristic of the product (for PGI)***

The link between the cherry and the geographical area is based on the reputation of the ‘Cerezas de la Montaña de Alicante’. This reputation is due to the organoleptic characteristics of the fruit and its economic and gastronomic importance, as well as its importance as an integral element in the area’s landscape.

The protected area is characterised by a very pronounced, mountainous and irregular terrain. The farms are small, and often located on terraces carved out of the slopes of the mountain, allowing for only one line of trees, which gives this region its very distinct appearance. The temperatures are slightly lower than usual for places so close to the Mediterranean Sea.

These factors considerably limit the crop in the area, and the cherry has been present for decades, thus forming a unique landscape, especially when the crop is in flower.

The know-how of producers in the region, combined with years of experience, have developed appropriate growing techniques for the successful production of cherries in these areas with their frequent frosts, drought and rugged relief.

It is for this reason that the processing of the cherries is primarily artisanal, from harvesting and selection to packaging.

The resulting product is a cherry with a high degree of sweetness, pink to red-wine coloured flesh, and a spherical shape.

The reputation of ‘Cerezas de la Montaña de Alicante’ is supported by the Cherry Festival, which is held every year in springtime. It features various talks, competitions and activities to do with cherries. There is a gastronomic trail around the various bars and restaurants of the area that make main courses and desserts from cherries, the area’s most characteristic and authentic product. There are also study visits to cherry fields, where cherry growing is explained, and to packaging plants, to show the handling process.

In recent years, the tradition of growing in the area has led to various agro-tourism trails, in which the uniqueness of the cherry-influenced environment is promoted.

The influence of ‘Cerezas de la Montaña de Alicante’ has extended to gastronomy, so that for many years now, there have been recipes in which this fruit is used, e.g. the recipe from 1992 based on ‘Cerezas de la Montaña de Alicante’, called ‘Pure Temptation’.

The origins of cherry cultivation in the area go back to the 16th century. Today, ‘Cerezas de la Montaña de Alicante’ are still the economic engine of this area as regards agricultural production.

In short, ‘Cerezas de la Montaña de Alicante’ is a product that has specific organoleptic qualities (sweet and intense flavour), and a proven reputation, which transcends the strictly agricultural, extending to gastronomy, the landscape and culture.

**G) CONTROL STRUCTURE**

Regulatory Council for Protected Grographic Indication ‘Cerezas de la Montaña de Alicante’

Crta. Albaida-Denia, s/n

03788 Alpatró

Vall de Gallinera Alicante

Te. 966 406 700

e-mail: [info@cerezas.org](mailto:info@cerezas.org)

**H) LABELLED**

The wording or labels identifying ‘Cerezas de la Montaña de Alicante’ must include the official European symbol for protected geographical indications, together with the words ‘Indicación Geográfica Protegida’ [Protected Geographical Indication] and ‘Cerezas de la Montaña de Alicante’, or in the region’s co-official language ‘Indicació Geogràfica protegida’

A conformity mark, known as a secondary label, must also be included. It is identified by means of an alphanumeric key applied during packaging and subject to checks to ensure that it is not reused and to enable traceability.

***I) NATIONAL LEGISLATIVE REQUIREMENTS***

*- Law 25/1970, of December 2.*

*-Order of December 16, 1986, of the Department of Agriculture and Fisheries, of the Generalitat Valenciana, by which the Denomination “Cerezas de la Montaña de Alicante” is established, with character provisional.*

*-Order of June 14, 1991 of the Department of Agriculture and Fisheries, of the Generalitat Valenciana, by which the Order of June 19, 1988 is modified and expanded.*

*-Order of December 18, 1991 of the Ministry of Agriculture, Fisheries and Food by which ratifies the Regulation of the Specific Denomination “Cherries of the Mountain of Alicante”.*

*-Order of May 4, 1992, of the Department of Agriculture and Fisheries of the Generalitat Valenciana, which modifies and expands the Order of June 14, 1991, which approves the regulations of the Specific Denomination “Cerezas de la Montaña de Alicante” and its Regulatory Council.*

*-Royal Decree 1335/2011 of October 3, which regulates the procedure for processing applications for registration of protected designations of origin and geographical indications protected in the community register and their opposition to them.*

*-Royal Decree 149/2014, of March 7, which modifies Royal Decree 1335/2011 of March 3*

*October, which regulates the procedure for processing applications for registration of protected designations of origin and geographical indications protected in the community register and his opposition to them.*