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Advancing the Value of Local Livestock Breeds: The Case of Greek Cheese Ladotyri Mytilinis

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Abstract and figures

The present study aims to develop an effective niche marketing strategy for Ladotyri Mytilinis. There will be a particular emphasis on the preservation, protection, and promotion of the local Lesvos sheep breed. Interviews took place at livestock cooperatives in Lesvos, to collect primary data. 'Ladotyri Mytilinis' is a traditional Protected Designation of Origin (PDO) cheese made from the milk of the autochthonous Lesvos sheep that is part of the local agricultural heritage and major shaper of the island's ecosystem. Enhancing the ties between the indigenous sheep breed and Ladotyri Mytilinis is a significant step towards sustainable rural development, as well as the differentiation of Ladotyri Mytilinis through effective product placement. The recognition of the multiple benefits of maintaining the local breed can be an essential part of an improvement plan for the promotion of this cheese, which can generate a substantial upgrading of its value chain.