

The case of paprika from the Calchaquí Valley of Salta-Argentina  
Walking the path to obtain the denomination of origin

Ministerio de Producción y  
Desarrollo Sustentable



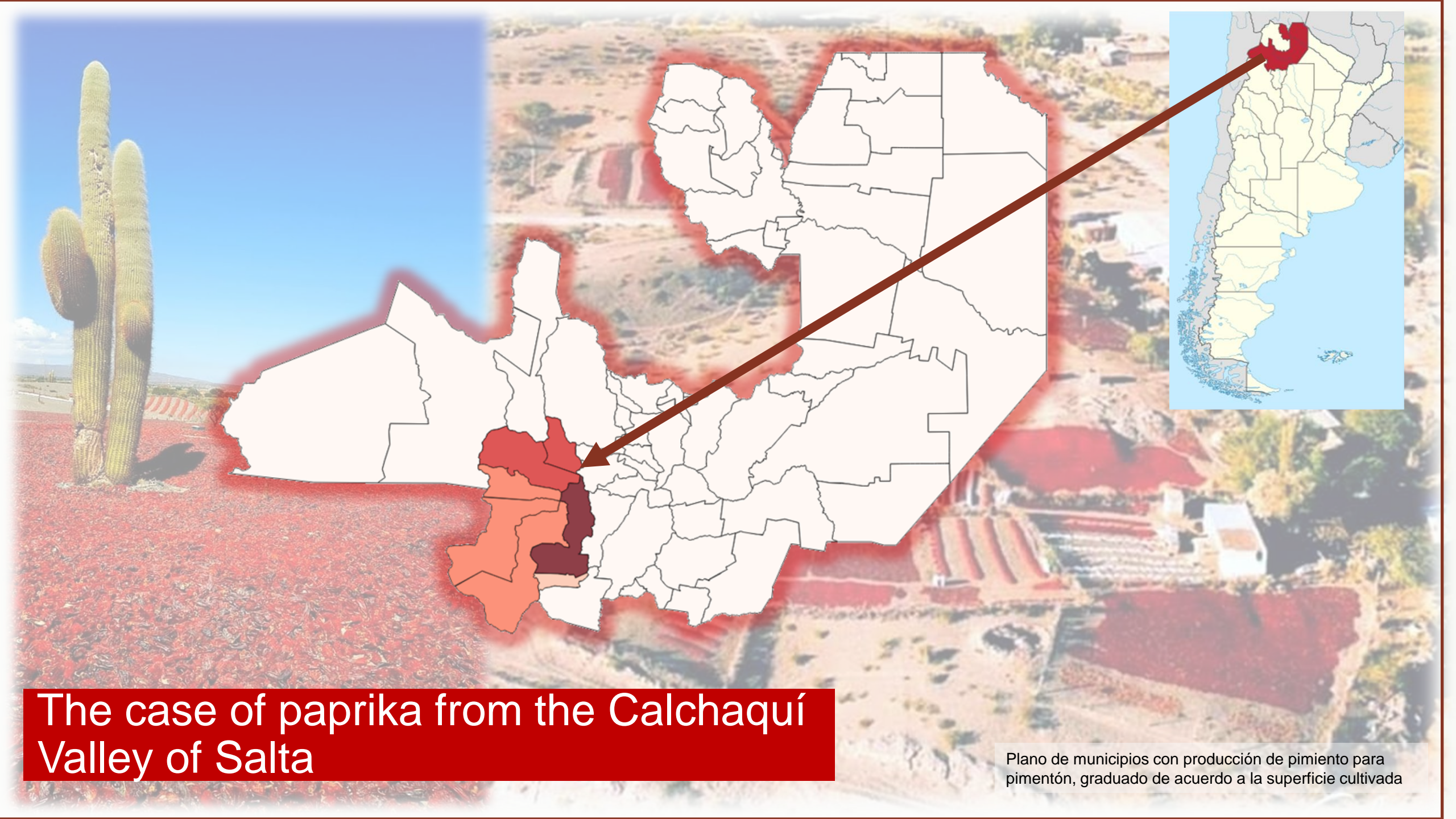
by : María Fernanda López Morillo



“A case of how the articulation of public policies allowed us to strengthen the productive sector, laying the foundations to achieve the Denomination of Origin.”







The case of paprika from the Calchaquí Valley of Salta

Plano de municipios con producción de pimienta para pimentón, graduado de acuerdo a la superficie cultivada

# Initial situation 2010

## SECTOR DIAGNOSIS

LOCAL  
PRODUCTION  
UNDERVALUED

INEFFICIENT  
FARMING  
PRACTICES

DISORGANIZED  
AND DISPERSED  
PRODUCERS

LIMITED  
ARTICULATION  
BETWEEN  
INSTITUTIONS



DEFICIT IN  
STATISTICAL  
AND PRICE  
INFORMATION

UNFAIR  
COMPETITION WITH  
IMPORTED PAPRIKA  
AND ADULTERATION

TECHNICAL  
DISAGREEMENTS  
BETWEEN PUBLIC  
ORGANISATIONS

PUBLIC POLICIES  
WERE NOT DEFINED  
FOR THE SECTOR

# PAPRIKA TABLE: THE FIRST STEP TOWARDS THE ARTICULATION OF THE SECTOR

GOVERNANCE MODEL

2010-2019

IMPLEMENTATION OF THE REFERENCE PRICE

AGREED ON STRATEGIC PLAN FOR THE PAPRIKA SECTOR

IMPLEMENTATION OF PRODUCTIVE PROJECTS AND

TECHNICAL ASSISTANCE PLAN TO IMPROVE CROPS



INITIATIVE FOR THE DENOMINATION OF ORIGIN



FAILED ATTEMPTS

MODIFICATION OF THE ARGENTINE FOOD CODE TO ADAPT REGULATIONS



DEVELOPMENT OF SECTOR STATISTICS

INSTITUTIONAL ARTICULATION AND INTERPROVINCIAL COOPERATION

# TERRITORIAL DEVELOPMENT PROGRAM



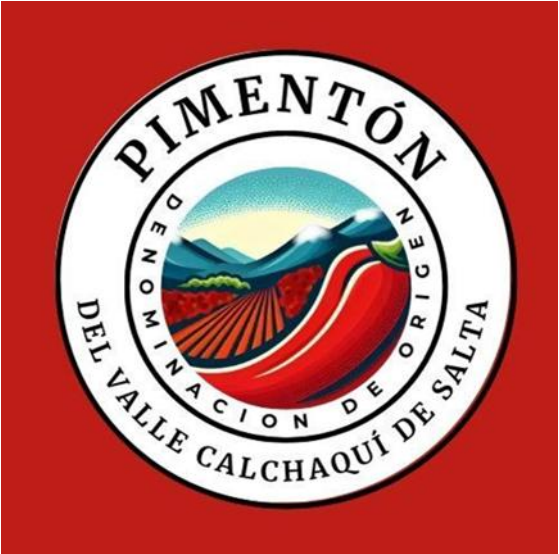
COOPERATIVES AND ASSOCIATIONS OF  
PAPRIKA PRODUCERS EMERGE

PROCAL PROJECT “Assistance to food SMEs in the  
development of technical and legal requirements based  
on current regulations for Geographical Indications”

DECENTRALIZED COOPERATION PROJECT  
WITH ESPELETTE – FRANCE



# CREATION OF THE COUNCIL OF THE DENOMINATION OF ORIGIN OF PAPRIKA FROM THE CALCHAQUI VALLEY OF SALTA



Ministerio de Economía y Finanzas  
Secretaría de Agricultura, Ganadería y Pesca

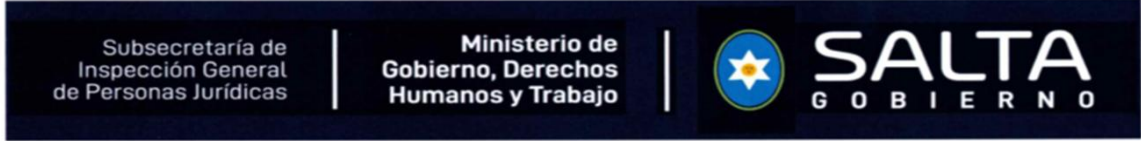
4ava REUNIÓN DE LA COMISIÓN ASESORA DE INDICACIONES GEOGRÁFICAS Y DENOMINACIONES DE ORIGEN Ley N° 25.380 y modificatoria N° 25.966 – Decreto 556/09

Fecha: 10 de marzo de 2025  
Horario: 10:30h  
Lugar: Salón Axel Hernández de la SAJGP - Av. Paseo Colón 982, planta baja, CABA.  
Modalidad virtual: Plataforma Teams

Objetivo: Evaluación de la solicitud de registro Denominación de Origen "Pimentón del Valle Calchaquí de Salta" presentada por la Asociación Civil Abierta Consejo de la DO respectiva.

HORARIO	ACTIVIDADES
10:30 hs.	Acreditación e ingreso a la plataforma virtual Teams
11:30 - 12:00 hs.	Apertura Representante de la Secretaría de Agricultura Ganadería y Pesca Autoridad del Gobierno de la Provincia de Salta
12:00 - 12:30 hs.	Presentación del caso "Pimentón del Valle Calchaquí" Espacio de intercambio y preguntas a los solicitantes.
12:30 - 13:00 hs.	Debates por parte de la CNA Lectura y consenso del Acta
13:00 - 13:15 hs.	Informe del dictamen de la CNA a los solicitantes
13:00 - 13:15 hs.	Cierre del evento

Confirmar participación a [sepa@sa.gov.ar](mailto:sepa@sa.gov.ar)



**Certifica:**

Que mediante Resolución N° 185/24 se otorgó la personería jurídica a la **ASOCIACION CIVIL ABIERTA CONSEJO DE LA DENOMINACION DE ORIGEN (DO) DEL PIMENTON DEL VALLE CALCHAQUI DE SALTA**

Salta, 09 de octubre de 2024

*[Signature]*  
Dr. Nicolás Zenteno Núñez  
Subsecretario de Gobierno

*[Signature]*  
Lic. César Rodrigo Monzo  
Secretario de Gobierno

*[Signature]*  
Ing. Ricardo Guillermo Villada  
Ministro de Gobierno, DDHH y Trabajo

# AL-INVEST Verde



## DERECHOS DE PROPIEDAD INTELECTUAL

### MENTORING

GOVERNANCE AND SUSTAINABILITY- Ensures the continuity and sustainable development of the

DOCONTROL PLAN- Guarantees the quality and traceability of the product and the control of adulterations Implementation strategy: Defines the concrete steps for the success of the DO Product specifications

IMPORTANCE: Allows the sector to begin the management of the DO with a structured plan.

# CONCLUSIONS

The process towards the Denomination of Origin of the Paprika from the Calchaquí valley of Salta is a clear example of how effective governance, based on the coordination between producers, public bodies and international cooperation, has allowed the sector to consolidate.



The Denomination of Origin not only seeks to enhance the value of the product but also becomes a tool that contributes to sustainability, seeking a balance between its three dimensions: environmental, economic and social.



# THANK YOU VERY MUCH FOR YOUR ATTENTION

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**SALTA**  
G O B I E R N O