

Research

# Sustainable Ecological production of Meat in South Castilla y León

Sector Scale and Business Opportunities for prime quality agro-exports

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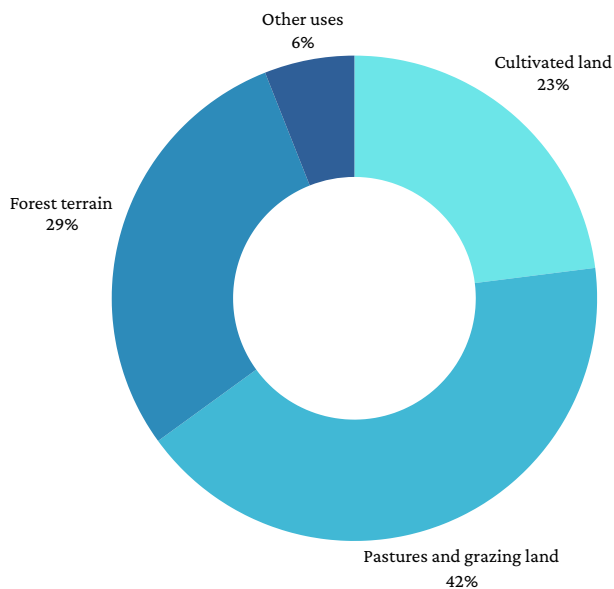
Demand for more sustainable and eco-friendly options for meat production has seen a significant rise in recent years. As such, the eye of the public has turned from closed farm production to more traditional ways to raise cattle, such as open range cattle.

In the midst of this change in demand and perspective, there's a Spanish region that fits precisely into this niche: **The province of Avila**, or more specifically, the traditional meat sector in its mountainous region of the **Central Mountain Range**.

Around **48% of Avila's total surface is dedicated to pastures and grazing lands**, which is about double the Castillian Standard (20,69%), and mainly used for raising Cattle and pig farming (Respectively 32% and 36% of the total animal husbandry sector in the region).

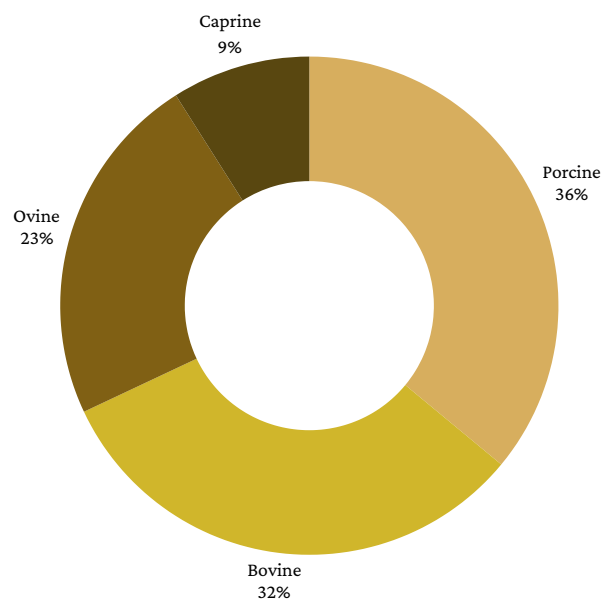
The Province stands as one of the biggest cornerstones in modern Spain for the **traditional methods of cattle herding and open-range husbandry**, raising their animals the same way it was done hundreds of years ago. In the summer months, the cattle is moved to the higher rims of the mountain range, where they graze freely around the upper valleys.

When the winter starts to peek its head around the late autumn months, the heads are moved to lower pastures but still kept in the free range. All of the cattle in the Region is part of the **Avilesina/Negra-Ibérica race**, specifically adapted to the region's harsh weather, allowing it to remain in the free range all year round.



*Land proportion by use in Avila province - 2019*

*Livestock proportion by genre in Avila province - 2019*



Source: "Estudio estratégico del sector agroalimentario de Ávila" 2019, Ávilagro

The natural and traditional nature of the region's meat production has brought it **worldwide renown as home to some of Spain's finest agricultural exports**. The IGP (Geographically Protected Indicator) "Carne de Ávila" (Avilan Meat) was one of the first quality indicators for fresh Spanish meat, created in the year 1990 (Orden 4 de Diciembre, 1990). The region's Ecological Meat production is bound by the highest European standards for breeding, quality and environmental impact, subject to the European Regulations nº 2092/91 (CEE), nº834/07, and nº889/09 (CE) on ecological production standards, quality assurance and sustainable practices.

Still, the region is relatively unknown compared to some of its closest neighbours with an international presence (Such as Guijuelo and its open range, Dehesa pork production, for example). There's a real untapped market here for both businesses looking into **powerful Spanish agricultural exports** and **agritech enterprises looking into supplying the region** with some of its most potent technologies for open-range cattle control and tracking.

*Distribution of Bovine Cattle across south Castilla y León (2022)*

	Avila	Salamanca	Segovia	Soria
Animals below 12 months old	84.884	206.729	65.232	7.057
Animals between 12 to 24 months old	27.966	57.271	22.539	2.551
Steers (Males on reproductive age)	4.885	15.982	1.912	441
Heifers (Females on reproductive age)	7.899	16.961	2.760	985
Dairy Cattle	12.547	4.634	7.741	59
Non Dairy Cattle	100.655	284.397	33.581	11.798
TOTAL	238.836	585.974	133.765	22.891

Source: "Anuario de Estadística Agraria de Castilla y León" 2022, Junta de Castilla y Leóno

If you're a business looking into **the possibilities of the Spanish sustainable agricultural sector**, we at Harrington Blue invite you to take a deeper look at the possibilities of the Avila province and its traditional herding!

**For tailored research or specific consulting services, contact us at [info@harringtonblue.co.uk](mailto:info@harringtonblue.co.uk)**

#### References

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