

# Vacherin fribourgeois AOP: Consumer study shows popularity of raw-milk cheeses

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## Consumers like diversity

In an extensive consumer study with 245 participants, the liking of different Vacherin fribourgeois AOP cheeses made from raw milk and thermised milk, each with 2 stages of maturation (young and mature), was evaluated.

Vacherin fribourgeois AOP is a traditional Swiss semi-hard cheese variety with a long-standing tradition and strong ties to production in the mountain region. Today, the milk is usually thermised before cheese-making. Only about 5% of cheeses are made from raw milk, mostly in the Alps.

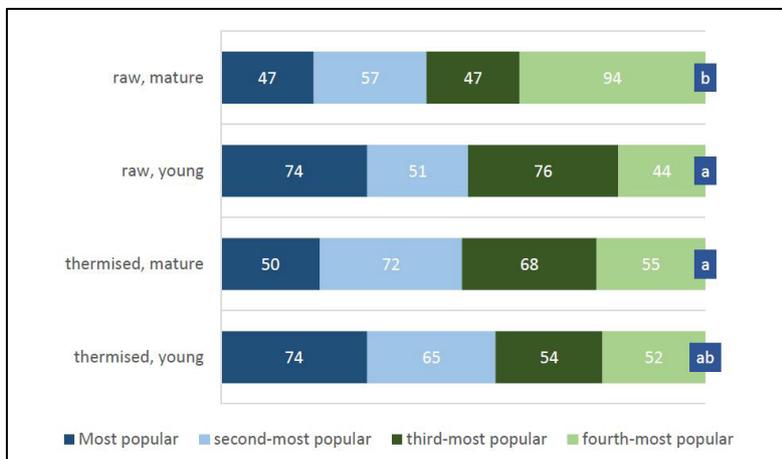
## Limit ripening time

The mature Vacherin fribourgeois AOP cheese made from raw milk was significantly less liked compared to the young cheese made from raw milk and the mature cheese made from thermised milk.

For almost half of consumers, one of the two raw milk cheeses ranked first in liking, which indicates a considerable market potential not yet fully exploited today.

Nowadays, raw milk cheeses in Switzerland are generally matured longer than cheese made from heat-treated milk. This study suggests that, depending on the cheese variety, the current production method could be optimised to achieve a high level of liking with consumers.

Reference: Bachmann H.P., Beutler E., Fleuti C., Lüscher Bertocco M., Guggenbühl B. (2022) Vacherin Fribourgeois AOP: Konsumentenstudie mit Käsen aus roher und thermisierter Milch. *Agrarforschung Schweiz* (13) 145–150. <https://doi.org/10.34776/afs13-145>



Frequency distribution (%) of the liking ranking (n=245) of the four tested Vacherin fribourgeois AOP cheeses (different letters: products are significantly different, 5% level).

## Conclusions

- Almost half of the participants rated one of the two raw-milk cheeses as their favourite.
- Because young raw milk cheese was very popular, consideration should be given to limiting the ripening time of raw milk Vacherin fribourgeois AOP.