

# Chelo Gámez, an Iberian dream with signature

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Senior Social Entrepreneurship

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## Good Practice 1

# Chelo Gámez, an Iberian dream with signature

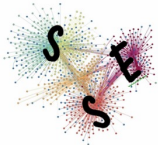
## Highlights

- Implementing an environmentally friendly business model.
- Generate employment and economic resources in the area.
- Knowing how to make the most of the aid provided by the public administration.
- Adapt quickly to the crisis and take advantage of changes to become a better company.
- Assess the importance of defining roles and tasks in a family business.

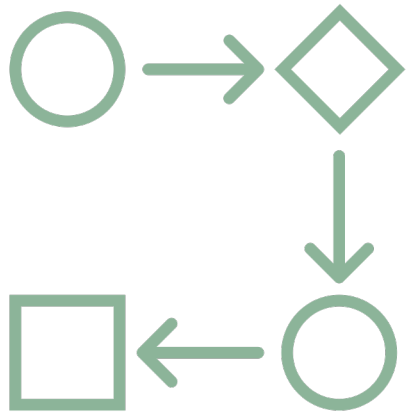


## 1. Chelo Gámez general information

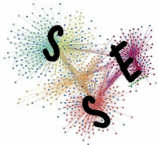
- **Senior Entrepreneur Name:** Consuelo Gámez Amián
- **Company name:** La Dehesa de los Monteros
- **Place:** Malaga, Spain
- **Activity:** Breeder of purebred Iberian pigs. Producers of top-of-the-range Iberian ham and sausages.
- **Contact data**
  - Web: <https://dehesalosmonteros.com/>
  - email: [comercial@dehesalosmonteros.com](mailto:comercial@dehesalosmonteros.com)



## 2. How would you describe the process of creating your company?



- The process of setting up my company has been gradual over time and very carefully studied as I was in a field that was totally unknown to me.
- I selected the Iberian breed I wanted to work with. To do this, I went round the Iberian breeding companies and studied the organoleptic characteristics of each breed.
- Dehesa de los Monteros will continue to grow as long as it finds estates with the specific characteristics of the Serranía de Ronda.
- In order to continue growing, I need to incorporate workers with a high professional and specific level into my company.

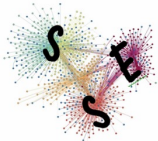


### 3. What was the main competitive advantage that motivated your business idea?

- The main competitive advantage of our product is differentiation.
- The only way to compete with little production in a market as mature as the Iberian market is to offer a differentiating element.
- In this company we work with pure, selected Iberian strains.
- Our pigs are real athletes, climbing up and down the steep hills, which means that the oleic acid produced by eating chestnuts and acorns produces a very strong intramuscular infiltration, which is a distinctive feature of our livestock.



Strengths



## 4. What challenges or threats did your business project encounter in its initial and early stages of development? How did you overcome them?



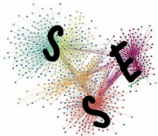
### Opportunities

- To fill an empty market niche by offering a unique product in the Iberian sausage market.
- Generate structural changes in the livestock sector, which is characterised by being immobilist and male chauvinist.
- Generate employment in the localities where the pigs are reared and the production of Iberian sausages.
- Recovering an autochthonous breed of the Serranía de Ronda such as the rubio dorado pig.
- Preserving the environment in the area and promoting the market for chestnuts and acorns, the main foodstuffs of the Iberian pig.



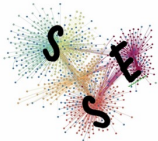
### Threats

- The complete lack of knowledge about the functioning of the Iberian sausage sector, which has a long commercial tradition.
- Entering a highly competitive business, in which there are well-established companies.
- Livestock farmers' reluctance to see an older woman in university as a leader.
- The rejection of the innovations proposed by the businesswoman by the local farmers.
- The lack of support from the administration for the recognition of the native breed of golden blond pigs.



## 5. What support have you received from public administrations for the creation of the company (financial, mentoring...)?

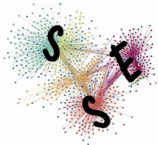
- Support from the Organización Comercial Agraria de la Serranía de Ronda in the technical and legal advice for the development of rural properties.
- Aid from the Diputación de Málaga for the promotional brand Sabor a Málaga, for participation in national fairs and events to promote the products.
- Aid from the Junta de Andalucía by Covid-19.
- No government support for the recovery of the golden-blond pig breed.



## 6. Can a crisis like Covid-19 make any difference to the planning of a social enterprise?



- The small size of the company and the exclusivity of the product have allowed a quick adaptation to the new reality.
- The company's internal operations, packaging, purchasing and shipping processes have been improved.
- We have had to reinvent ourselves and focus our efforts on online sales to individuals.





## References and further reading

- *ABC Andalucía*. “Dehesa de los Monteros: el cochino «rubio» andaluz que conquista China viene de Málaga”. <https://bit.ly/2O3FyBx>
- *Canal Sur*. “Campechanos”. [https://www.youtube.com/watch?v=YTPVLcSjh\\_A](https://www.youtube.com/watch?v=YTPVLcSjh_A)
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- *La Dehesa de los Monteros*. <https://dehesalosmonteros.com>
- *Málaga Hoy*. “Los líderes del pata negra”. <https://bit.ly/39l5BeD>

