

# Feta P.D.O.

## The white gold of Greece



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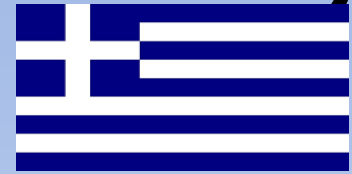


According to Greek mythology, the art of cheese-making was given as a valuable gift to the poor by the Gods of Olympus.

A primitive form of preparation of the present-day Greek feta was referred to in Odyssey by Homer (9<sup>th</sup> century B.C.)



# The original feta comes only from Greece!



- Feta P.D.O. is a pure white cheese, soft and sliceable with a slightly acid taste.
- Special characteristics, among else:
  - produced in the mainland of Greece and the island of Lesbos exclusively, following traditional methods
  - milk comes from ewe and goat local breeds, reared by traditional methods, that feed on the natural flora
  - milk must be made into cheese within 48 hours of milking at the latest
  - milk is ripened and preserved in brine for at least two months
  - no milk powder, no preservatives, no colorants are added
- As it is considered to be the highest quality of cheese in brine internationally, the fraudulent use of the name “feta” has been observed on the label of other cheeses of lower quality.
- The good news is that feta will be protected under the new Agreement (EPA) between the European Union and Japan. When it comes into force, only certified feta P.D.O. from Greece will be available in the Market.



# **Feta: Geographical Indication” (GI) product protected under the EU – Third Country Agreements**

Geographical Indication product:

- Defined geographical area +
- Specific product +
- Link between the two

"Full protection":

- In advertisements, in the internet, in services
- Any indication that misleads consumers that the product is authentic feta is prohibited
- Terms like “kind”, “type”, “style” + feta are prohibited





## The original Greek feta P.D.O. is good for the health!

Contains, among else, high quantities of:

- ✓ Proteins
- ✓ Calcium
- ✓ Phosphorus
- ✓ Vitamins, especially
  - ✓ Vitamin A
  - ✓ Vitamin B6
- ✓ Zinc
- ✓ Iron
- ✓ Magnesium



*Rich in probiotics that protect against E.coli & salmonella*

*Richer in calcium & phosphorus than cow cheese*

*Richer in B vitamins than other fresh cheeses*

*Low in lactose – people with food intolerance to lactose can consume it*

*Lower in calories than other aged cheeses*



# ***Feta is so so tasty!***

## **Enjoy feta**

- Fresh, fried or baked
- In sandwiches
- On bread and bruschettas with olives, tomato, cucumber, pepper, olive oil and aromatic herbs like oregano, thyme, mint and rosemary
- In salads, pasta, omelettes, pizza and pies
- With watermelon!





## **The famous Greek Salad contains only the authentic Feta P.D.O.!**

Ingredients:

- ❖ original Feta P.D.O. cheese from Greece
- ❖ olives from Greece
- ❖ extra virgin olive oil from Greece
- ❖ tomatoes cut into wedges
- ❖ sliced cucumber
- ❖ onion
- ❖ oregano
- ❖ caper
- ❖ salt
- ❖ vinegar



Thank you very much for your attention!

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