

BRAZILIAN ARTISANAL AND AUTHORIAL CHEESES: WHAT IS SAID ABOUT THESE PRODUCTS IN THE MEDIA AND IN THE SCIENTIFIC COMMUNITY?

QUEIJOS ARTESANAIS E AUTORAIS BRASILEIROS: O QUE SE DIZ SOBRE ESSES PRODUTOS NA MÍDIA E NA COMUNIDADE CIENTÍFICA?

QUESOS ARTESANALES Y AUTORIZADOS BRASILEÑOS: ¿QUÉ SE DICE SOBRE ESTOS PRODUCTOS EN LOS MEDIOS Y EN LA COMUNIDAD CIENTÍFICA?

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ABSTRACT

Artisanal and authorial cheeses gained visibility because of their different flavors, which pleased the consumer. This study aims to identify the main interests of the scientific community and the population in relation to artisanal and authorial cheeses. For this, a search was carried out on the Web of Science and Scopus research platforms using the terms "artisan cheese" and "authorial cheese". Google alerts were also received with internet news about these two topics. As a result, it was observed that scientific research has as its main theme, when it comes to artisanal and authorial cheeses, the microbiological quality of these foods. As for the news broadcast to the population, its main focus is on an event that took place in São Paulo, where the world cheese contest was held. The most commented cheeses are those from Minas Gerais. Other artisanal cheeses, such as the artisanal cheeses from Rio Grande do Sul and Santa Catarina (serrano and colonial cheese) were also highlighted. In addition, production from Paraná and the Northeast was also broadcast in the media. As conclusion, the interests of the scientific community are related to guaranteeing the safety of artisanal and original cheeses, which are of interest to consumers. The microbiological quality is a frequent object of study, as well as the compositional aspects of these products. The media has transmitted information about this product regarding its sensory aspects (better flavors and smells) that make artisanal and authorial cheeses stand out in competitions and, increasingly, arouses consumer interest.

Keywords: Artisanal Cheese. Authorial Cheese. Consumer. Media. Research Platforms.

RESUMO

Os queijos artesanais e autorais ganharam visibilidade pelos sabores diferenciados, que agradaram o consumidor. Este estudo tem como objetivo identificar os principais interesses da comunidade científica e da população em relação aos queijos artesanais e autorais. Para isso, foi

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realizada uma busca nas plataformas de pesquisa Web of Science e Scopus utilizando os termos “queijo artesanal” e “queijo autoral”. Também foram recebidos alertas do Google com notícias da internet sobre esses dois temas. Como resultado, observou-se que a pesquisa científica tem como tema principal, quando se trata de queijos artesanais e autorais, a qualidade microbiológica desses alimentos. Já as notícias da internet veiculadas à população tem como foco principal um evento ocorrido em São Paulo, onde foi realizado o concurso mundial de queijos. Os queijos mais comentados são os mineiros. Outros queijos artesanais, como os artesanais gaúchos e catarinenses (serrano e colonial) também tiveram destaque. Além disso, a produção do Paraná e do Nordeste também foi veiculada na mídia. Em conclusão, os interesses da comunidade científica estão relacionados com a garantia da segurança dos queijos artesanais e originais, que interessam aos consumidores. A qualidade microbiológica é objeto frequente de estudo, assim como os aspectos composicionais desses produtos. A mídia tem divulgado informações sobre esse produto quanto aos seus aspectos sensoriais (melhores sabores e cheiros) que fazem com que os queijos artesanais e autorais se destaquem nas competições e, cada vez mais, despertem o interesse do consumidor.

Palavras-chave: Queijo Artesanal. Queijo Autoral. Consumidor. Meios de Comunicação. Plataformas de Pesquisa.

RESUMEN

Los quesos artesanales han ganado visibilidad gracias a sus sabores distintivos, que han deleitado a los consumidores. Este estudio busca identificar los principales intereses de la comunidad científica y del público en general con respecto a los quesos artesanales. Para ello, se realizó una búsqueda en las plataformas de investigación Web of Science y Scopus utilizando los términos "queso artesanal" y "queso artesanal". También se recibieron alertas de Google con noticias de internet sobre estos dos temas. Como resultado, se observó que la investigación científica sobre quesos artesanales se centra principalmente en la calidad microbiológica de estos alimentos. Las noticias de internet difundidas al público se centran principalmente en un evento celebrado en São Paulo, donde se llevó a cabo la competencia mundial de quesos. Los quesos más comentados son los de Minas Gerais. Otros quesos artesanales, como los de Rio Grande do Sul y Santa Catarina (Serrano y Colonial), también recibieron atención. Además, la producción de Paraná y el Nordeste también se reportó en los medios. En conclusión, el interés de la comunidad científica reside en garantizar la seguridad de los quesos artesanales y originales, que son de interés para los consumidores. La calidad microbiológica es un tema de estudio frecuente, al igual que los aspectos compositivos de estos productos. Los medios de comunicación han difundido información sobre este producto en relación con sus aspectos sensoriales (mejores sabores y aromas), lo que hace de los quesos artesanales y autorales destaquen en concursos y despierten cada vez más el interés del consumidor.

Palabras clave: Queso Artesanal. Queso Autoral. Consumidor. Medios de Comunicación. Plataformas de Investigación.



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INTRODUCTION

Cheeses are products obtained from the coagulation of milk added with ingredients provided for identity and quality technical standard (RTIQ) for each variety. They are widely used in recipes and gourmet preparations, being ingredients of national and international cuisine (Fox *et al.*, 2004; Kamimura *et al.*, 2019a; Costa *et al.*, 2022). Recently, it has been observed that cheeses with different flavors highlight cooking, arousing consumer interest (Andrade *et al.*, 2022).

The cheeses that gain visibility among consumers are artisanal cheeses, made using traditional cheese-making methods, influenced by social and cultural aspects of the place where they are produced. They have typical characteristics, such as texture and flavor, resulting from the origin and composition of the starter cultures, raw materials used and ripening conditions (Kamimura *et al.*, 2019b; Gontijo *et al.*, 2020; Andrade *et al.*, 2022).

Authorial cheeses are also increasing in the global market. These are products obtained from creativity, been peculiar products. Their characteristics are determined by the recipes and raw material that are used. Brazilian authorial cheeses have been awarded in several international competitions. In addition, their use in gourmet preparations has increased, where they have become demanded by chefs (Monhanhini, 2021).

Terroir is what arouses consumer interest most. Each variety of cheese has its set of flavors, addressed to the ingredients, the production process and the origin. The identification of the components responsible for these flavors is important to characterize the product and seek alternatives to maintain the original characteristics using safer ingredients or processes. An example of this is the profile of fatty acids present in cheeses, which are produced by indigenous microorganisms. Some bacteria, responsible for producing these components, do not resist pasteurization, which makes products obtained from pasteurized milk different from those produced from raw milk. However, by identifying the components and the microorganisms that produced them, it is possible to cultivate and use them as ingredients after pasteurization of milk. The result would be the elimination of pathogens present in raw milk through pasteurization, with the maintenance of the microorganism that gives the cheese its special flavor through its intentional addition as an ingredient (Penna; Gigante; Todorov, 2021; Costa *et al.*, 2022; Andrade *et al.*, 2022).

As products with their own characteristics, the RTIQ of artisanal and authorial cheese

becomes less specific if they are not made for each one. However, the wide variety of these cheeses makes regulation unfeasible. More general rules could be edited, based on some aspects of production. However, it is necessary to know the production process and its risks. But consumer demand makes it urgent to guarantee safety provided by health authorities. This study aims to identify the main interests of the scientific community and the population in relation to artisanal and authorial cheeses.

METHODOLOGY

Search in Scientific Databases

- Preliminary research: Preliminary research was carried out in the Web of Science and Scopus databases, in order to identify the appropriate keywords to carry out the final research. These were restricted to artisanal and authorial cheese.
- Final database research: The summary of the search strategy for each database is presented in Table 1. Searches on the Web of Science and Scopus platforms were carried out by selecting publications between the years 2003 and 2022. In addition, was limit to articles already published in English. Articles in press were excluded from this analysis. Search results were organized using ENDNOTE online and duplicate articles were removed.
- Data extraction: The publications resulted were evaluated using BIBLIOMETRIX. The most prevalent words present in the title, keywords and abstract of publications were identified and the results were present in word cloud format.

Follow-up of News Published on Google Alerts About Artisanal and Author Cheeses

- Data collection: News published on the internet with the keyword “artisanal cheese” and “authorial cheese” (its Portuguese translations) were collected through Google Alerts from 06/11/2022 to 10/11/2022.
- Data tabulation: The news had their content fully read and separated according to the thematic categories addressed in their texts. This information was organized in electronic spreadsheets.
- Data analysis: The media that published the most news about artisanal and authorial

cheeses, the months in which the publications took place, the states of the federation that produce the cheeses, the varieties (artisanal or authorial) and the news subjects were collected. This information was compared by descriptive statistics and the data presented in graphs.

Table 1: Summary of search strategies in electronic databases

Search Platform	Search strategy
Scopus	Article title, abstract and keywords "authorial cheese" OR "artisanal cheese"
Web of science	ALL FIELDS "authorial cheese" OR "artisanal cheese"

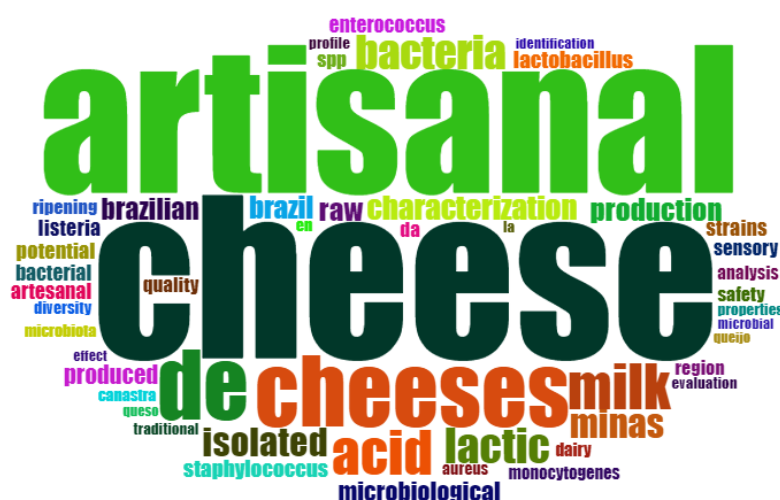
Source: Prepared by the authors

RESULT AND DISCUSSION

Search in Scientific Databases

The search was carried out on Nov 11, 2022. In Web of Science platform 262 publications were obtained, while in the Scopus platform, 391. A total of 653 publications were obtained. Removing the duplicates left 391. It was observed that the most prevalent word in title, keywords and abstract is cheese (234, 290 and 1216 respectively), what is obviously explained by the search strategy. In the title and abstract, artisanal is the second most present (212 and 627 respectively). But in the keywords, milk and microbiology are cited 131 and 99 times, because frequently is the research problem of publication in the last 20 years. Figures 1, 2 and 3 show the most prevalent words in titles (Figure 1), keywords (Figure 2) and Abstracts (Figure 3). The size of the words represents the frequency with which it was cited in each part of the text.

Figure 1: Most prevalent words in the title of the publication from 2003 to 2022, collected from the Web of Science and Scopus platforms using the search strategy of this study



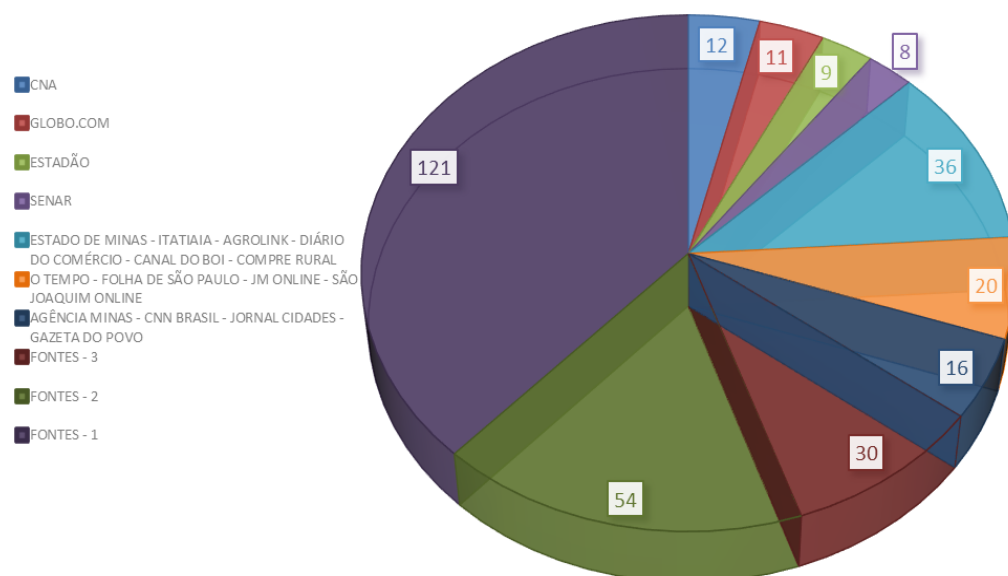
Source: Prepared by the authors

Figure 2: Most prevalent words in the keywords of the publication from 2003 to 2022, collected from the Web of Science and Scopus platforms using the search strategy of this study



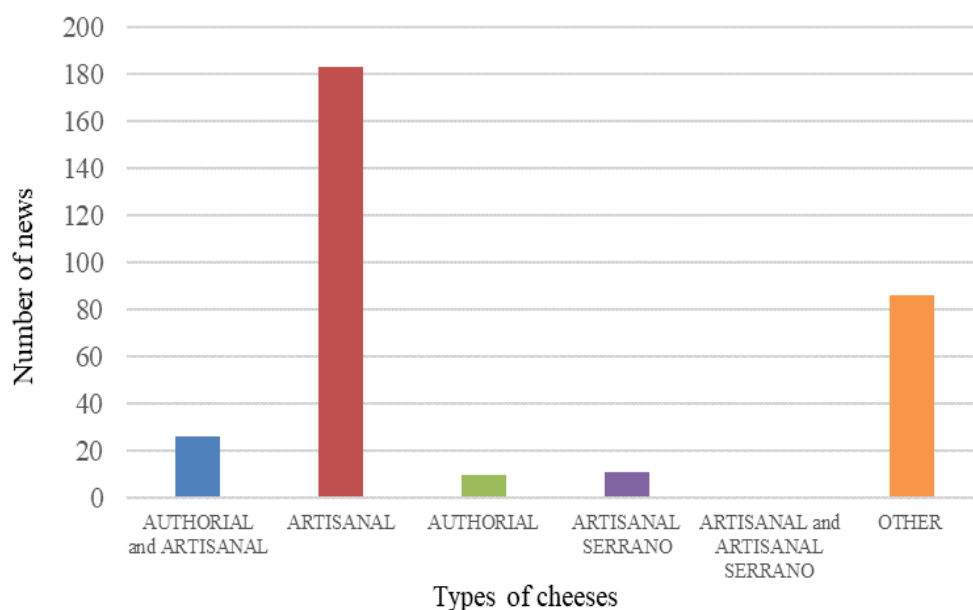
Source: Prepared by the authors

Figure 4: Sources of the news from Google Alerts about artisanal and authorial cheese from 06/11/2022 to 10/11/2022.



Source: Prepared by the authors

Figure 5: Types of the cheeses what the news received from Google Alerts is about from 06/11/2022 to 10/11/2022.

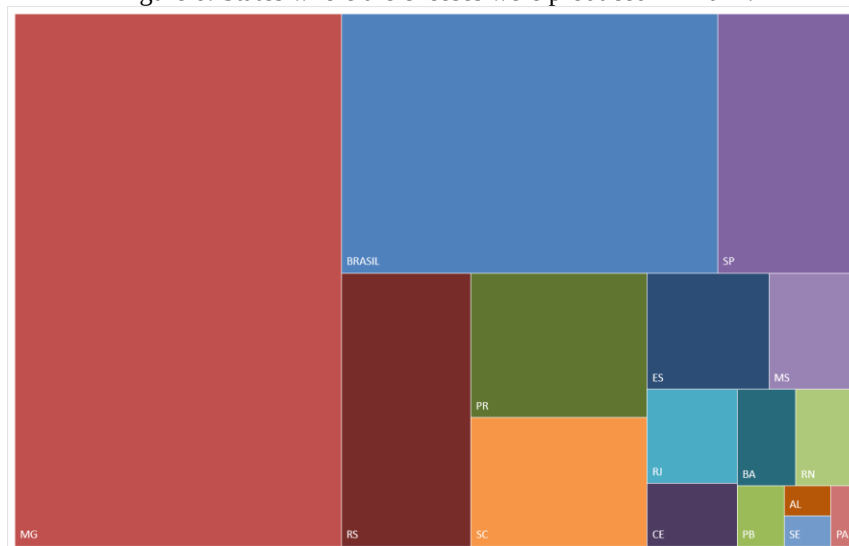


Source: Prepared by the authors

Of the states where the cheeses were produced, Minas Gerais stands out. 123 news items were published about Minas artisanal cheeses. São Paulo and Rio Grande do Sul (25 news),

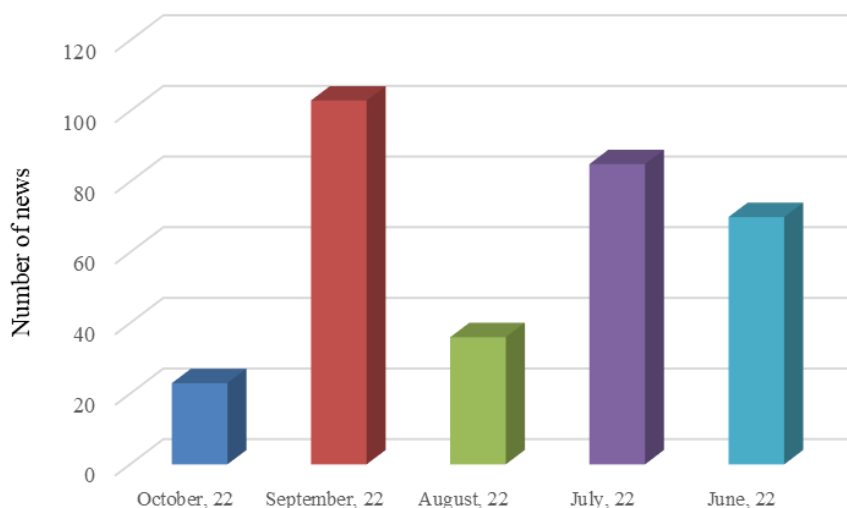
Paraná (18 news) and Santa Catarina (10 news) also had mentions in the media about the cheeses produced in their territory.

Figure 6: States where the cheeses were produced in Brazil.



Source: Prepared by the authors

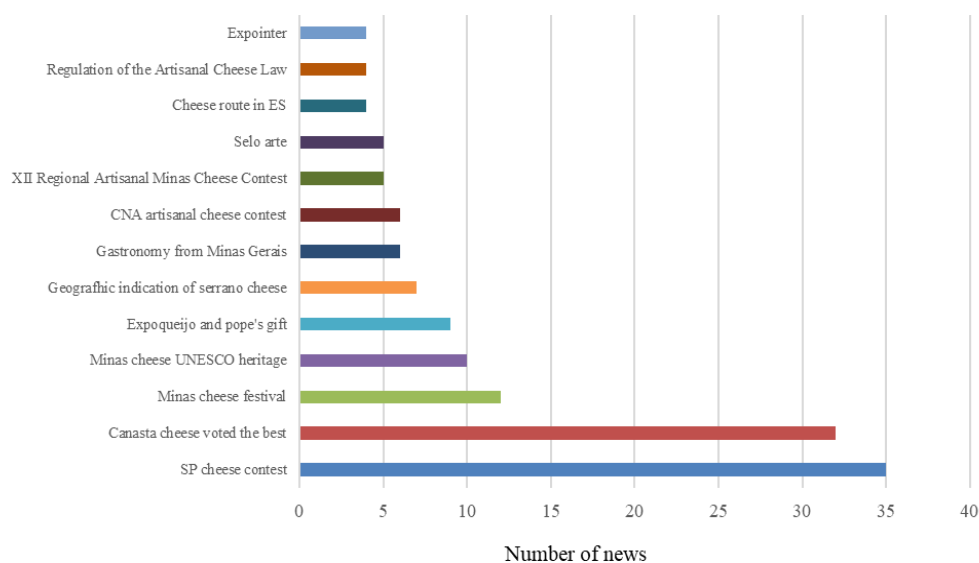
Figure 7: Months of news publication from Google Alerts about artisanal and authorial cheese from 06/11/2022 to 10/11/2022.



Source: Prepared by the authors

The subjects most commented on in the news were the cheese contest in São Paulo (35 news) and the Canastra cheese, an artisanal cheese from Minas Gerais, being chosen as the best (32 news). Other subjects such as festivals and agricultural fairs that exhibited artisanal and authorial cheeses were also the subject of the news in the evaluated period.

Figure 8: Subjects of news from Google Alerts about artisanal and authorial cheese from 06/11/2022 to 10/11/2022.



Source: Prepared by the authors

Artisanal cheeses produced in European and American countries have different characteristics, which can be related to the producing region or to the peculiar production (Souza *et al.*, 2021). In Brazil, they are produced in several regions, some of which are well defined. One example is Minas artisanal cheese, which is widely discussed in the national media. It is also highly sought after by researchers, with the word Minas present in the titles of studies carried out about artisanal cheese. However, some other Brazilian artisanal cheeses still need to be better studied, since little is known about the compositional and microbiological characteristics of these products (Camargo *et al.*, 2021). Frequently, Minas artisanal cheese microbiology is object from researchers, mainly regarding the microbiological quality control of these products. In addition, microbiota studies have increased, aiming to identify the microorganisms present that may be responsible for the flavors attributed to these products (Andreatta *et al.*, 2019; Camargo *et al.*, 2021; Souza *et al.*, 2021; Silva *et al.*, 2022).

The production of Minas artisanal cheese uses raw milk. The rennet diluted in whey of the cheese produced the day before is added to the milk. This ingredient is known as pingo, being rich in lactic acid bacteria. After coagulation, the curd is separated from the whey and pressed. The cheeses are then ripened on wooden shelves without temperature or humidity control, being turned periodically. Ripened plays a role in typical sensory characteristics and in ensuring product safety. Varied microbiota throughout the production process favors the occurrence of numerous complex biochemical reactions, mainly due to changes in the catabolism of macromolecules, such

as lactose, casein and lipids. Such reactions lead to the formation of volatile compounds that are important for defining organoleptic characteristics, such as the flavor and aroma of cheese (Kamikura *et al.*, 2019b; Souza *et al.* 2021; Andrade *et al.*, 2022).

The Minas artisanal cheese was highlight from the 2nd edition of the Cheese World Cup in Brazil, an event that recognizes the best cheeses in the world, focusing on Brazilians ones, from a group of Brazilian and foreign judges. This subject was the most commented on in the media in the evaluated period. It occurred in September, which explains the greatest number of news concentrated in this month. This contest elected the best dairy products in several categories, from different places in Brazil. In addition to Minas artisanal cheese (well known to the population), other artisanal cheeses have awakened consumer interest (Viagem e Gastronomia, 2022).

The southern region of Brazil was also highlighted in the news published in the period evaluated. Some artisanal cheeses produced in Rio Grande do Sul, Santa Catarina and Paraná were reported by the media. Some cheeses from Paraná were awarded in a cheese contest held in São Paulo. The Serrano artisan cheese from Rio Grande do Sul and Santa Catarina stood out for having got the geographical indication. Colonial artisanal cheeses, produced in Rio Grande do Sul and Santa Catarina, also gain prominence in the media. Serrano artisanal cheese is a raw milk cheese produced on dairy farm. Production begins with filtering the milk and its coagulation, passing through the breaking of the clot, removal of whey, molding and maturation (Pereira *et al.*, 2018). Colonial cheese, like Serrano, is a full-fat cheese with a medium moisture content (about 45 to 59,9% fat and 36 to 45,9% moisture). It can be produced from pasteurized or unpasteurized whole milk by coagulation with appropriate enzymes. May have added lactic bacteria like yeast, calcium chloride and food coloring. The curd can be semi-cooked and salted dry or in brine. Maturation is at least 10 days (Steinbach *et al.*, 2021). Like Minas artisanal cheese, but to a lesser extent, these cheeses have been evaluated for their microbiological and organoleptic characteristics. Their compositions also arouse the interest of the scientific community, which seeks to identify the compounds responsible for their peculiar flavors (Pereira *et al.*, 2018; Goulart; Barreto; Pinto, 2021; Daroit; Ribas, 2022).

In the northeast region, Coalho artisanal cheese has been highlighted in regional and national competitions. It is a semi-cooked dough and is traditionally eaten fresh or ripened. It has been produced from raw cow's milk and/or pasteurized milk and rennet from the dry and salty stomach of wild animals or calves was used to coagulate milk. Currently, this practice has been

replaced using industrial rennet. It is a popular product and part of the culture of the Northeast Region. Most Coalho artisanal cheeses are made in small rural farms and/or in small urban or rural cheese dairies (Cavalcante *et al.*, 2007).

Despite there being fewer in the news, authorial cheeses arouse consumer interest too. They are products obtained from creativity. The cheesemakers decide to produce their own creations without a pre-defined recipe. These products are the result of several attempts to become a unique product, with its own personality. The inspiration for creating authorial cheeses is of different sources: some existing cheese but reinvented; the incorporation of some regional ingredients; or even the valuation of milk with some special characteristics (for example, milk obtained from specific species or breeds, or different production conditions, such as organic milk). The concept of an authorial cheese is to offer the consumer an exclusive product, a unique gastronomic experience. Many consumers seek this type of experience, valuing unconventional and unique products (Monhanhini, 2021). These products are difficult to regulate, as each producer does so according to his will. However, its harmlessness is guaranteed by the instructions of the national health surveillance agency, which determines minimum acceptable microbiological standards for consumption, equating authorial cheeses to similar products with already defined standards.

Among the subjects discussed in the media, the Selo Arte deserves attention. The law that regulates the Selo Arte in Brazil, defines that artisanal animal products would receive the artisanal identification seals, in addition to the official inspection one, and it allows the sale of these products throughout Brazil; different from what happens with industrial products, which can only be sold throughout the national territory if they have federal inspection or equivalence. It allowed the advance of artisanal products to other markets, bringing sales opportunities to producers and experiences to consumers (Nascimento *et al.*, 2022).

The internet news is mainly related to the competitions and the artisanal cheeses that stood out, and the concern with the regulation (Selo Arte) of these products. Much still needs to be known about their quality, as well as proposing more effective forms of control so that they are safe for the consumer.

CONCLUSION

As conclusion, the interests of the scientific community are related to guaranteeing the

safety of artisanal and original cheeses, which are of interest to consumers. The microbiological quality is a frequent object of study, as well as the compositional aspects of these products. The media has transmitted information about this product regarding its sensory aspects (better flavors and smells) that make artisanal and authorial cheeses stand out in competitions and, increasingly, arouses consumer interest.

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