

# FORUM ORIGIN, DIVERSITY AND TERRITORIES 2020

## TRANSFORMING LOCALIZED FOOD SYSTEMS THROUGH SUSTAINABLE CONSUMPTION AND PRODUCTION

Sustainable consumption and production, carried by actors in rural areas, are levers to mobilize for the transformation of food systems towards sustainability. The globalisation of trade has a profound impact on food systems and raises several environmental and social limits: loss of biodiversity, impoverishment of arable land, water pollution, air pollution by greenhouse gas emissions, malnutrition and food insecurity, accentuation of inequalities, food injustice, desertification of rural areas and rampant urban concentration<sup>1</sup>.

These major trends are challenging the world's agriculture through difficult changes. These changes can follow various trajectories: incremental or radical, breakthrough or gradual adjustment. In order to explore viable transformation pathways, the world's agricultures are engaged in initiatives that bring hope and uncertainty. The necessary changes involve the agri-food chain and all the actors that influence, support and govern it. The involvement of all is necessary to change the current logic that, as mere links, farmers are being pushed to standardize practices and solutions. Indeed, globalized markets for unprocessed agricultural products operate on the model of comparative advantage for products for which equivalence is the key. As prices are determined at the marketing level and not upstream at the production level, standards serve as a benchmark for all trade, driving prices down. Agricultural policies have been based on this logic of uniformity of supply practices, causing negative impacts on biological and cultural diversity. In order to move towards sustainability, production and consumption practices must change profoundly, challenging the multiple circuits, statuses, policies and relationships between actors and products at the heart of food systems.

The transformation of food systems through responsible consumption is the twelfth of 17 sustainable development goals formulated by the United Nations in 2015. Feed humanity by reducing human pressure on natural resources through healthy and sustainable diets and agro-ecological practices that enhance ecosystem services: these are ways of achieving Goal 12 which is based on **responsible consumption and production**.

This evaluation and action work is at the heart of **joint reflections** to be carried out between consumers, producers and all stakeholders in the food system. The ODT Forum in 2020 proposes the exploration of ways to achieve this. **At the heart of a pilot territory in France, the Biovallée**, the Forum provides a unique configuration, which engages the participants to an active dialogue. For more than 20 years, in the heart of the Drôme, 100 local elected representatives have been engaged in a forward-looking and participatory dialogue on territorial sustainability. The "Biovalley" project is in fact supported by the local authorities in support of the initiatives of local players. The ODT Forum will be exploring the visible results of the ecological and social transformation in the Biovalley.

The idea of this Forum is to nourish the reflections by **visits and meetings with the actors of this territory - a living laboratory of agroecology, spread over the 3 days of the Forum**. Beyond this rich human experience, the ODT Forum consists of a unique platform for dialogue and projects, during and beyond physical meetings. The Forum is driven by actors capable of transforming local food systems around local initiatives, new conceptions of change and radical innovations. On the basis of new knowledge, the Forum brings together new projects that, when combined in clusters, form broader alliances.

<sup>1</sup> IPCC, 2019: Summary for Policymakers. In: Climate Change and Land: an IPCC special report on climate change, desertification, land degradation, sustainable land management, food security, and greenhouse gas fluxes in terrestrial ecosystems [PR Shukla, J. Sheea, E. Calvo, Buendia, V. Masson -Delmotte, H. - O. Pörtner, DC Roberts, P. Zhai, R. Slade, S. Connors, R. van Diemen, M. Ferrat, E. Haughey, S. Luz, S. Neogi, M. Pathak, J. Petzold, J. Portugal Pereira, P. Vyas, E. Huntley, K. Kissick, M. Belkacemi, J. Malley, (eds.)]. In press

The concept of food system is often defined and thought of on a global level. The ODT Forum will take Biovallée, a territory located in the heart of rural territories, as the crystallising place for global transformation.

The localized agri-food system is a concept established and mobilized by Muchnik et al. (2007)<sup>2</sup> since the mid-1990s in a context of rurality and concomitant environmental crisis : "the milieu, the products, the people, their institutions, their knowledge, their food behaviour, their networks, all that combined in a territory to produce a certain form of agrifood organization at a given spatial scale"<sup>2</sup>. The introductory lectures will help to set this conceptual framework by shedding light on the notions of "localized food system" and "responsible consumption and production":

- Responsible consumption and production as a lever for localized sustainable food systems: a reflection on SDG 12 following the example of the Drôme region - **Sabine Girard (INRAE, France), Pierre-Antoine Landel (Université de Grenoble, France)**
- Localized food systems and the challenge of territorial sustainability - **Javier Sanz (Conseil espagnol de la recherche, CSIC), François Casabianca (INRAE), Claire Cerdan (CIRAD)**
- Responsible and sustainable tourism consumption, a look back at the Chefchaouen Days - **Florence Arsonneau (FiBL et D&D) et Guillén Calvo (Diversité et Développement)**

The particular context of this year 2020 has as a logistical consequence a broadened and partly virtual format of the Forum. In parallel to an event on site allowing the physical meeting of certain participants, all the conferences, contributions and visits will be entirely retransmitted by videoconference on the Forum's website for all participants unable to physically reach the Biovallée.

**The virtual event and the physical event will be simultaneous and available in 3 languages (French, English and Spanish).**

Four different workshops will address the theme from complementary angles. This Forum will examine from several angles how, in the South and in the North, territorial approaches, and particularly the certification of the specific quality of products, can stimulate responsible consumption and production.

**1. Responsible consumption:** What are the new forms of responsible consumption in rural areas? To what extent does the empowerment of urban consumers influence agricultural production methods? How are linkages constructed between these new consumers with diverse expectations and agricultural producers in rural areas? Right to food, animal rights, veganism, citizen demands for climate justice: how do civil society movements, that want to change the rules of the economy, take root and influence in the territories?

**Scientific animation:** **Claire Cerdan (CIRAD), Claire Lamine (INRAE), Dominique Paturel (INRAE), Maurizio Canavari (University of Bologna)**

**2. Governance and the role of local and regional communities in the transformation of territorialized food systems:** How can territorial governance build sustainable food systems? What new roles for citizens engaged in the transitions of territories? In rural areas, how can consumer demands and initiatives interact with producers to stimulate changes in productive practices? What are the virtuous dynamics that can change land management and land use? To what extent do responsible consumer-citizens awareness influence the preservation of natural resources How can we help virtuous initiatives to assert themselves and change dominant trajectories? What forms of hybridization and innovation between alternative systems and dominant systems? **With a session on the prescriptive role of local and regional authorities:** what role and impact

<sup>2</sup> Muchnik J., Requier-Desjardins D., Sautier D., Touzard JM 2007. Economies et Sociétés (29): p. 1465-1484

does public procurement have? How does food justice become problematic and find political answers? What innovations and new technological platforms are serving new forms of consumption? How can these innovations be made more inclusive? How to take into account the poor urban and rural populations, who have difficulties in accessing organic and local consumption?

**Scientific animation: François Lerin (AIDA), Claire Bernard (AIDA), Dimitris Goussios (Université de Volos), Marcelo Champredonde (INTA, Argentine) - Session sur le rôle prescripteur des collectivités territoriales : Théodosia Anthoupoulou (University of Athènes) et Gaëlle Bigler (URGENCE)**

**3. Labelling and empowering consumers and local producers:** how are the systems of certification and identification of products (geographical indications, mountains, fair trade, organic farming, natural parks branding, collective territorial brands carried by local authorities or by economic actors, participatory guarantee systems) questioned by the responsibility of local consumers (residents and tourists)? What is the scope of the labels on sustainability in the territories? What are the values carried by specific certified territorial qualities (Geographical indications, Mountain Products, guarantee brands, for ex. National-Regional Park labels)?

**Scientific animation: Florence Tartanac (FAO), Emilie Vandecandelaere (FAO), François Casabianca (INRAE), Olivier Beucherie (Beucherie Conseils & Master Food Identity)**

**4. Roles of market intermediaries and agro-processing actors:** What are the roles of intermediaries, traders, informal trade and local markets, as bearers of initiatives to transform food systems towards sustainability? What are the new dynamics of the craft industry, in particular those of the catering trade (butchery, pork-butchery, bakery, creamery) as well as those of the tools of primary processing and storage such as mills and slaughterhouses? How do radical transformations and breakthrough innovations upset the logic of the global market?

**Scientific animation: Claire Delfosse (University of Lyon), Luca Piccin (CIRAD), Dominique Barjolle (Université de Lausanne)**

## EN RESUMÉ

### TRANSFORMING LOCALIZED FOOD SYSTEMS THROUGH SUSTAINABLE CONSUMPTION AND PRODUCTION

**LOCATION** Biovallée (Crest, Drôme, France) - *Turin at the Terra Madre Taste fair (optional)*

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#### DATES

October 5, 6 and 7, 2020 - *October 8 and 9 (optional)*

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#### ORGANIZERS

- Origin for Sustainability : [www.origin-for-sustainability.org](http://www.origin-for-sustainability.org)
- Communauté de Communes du Val de Drôme (CCVD)

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#### PRE-IDENTIFIED PARTNERS

Workshops organizing partners

- Organisation des Nations Unies pour l'agriculture et l'alimentation – FAO
- University of Lausanne (Switzerland)
- University of Bologna (Italy) H2020 Smartchain Project
- University of Athens
- University of Volos
- University of Lyon
- Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement (France)
- CIRAD (France)
- INTA (Argentina)
- École Supérieure d'Agricultures d'Angers (France)
- VetAgroSup (France)
- AIDA : Association Internationale pour le développement de l'agroécologie
- URGENCI
- Beucherie Conseil

Other networks and projects

- Diversités et Développement (France)
- Institut de Recherche en Agriculture Biologique – FiBL (Suisse)
- Université de Brasília (Brésil)
- Plateforme Diversité Bioculturelle et Territoires (Amérique du Sud)
- Slow Food International & Suisse
- Mountain Partnership (programme multilatéral de la FAO)

Sponsors:

- Communauté de Communes du Val de Drôme
- Conseil départemental de la Drôme



Origin  
Diversity  
Territories



Sustainable Development Goal 12 -  
Sustainable Consumption and Production



- Office fédéral de l'Agriculture – OFAG (Suisse)
- Association suisse des AOP-IGP