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*International Conference Parma 2024*



**UNIVERSITÀ  
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## **Workshop 2**

*21<sup>st</sup> November 2024*

Can Geographic Indications represent  
sustainable landscape management?

Insights from stakeholders of extensive animal systems

*Dr. Lukas Flinzberger  
- University Kassel -*









1.

**Background**

2.

Methods of the study

3.

North-South differences of PDO production

4.

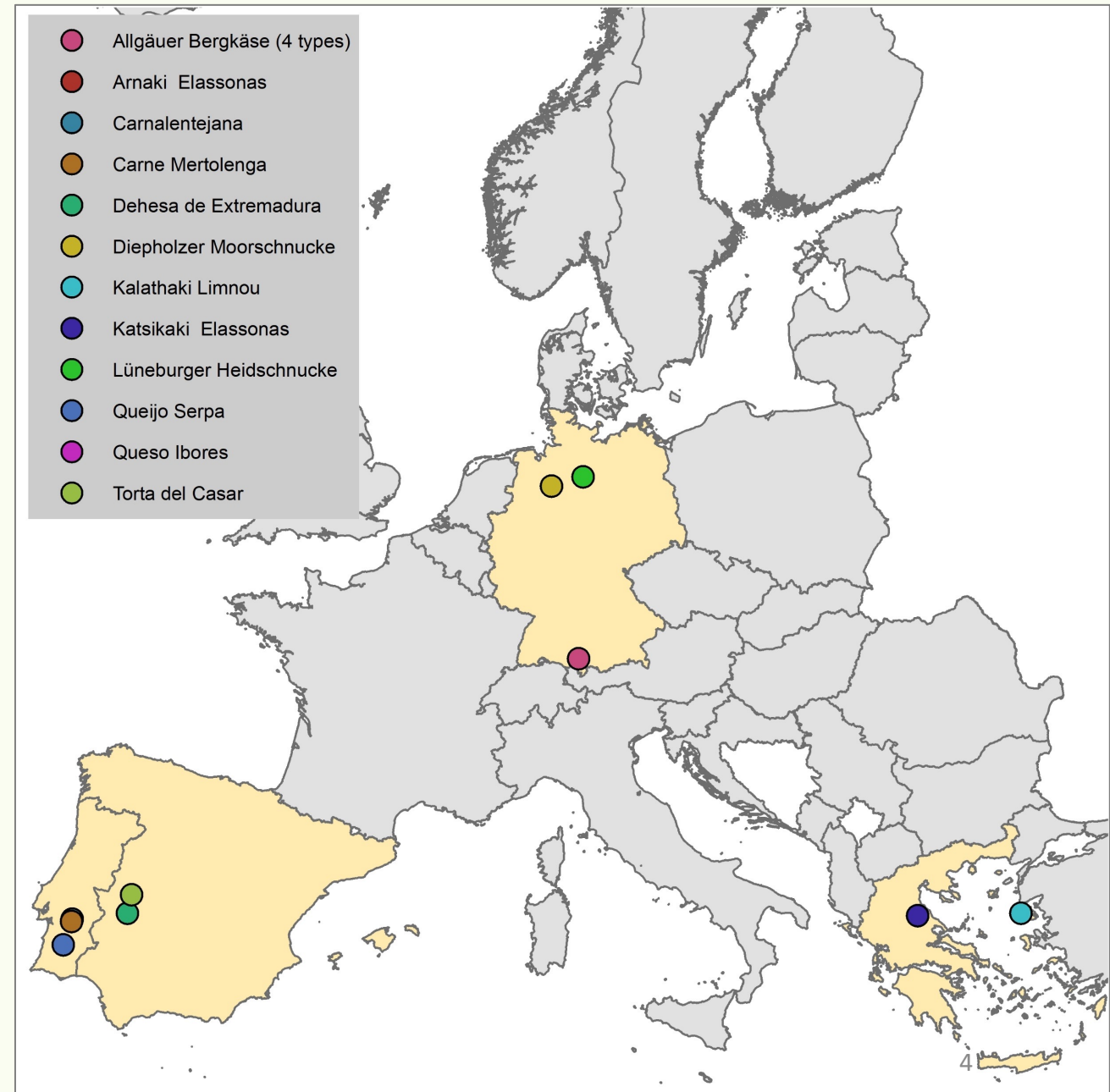
Two examples from Germany

5.

Learnings for SLM

# Case study regions

Allgäu region (GER)	Allgäuer Emmentaler / Allgäuer Bergkäse	cow cheese (hard)
Lüneburger Heide / Diepholzer Moor (GER)	Lüneburger Heidschnucke Diepholzer Moorschnucke	sheep meat sheep meat
Elassona municipality (GR)	Arnaki Elassonas Katsikaki Elassonas	sheep meat goat meat
Lemnos Island (GR)	Kalathaki Limnou Melihloro Limnou	sheep cheese (soft) goat cheese (semi-hard)
Alentejo (PT)	Carne Alentejana Presunto do Alentejo Queijo de Évora	beef ham sheep cheese (hard)
Extremadura (ES)	Torta del Casar Queso Ibores Dehesa de Extremadura	sheep cheese (soft) goat cheese (hard) ham





# Five SLM principles (after Scheer et al. 2015)



1. agreement on multiple landscape objectives
2. shared management of synergies / trade-offs
3. management practices support multiple benefits
4. supportive markets, policies, and incentives
5. collaborative decision-making through stakeholders





# PDOs and Sustainable Landscape Management



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# Interview questions



... to PDO producers & landscape stakeholders:

- 1. Relation to PDOs / association with landscape features?**
- 2. Sustainability aspects of current management practices?**
- 3. Environmental and socio-cultural benefits of PDOs?**
- 4. Transforming PDOs into a sustainability label?**



	1)	2)	3)	4)	5)	6)	7)	8)	9)
1) Animal welfare		3	1	6	1	5	3	0	5
2) Culture			10	16	12	<b>20</b>	18	8	17
3) Diversification				18	7	14	<b>23</b>	4	5
4) Environment					<b>19</b>	16	<b>38</b>	<b>26</b>	10
5) Governance						<b>28</b>	15	<b>23</b>	12
6) Income	maximum overlaps = 38						<b>19</b>	18	11
7) Landscape	relevant overlaps $\geq 38/2 \geq 19$							18	14
8) Legacy									5
9) Quality									

- **Quantitative:**

- **Phenomenon-centered text analysis (PTA)**

- **Qualitative content analysis**

Phenomenon 1 – Landscape-Environment (38)

Phenomenon 2 – Landscape-Income (19)

Phenomenon 3 – Landscape-Diversification (23)

Phenomenon 4 – Environment-Governance-Legacy (26; 23; 19)

Phenomenon 5 – Income-Governance (28)

Phenomenon 6 – Income-Culture (20)





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# North-South differences



## Mediterranean PDOs...

- more industrial products (economic relevance)
- more connected to rural landscape characteristics
- more connected to demography / structural change

## Non-Mediterranean PDOs...

- more niche-products
- more connected to HNV-farming & Tourism
- Less connected to structural change





# North-South differences



## Spanish PDOs...

- PDOs very well known as “quality products” – less for SLM
- PDOs as regional brands benefit from network effect
- Political/institutional support

## German PDOs...

- PDO labels are less well know – if so, more regionally
- PDOs as instruments for landscape conservation
- regional marketing less holistically (separated actor groups)



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# North-South differences



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Open: reasons for north-south differences?

- What makes PDOs attractive to consumers?
- Rivalry with organic consumption?
- Possibility for harmonization?





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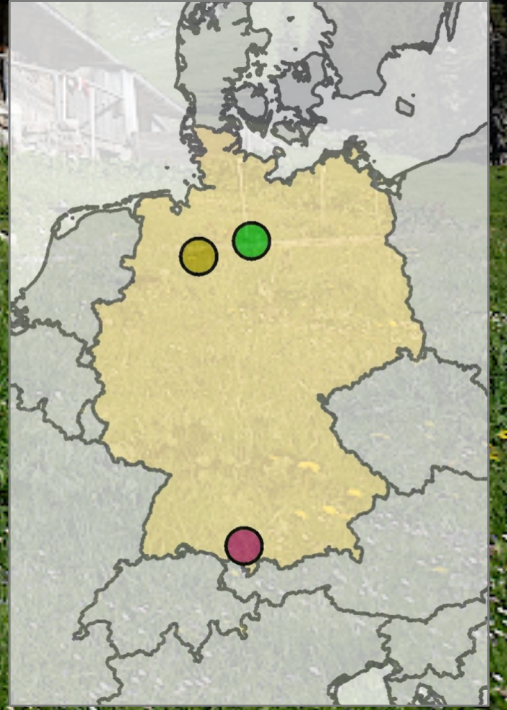
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# Allgäu cheese PDOs

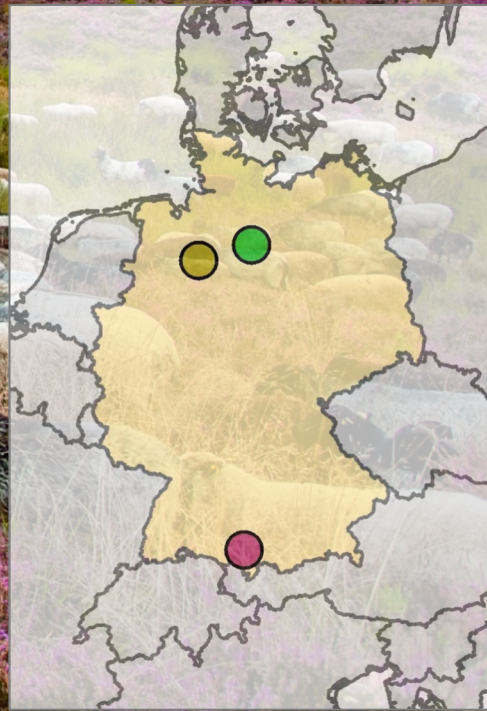


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- 4 cheese products (e.g. “Allgäuer Bergkäse”)
- Cows on alpine pastures clear shrubs
- Marketing works well
  - sold in supermarkets all over Germany
- Important for heritage and landscape aesthetics
- Cows important for tourism (“Alm-Wirtschaft”)
- Integration with tourism existent, but not ideal









# Sheep meat PDOs from northern Germany



- “*Lüneburger Heidschnucke*” & “*Diepholzer Moorschnucke*”
- Sheep on heathland or drained peatland
- Sales values are negligible
- Sold mainly in local restaurants
- Important for landscape aesthetics and maintenance
- Sheep presence in the heath is central for tourism
- Active PDO-integration non-existent



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# Landscape management findings



- PDO production generates multiple sustainability values  
*e.g., biodiversity, income, identity, recreation*
  - Commercialization of **products & landscapes** enables long-lasting landscape management
- landscape products contribute to environmental goals and rural development **at the same time (-> SLM)**



# Governance findings



- Network agencies improve PDOs' success  
*e.g., Dehesa de Extremadura; Allgäu cheese → SLM*
- Contractual conservation often not harmonized with agricultural support measures
- Conservation through extensive management needs long-term support mechanisms
- CAP payments based on productivist standards
- Stakeholders demand reward for landscape stewardship  
*(either through market prices OR conservation funds)*



# Discussion...

Your view on north-south gradient?



Your view on rivalry with organic label?



Your view on funding through nature conservation?



**Additional questions or remarks?**  
**Please approach me or send a mail:**  
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**V E R S I T Ä T**

**Dr. Lukas Flinzberger**

