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[Adaptation of differentiation approaches on large scale crops, wine and brewery industries in the Fossé Rhénan (France, Germany, Switzerland): needs, risks and opportunities]

[Since 1950s onward, the modernization of production systems and the globalization of agricultural trade led to stagnation or even a regression in selling prices and product standardization (Jakob-Bürckel and Neumuller 1989; Delfosse 2013). In this context, differentiation approaches are developing and are proving to be important factors of competitiveness (Baritoux and Billion 2016; François, Hirczak, and Senil 2013). While these approaches, first and foremost geographical indications, were initially developed to "distinguish themselves from anonymous mass production," increasingly, differentiation is also based on societal and environmental objectives (Boisvert and Caron 2010).

The contribution to climate change thus appears to be an important element to take into account in differentiation processes. It represents both an opportunity and a threat for these strategies. Indeed, it offers new arguments for differentiation, making it possible to initiate new approaches and to strengthen interest in existing approaches. But it also threatens well-differentiated products, and thus forces them to redefine their characteristics.

These issues are very present in the, within the three sectors we will be looking at here. First of all, the wine industry is based on very specific wines (dry white wines, especially Riesling, but also sweet white wines), but their characteristics are threatened by the hotter and drier summers. Conversely, the field crop sector is not very differentiated, but the growing concern of consumers for climate change offers an opportunity to distinguish itself through diversification activities and reappropriation of marketing (direct sales, agro-tourism, etc.). Finally, the Fossé Rhénan also had a multitude of family-owned breweries, but most of them were bought up by large international groups during the 20th century (Stoskopf 2014), again marking a standardization. Very recently, the opposite trend has been observed, with a multiplication of microbreweries and beer styles, as well as a refocus on local and terroir. Again, environmental concerns are not unrelated to this shift. But at the same time, climate change is also affecting raw materials (water, barley and hops), especially in terms of quality, paradoxically leading some brewers to import more on globalized markets.

Based on semi-directive interviews, we propose to analyze the risks and opportunities that climate change poses to the differentiation strategies of these three sectors, and to outline strategies for adapting these approaches to meet these challenges.]

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