

Plenary session

Geographical Indications in the context of agroecological transitions: re-envisioning territorial embeddedness and food heritage

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- **Some key historical milestones**
- The genesis of the French AOC system (end XIX-start XX century):
 - The viticulture and wine sector :the Phylloxera crisis
 - The breeding and cheese sector (Roquefort in 1925)



- 1960's – Resisting to the agricultural modernisation and intensification
 - The key role of French SIQO (Aoc, label Rouge, etc) and geographical names

Poulet fermier
Des Landes



- **The study context of Agroecological transitions for Geographical Indications**


- **The new challenges of Agroecological Transitions and Climate Change** after the EGALIM Law of 2018 (and 2014 LOA)
 - The adaptation of GIs to climate change (project LACCAGE Ollat and Touzard 2016) : a collective and participative approach for defining new directions for GIs (especially in the wine sector)
 - The EGALIM Law in 2018 : A better integration of environmental dimensions in GIs through different strategies (change in the product specifications, co-certification, charter, etc)
- **A broader approach to other societal and sustainability challenges**
 - Animal welfare, biodiversity conservation, landscape management, farmer welfare,
 - Territorial development, value creation, economic welfare
 - Intergenerational transmission of know how, agriculture and food heritage

The 3 pillars of sustainability



- **The study context of AET in France for Geographical Indications**
- **The terroir Back again**
 - ‘a specific geographical area where production takes its originality directly from the specific nature of its production area. Terroir is based on a system of interactions between physical and biological environments and a set of human factors within a space that a human community built during its history with collective productive knowledge. There are elements of originality and typicality of the product’. (INAO definition, 2006)
- **A broader approach of Gis territorial embeddedness and landscape**
 - Reassessing agricultural and food heritage towards healthier diets
 - Innovating and communicating on the GIS social-ecological dimensions

ANR project GingKo (ANR 2022-CE55-0011)

Geographical Indications as Global Knowledge Commons. Reassessing current models of collective action and regulation in the context of agroecological transitions (Mazé 2023)

- The objective of the project is to analyse and advance current knowledge about the various strategies developed by GIs in France in:
 - I) incorporating agro-ecological practices (changes in technical specifications, in farming systems, environmental or organic co-certifications, etc) and
 - li) the specific socio-economic challenges faced by GIs towards more sustainable SES

- Project coordinator:



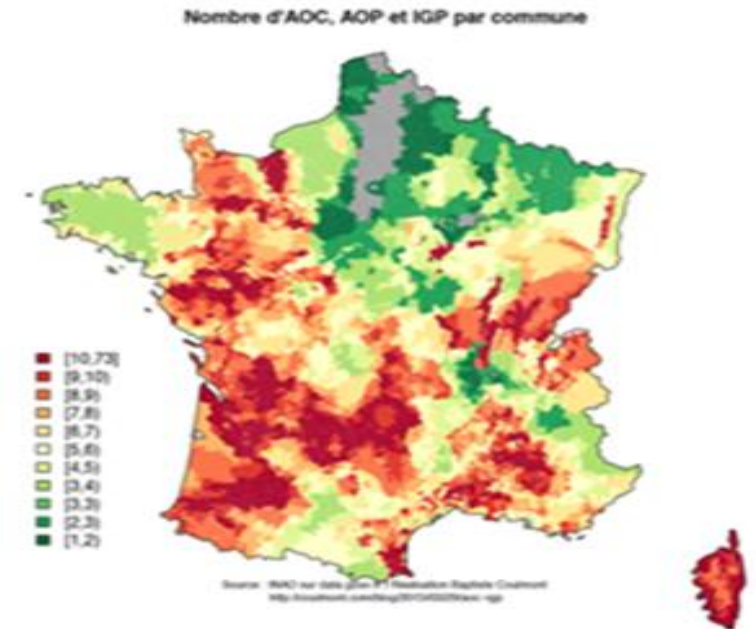
- Partners:



ANR project GingKo (ANR 2022-CE55-0011) Geographical Indications as Global Knowledge Commons. Reassessing current models of collective action and regulation in the context of agroecological transitions (Mazé 2023)

- **Gis in the context of agroecological transitions**
- Differentiated socio-economic issues exist across regional territories depending of the importance of GIs (Fig.1) and the competition with alternative differentiation models;
- Due to their specific territorial embeddedness, scaling up strategies towards more agroecological practices may favor unintended effects without a proper alignment of governance rules for which a better understanding is still needed
- Agro ecological trajectories are bounded by the specific GIs socio-economic organization and the set of regulation rules (judicial, regulatory, organizational,...) at national (INAO , ministry) and EU levels, as well as by the local collective groups (ODG – Organismes de Gestion) and their members;

A differentiated development of Gis in France depending of regional specializations



- Message to take home
 - Gis have a lot of assets in engaging in AET, while a number of challenges remains
 - Adopting a dynamic vision of GIs adaptation to new societal demands
 - Make it a strenght rather than additional constraints
 - Collective action as a strenght of Gis systems in adressing these new challenges
 - Taking advantages of the past experience of LACCAVE project