

Collective action for the agroecological transition in vineyards under Protected Designations of Origin in the Loire Valley winegrowing area.

Climate Change and new societal expectations, which Agroecological Transition within geographical indications?

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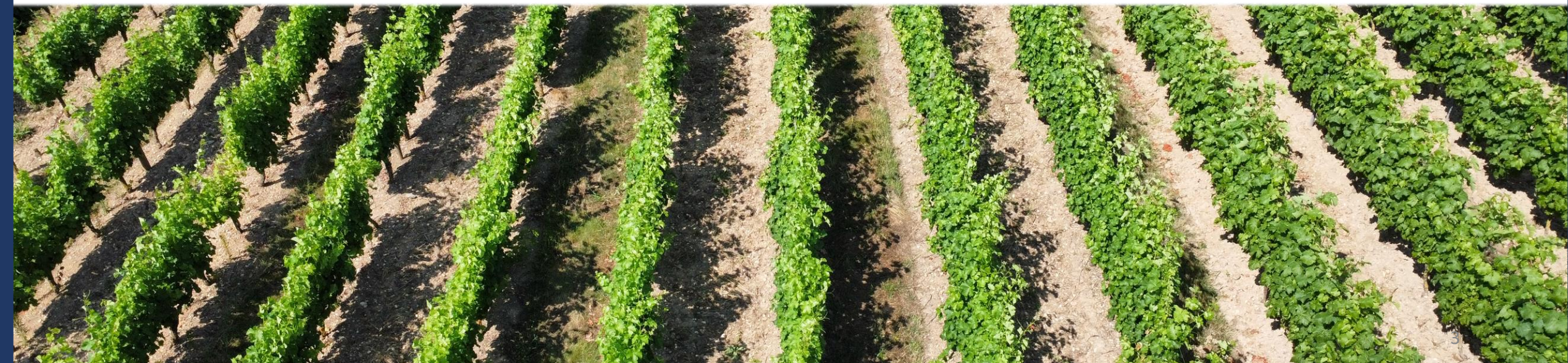
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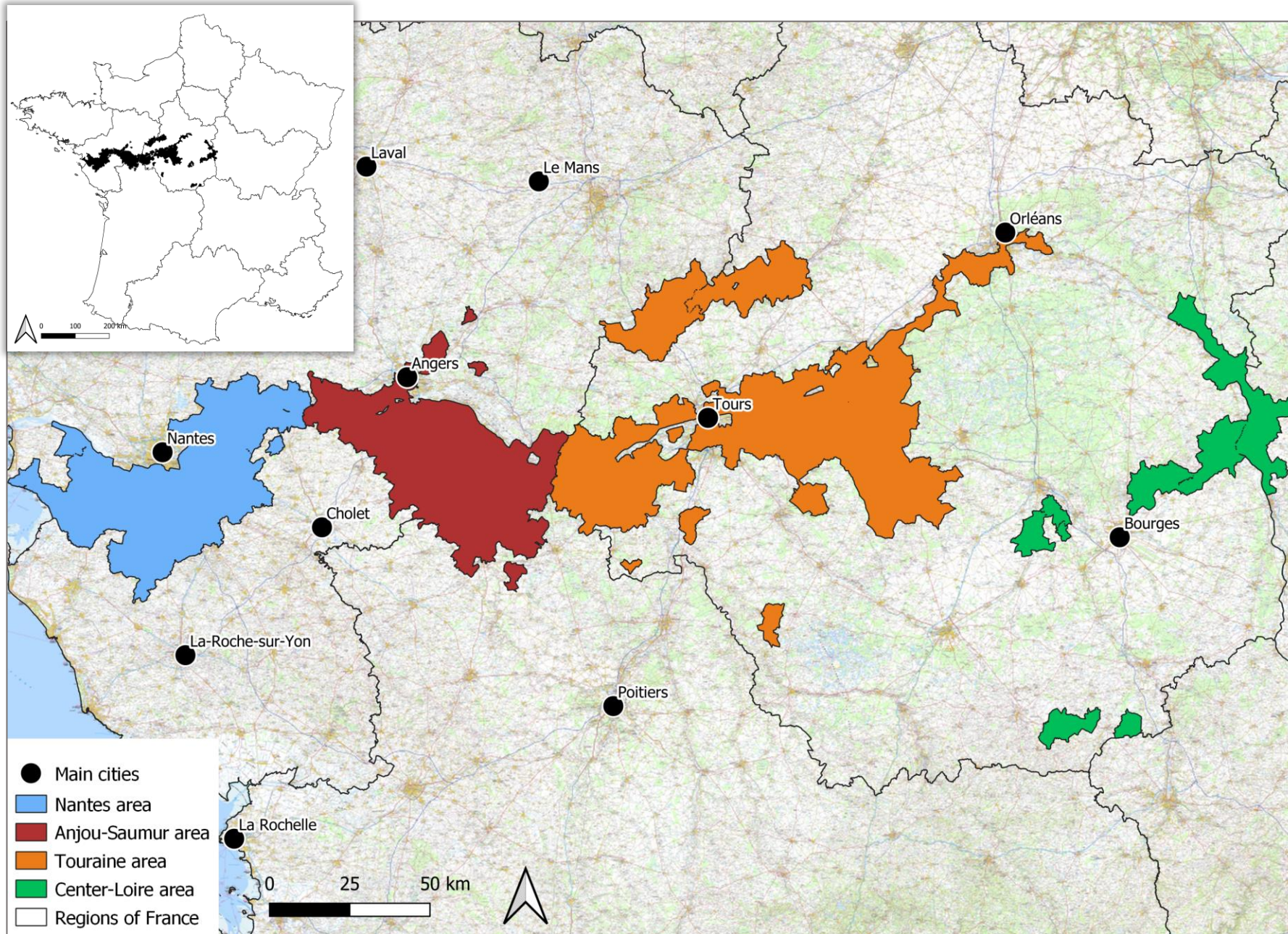
- A progressive evolution of public policies oriented towards the agroecological transition (AET) of agri-food systems
 - Egalim law (Deverre and de Sainte Marie 2014; Compagnone et al. 2018)
- Geographical Indications:
 - 363 wine PDOs and 74 wine PGIs in France;
 - 90% of the volume of French wine produced under GI (INAO 2020)
- Important agroecological challenges for viticulture. (Moneyron et al. 2017; Macary et al. 2020)
- Work initiated by the INAO to consider changes to product specifications.
 - General questioning of how to carry out the AET within GI systems, particularly considering the collective structures which make up these systems.



How does collective action influence the development of AET strategies encouraging changes in practices for the agroecological transition of PDO wine systems?

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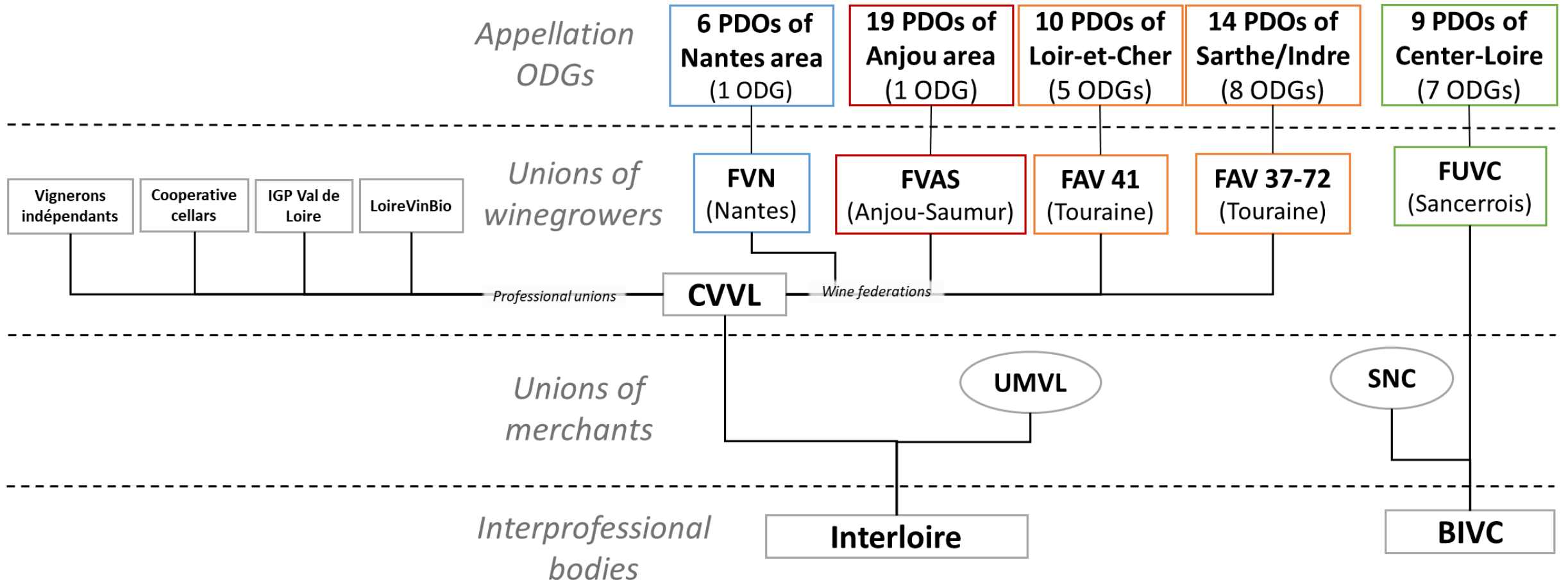


Wine production in the Loire Valley wine-growing basin:

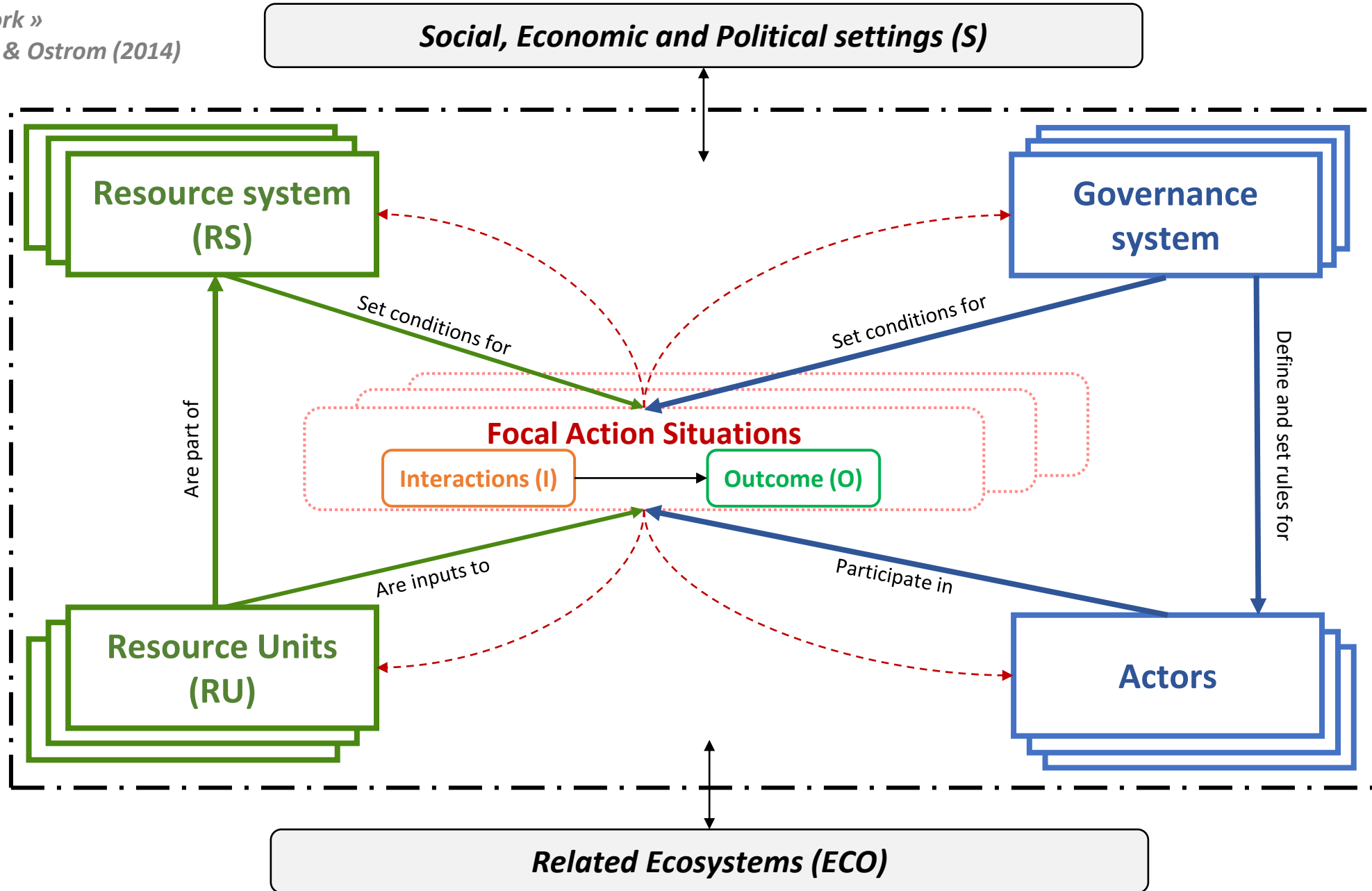
- 51 PDOs and 1 PGI throughout the basin (93% of wine production)
- Formalized institutional organization of the basin into inter-professions, wine federations, ODG and professional unions.

Winegrowers

Depending on the case, winegrowers choose to join one or more unions, whether appellation unions or professional unions (for organic winegrowers, independent winegrowers, winegrowers who sell to cooperative cellars, etc.). All winegrowers who declare at least one geographical indication must join the corresponding ODG.



« SES Framework »
from McGinnis & Ostrom (2014)



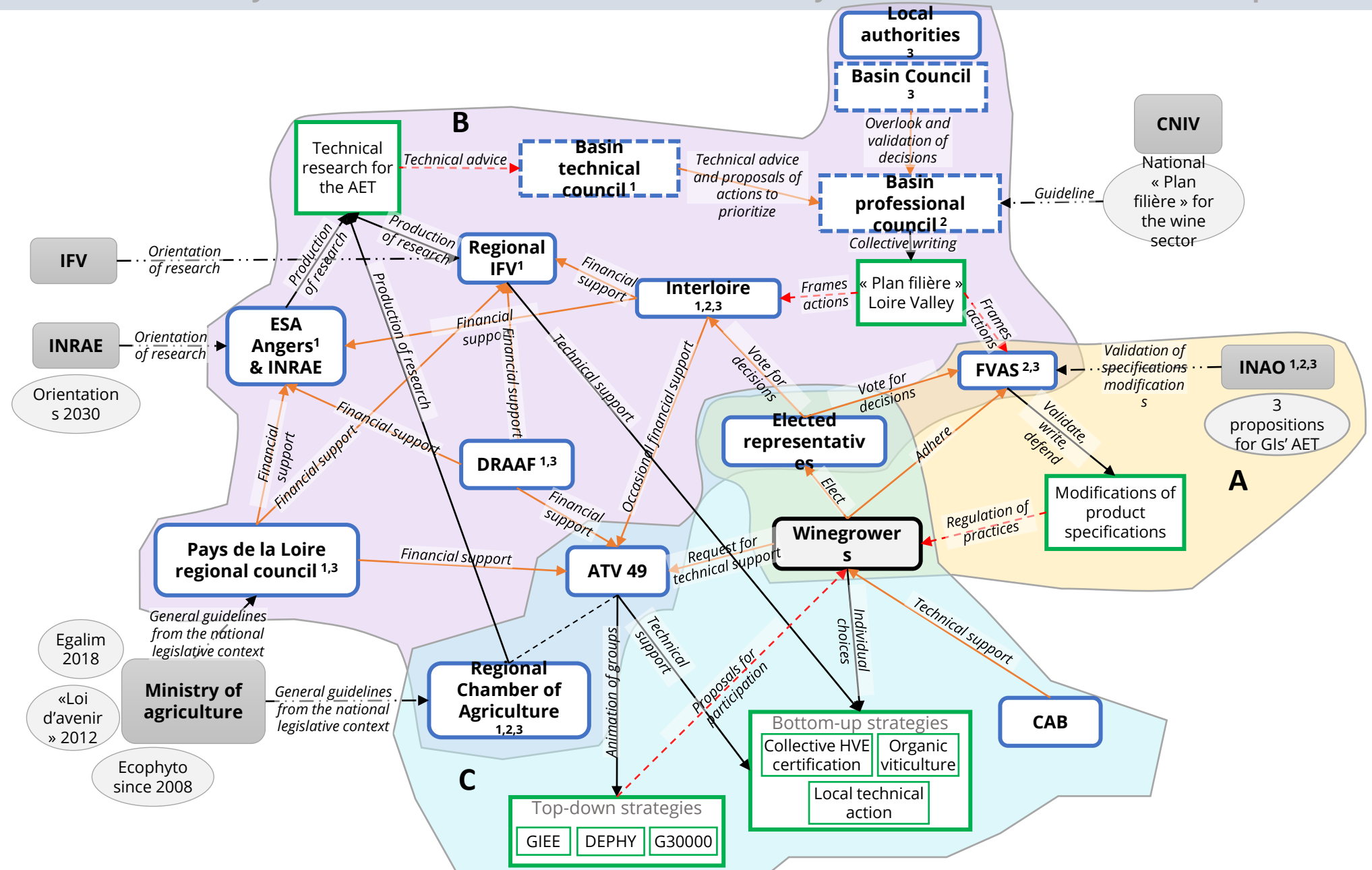
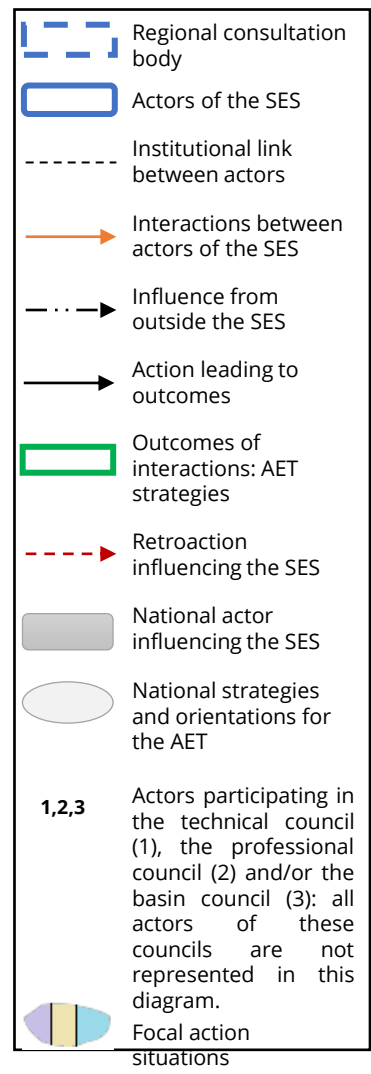
Collection of two types of data:

- Data from professional documentation and public data;
- Data from semi-structured interviews (INAO, IFV, Interloire, CVVL, Anjou-Saumur Federation, Chamber of Agriculture).

Data analysis :

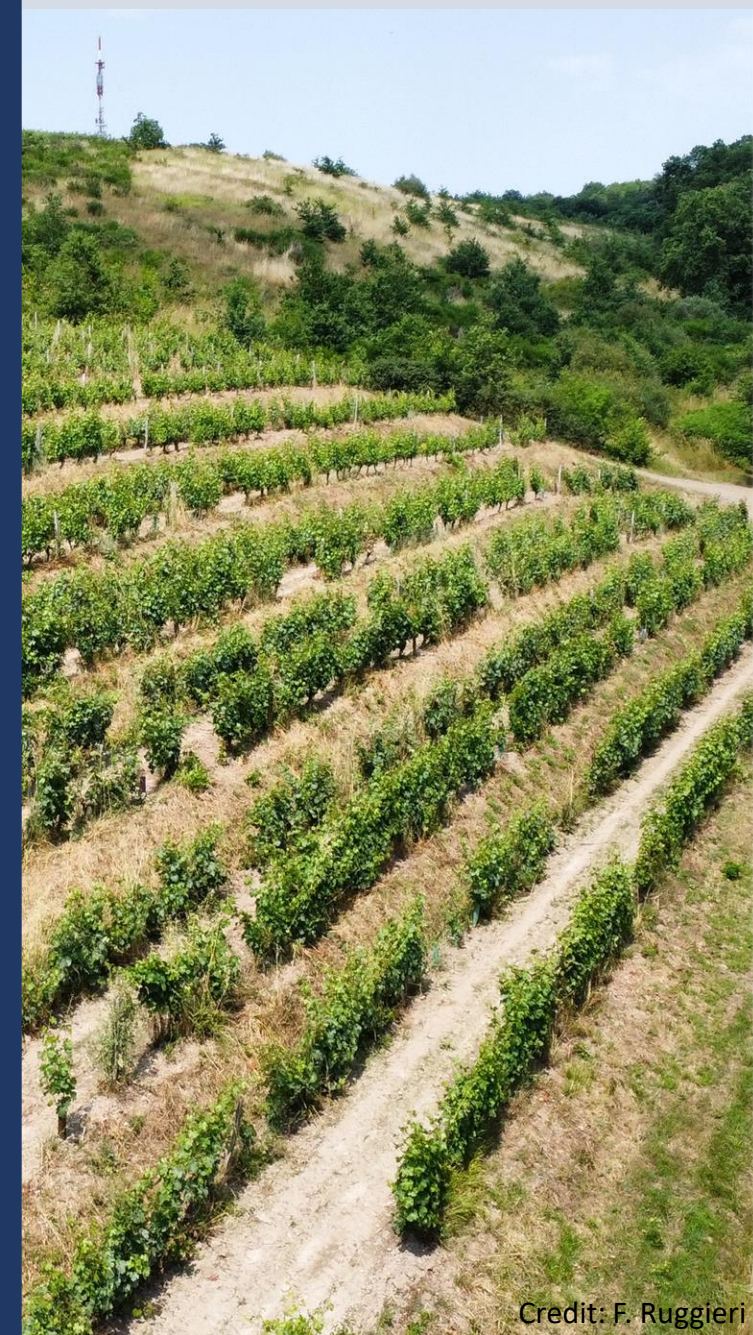
Transcription and qualitative analysis of the interviews based on the variables of the analytical framework, supplemented by information from the documentation, for the creation of an analytical diagram of collective action for the AET.





- The network of actors allows the production of several complementary collective strategies;
- The focal action situations overlap on two levels:
 - At the level of institutional actors, the Chamber of Agriculture and the Wine Federation have particular roles;
 - At the level of the individuals who compose them, some people sit on several bodies.
- TAE strategies are dynamic over time and geographic scales :
 - Temporal dynamics of feedback loops;
 - Interaction at the territorial level of top-down and bottom-up strategies, as well as the overlapping of individual choices and collective strategies.





Credit: F. Ruggieri

- Polycentric structure of governance of the PDO system enabled institutional actors to collectively coordinate their actions for the AET.
- We provide a novel way of applying the SES framework by focusing on the action situations and how they interact at the territorial level, describing the ongoing process of transition.
- New look at collective action for the AET at the institutional level: coordinated transition pathways can contribute to the AET even though they do not always have a direct impact on viticultural practices.
- Future research on collective action should explore the AET at the level of winegrowers to understand which social organizations help them most effectively and to question the role of the ODG and other institutional actors.

A wide-angle landscape photograph showing a vineyard in the foreground with rows of dormant, brown grapevines. The vines are supported by wooden posts and wires. In the distance, a small town or village is visible on a hillside under a sky filled with soft, white, textured clouds. The overall scene is peaceful and rural.

Thank you for listening