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Workshop n°3, Session n°1

**Title:**

**Assessing the contribution of a territorial marker, the Protected Designation of Origin, to the agro-ecological transition of territories:** Case study of the Valais Raclette PDO sector in Switzerland

**Abstract:**

This study aims to assess the relevance of differentiation tools, in particular Protected Designations of Origin (PDOs), in accelerating the agroecological transition. It is part of the AniTerrAE project developed by the association Origin for Sustainability.

In the case of Switzerland, we are studying the contribution of the Valais Raclette PDO label to the agro-ecological transition of Valais dairy farms, using the TAPE tool.

Valais Raclette is a traditional product deeply rooted in its natural, landscape, geographical, climatic, cultural, social and economic context. This emblematic product embodies not only ancestral know-how, but also a strong regional identity.

The creation of the Protected Designation of Origin (PDO) for the “Raclette du Valais” in 2007 brought together all the very different players involved in the production of this emblematic cheese and created a unique, identifiable, traceable product with a protected name.

Thanks to the PDO label, producers benefit from a remunerative price, guaranteed by the PDO's constant efforts to improve and guarantee the high quality of its products and by the PDO's quantity regulation.

This adequate remuneration of producers has enabled them to perpetuate their farms & the production of Valais Raclette and at a larger scale, to maintain the landscape and the vitality of the region.

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