

Origin, Diversity and Territories Forum

Transforming localized food systems through sustainable consumption and production

5-7 October 2020 – Le Campus – Écosite du Val de Drôme, Eurre

The Origin, Diversity and Territories Forum is an international platform for the exchange of experiences and knowledge on new ways of thinking about the development of rural territories, the interactions between cultural and biological diversity and products whose quality is linked to their origin.

The objective of the Forum is to be a link between a wide range of international actors, all engaged in new ways of thinking and doing development, where local identity, origin, quality and diversity are catalysts for inclusive dynamics of local development.

Monday, October 5th

Site: Le Campus, Écosite du Val de Drôme, Eurre,

8:00 a.m.– 9:00 a.m.

Coffee

9:00 a.m. – 12:00 p.m.

- **Movie « From landscape to wise country » 17'**

Conference

Introduction by Dominique Barjolle et Hugues Vernier

Keynote speakers

- **Thierry Geffray**, co-founder of the Biovallée Association
- **Question the possibility of territorial transition? For an analysis of the trajectories of Biovallée, Sabine Girard**, INRAE, France, and **Pierre-Antoine Landel**, University of Grenoble-Alpes, France [PDF link](#)

Discussion

- **Localized food systems and the challenge of territorial sustainability, François Casabianca**, INRAE, France, **Claire Cerdan**, CIRAD, International, **Javier Sanz**, Spanish Research Council, CSIC, Spain
- **A systemic and pragmatic approach to territorial agri-food transitions, Claire Lamine**, INRAE

Discussion

12:00 p.m. – 2:00 p.m.

Meals on site

2:00 p.m. – 5:30 p.m.

Visits by workshop

Schedule	Workshop1	Workshop2	Workshop3	Workshop4
14h00-15h30	Farm des Buys <i>a project of the University of the Future</i> (La Roche sur Grane)	Visits of pôle BIO de l'Ecosite, Eurre with Jean Serret, CCVD president and Hugues Vernier, Service Agriculture, CCVD (Ecosite, Eurre)	Ecologie au Quotidien <i>Public Awareness Association</i> (Die)	Elixens <i>Family business specializing in the processing of aromatic plants.</i> (Eurre)
16h00-17h30	A travers Champs <i>Collective point of sale in ORGANIC</i> (Loriol)	Atelier Les Alvéoles <i>structure associating design office and training organization on ecology</i> (Cobonne, Aouste)	Jean-Marie Verdet <i>neo-rural farmer Doctor of Medicine</i> (Die)	AGROBIODRÔM <i>Wholesaler of organic products active on the national market</i> (Loriol)

From 6 p.m.

Session Posters

From 7 p.m.

Meals in common (for those who wish to do so, registration required)

Tuesday, October 6th

Site: Le Campus, Écosite du Val de Drôme, Eurre

9:00 a.m. – 10:30 a.m.

Session 1 of the parallel workshops

10:30 a.m. – 11:00 a.m.

Coffee break

11:00 a.m. – 12:30 p.m.

Session 2 of the parallel workshops

12:30 p.m. – 2:00 p.m.

Meals on site

2:00 p.m. – 5:30 p.m.

Visits by workshop

Schedule	Workshop1	Workshop2	Workshop 2bis	Workshop3	Workshop4
14h00-15h30	La Carline <i>Association of consumers of ORGANIC products</i> (Die)	Troupe'ou <i>Meat processing workshop, short circuit</i> (Mornans)	Restauration collective <i>The central kitchen of the Agglo</i> (Valence)	Round table with: the Biovallée association, Jean-Luc Langlois of the Vercors Park, and a winemaker of Clairette de Die (Eurre)	Troupe'ou <i>Meat processing workshop, short circuit</i> (Mornans)
16h00-17h30	Les Amanins <i>Place of reception and training on ecology and permaculture</i> (La Roche-Sur-Grâne)	Témoignage de Daniel Gilles et de Inés de Rancourt, <i>Président de Natura 2000 et administrative auprès de la Chèvre qui Saourit</i> (Saoû)	Agricourt <i>Logistics platform for the direct delivery of nurseries, schools, etc.</i> (Ecosite, Eurre)		Agricourt <i>Logistics platform for the direct delivery of nurseries, schools, etc.</i> (Ecosite, Eurre)

As of 7:00 pm

Aperitif-dinner invited by the ODT Forum and the CCVD

Wednesday, October 7th

Site: Le Campus, Écosite du Val de Drôme, Eurre

8:00 a.m. – 9:30 a.m.

Session 3 of the parallel workshops

9:30 a.m. – 10:00 a.m.

Coffee break

10:00 a.m. – 11:30 a.m.

Session 4 of the parallel workshops

11:30 – 12:00

Break

12:00 – 14:30

Plenary closing session Forum ODT 2020

TRANSPORT 2:30 p.m. – 3:15 p.m.

3:30 p.m. – 6:00 p.m.

Common visit for all workshops at the TAB platform in Etoile-sur-Rhône (Platforms of Alternative and Biological Techniques) - Chamber of Agriculture

Detailed Workshop Program

Workshop 1 *Responsible Consumption*

Coordinated by Maurizio Canavari (University of Bologna, Italy), Claire Cerdan (CIRAD, International), Claire Lamine (INRAE France), Dominique Paturel (INRAE France), Ivana Radic (INRAE, France)

Background

How about we get into responsible consumption? More and more citizens are trying to change their buying habits and consumption practices. These new trends no longer only concern committed or militant consumers. They are observed in different socio-professional categories (social classes), in urban areas but also in rural areas. The stakes are now widely shared. The aim is to reduce anthropic pressure on natural resources, take account of ecological issues and climate change by adopting healthy and sustainable diets. The motivations are many and varied. If for some the motivation is primarily financial, for others (probably the wealthiest) the motivation is ethical, environmental or social. The trends noted by the observatories of consumption and territories highlight new practices: the use of second-hand equipment, the hunt for waste and packaging, home-made or "do it yourself". The world of food is also affected by these trends. For example, consumers' objectives are to obtain as much as possible of their supplies of fresh, low-processed, seasonal, organic, low-packaged products and, if possible, to use short distribution channels. These practices are often referred to as sustainable consumption. It contributes to better purchasing (favouring more ecological products), better consumption (less waste, avoiding losses) and better disposal (recycling part of the waste). Responsible consumption is a broader concept that engages the concept of responsibility. This responsibility concerns several areas (environmental, social, economic, health, the well-being of consumers, producers, animals and plants).

Responsible consumption also refers to the right to food, i.e. the fundamental right to have regular, permanent and free access to food in adequate quantity and quality. This Food Summit definition offers an opportunity for governments or civil societies to seize this right and rethink the modalities of food distribution and justice. Several countries have thus enshrined this right in their constitutions or national ownership to legitimize action programs around production and food. In other countries, it is civil society that is using it to demand or denounce food models.

Purpose of the workshop and topics covered

The objective of this workshop is to question this notion of responsibility and how it can be implemented and supported in our rural territories and in our cities.

Who's in charge? What is this responsibility? How is this responsibility judged? With what information? On what scale should it be dealt with? How does one become a responsible consumer? What are the mechanisms and places for learning and education? What is the role of schools, canteens? What is the role of local authorities and civil society? What levers for action can be mobilized? What are the effects and consequences on the territories? What are the impacts of the evolution of diets?

A sudden new crisis is coming to our workshop. Unprecedented, the health crisis of COVID 19

has shaken our certainties and our models. The Workshop will be an opportunity to put our reflections and our research or experience results into perspective. Does the health crisis call into question or reinforce trends around responsible consumption? What short-term measures should be taken to address this crisis? To what extent will this crisis impact agri-food systems in the long term?

Speakers

Session 1 – Food Strategy of the Val de Drôme Community of Communes

Moderation: Perrine Tavernier & Marco Trentin

- Presentation on the projects and support approaches set up by the Val de Drôme Community of Communes with regard to the sustainability of territorial food systems, **Perrine Tavernier**, CCVD Agriculture Department, **Christian Caillet**, Vice-Chairman CCVD

Session 2 – Responsible consumers driving change

Moderation: Marco Trentin

- Changes in dietary practices and transition, a comparative analysis between France and Norway, **Virginie Amilien**, Oslo Metropolitan University, **Jean-Loup Lecoeur**, Agrosup Dijon [PDF link](#)
- Has the issue of responsible consumption evolved over the last 10 years? Elements of answers with an awareness raising activity in Switzerland, **Delphine Piccot**, Biovision [PDF link](#)
- The EL Oratorio dining room experience and agro-ecological production, **Beatriz Leonor del Valle Rios**, AER- Lules, Argentina [PDF link](#)

Session 3 – Participation and responsibilities of consumers and producers

Moderation: Maurizio Cannavari

- What is the process of participation of the inhabitants in working-class neighborhoods for a food democratization? **Beatrice Maurines**, University of Lyon, Centre Max Weber, France [PDF link](#)
- Sensitive Approaches to Addressing Social Justice in "Ordinary Foods" in France and Mexico. **Morgan Jenatton**, Centre Norbert Elias, France [PDF link](#)
- Short circuits, relocation and social change: the example of a farmers' market in Drôme, **Matthieu Duboys-De-Labarre and Jean-Loup Lecoeur**, INRAE-CAESER, Dijon [PDF link](#)
- Sharing responsibility in the emergence of sustainable consumption - reflections of a practitioner, **Burkhard Schaer**, Ecozept [PDF link](#)

Session 4 – Short Food Supply Chains: Sustainability Challenges and Innovation

Moderation: Claire Cerdan

- To what extent are short EU food supply chains sustainable? Empirical evidence, recommendations and innovative actions from H2020 Strength2Food, **Barbara Tocco**, University of Newcastle Business School, UK [PDF link](#)
- SMARTCHAIN: Intelligent solutions in short food supply chains, **Susanne Braun**, University of Hohenheim, Germany [PDF link](#)
- Innovations proposed by Italian SFSCs in the Smartchain project, **M. Cannavari, A. Castellini, D. Di Gioia, F. Gaggia, A. Sebok, V. XHakollari**, University of Bologna, Italy [PDF link](#)

Discussion among participants in preparation of the synthesis

Workshop 2

Governance and the role of local and regional authorities in transitions of territorialized food systems

Coordinated by François Lerin (AIDA, international), Claire Bernard (AIDA, international), Dimitris Goussios (University of Thessaly, Greece), Marcelo Champredonde (INTA, Argentina) - Session on the prescriptive role of local and regional authorities: Théodosia Anthopoulos (University of Athens, Greece) and Gaëlle Bigler (URGENCI, international)

Background

The territories of "localized food systems" are very different in nature depending on their geographical/ecological location, size, productive specialization and density (urban/rural/peri-urban), but also on the economic levels of the populations concerned, the nature of consumption patterns, etc. The territories of "localized food systems" are very different in nature depending on their geographical/ecological location, size, productive specialization and density (urban/rural/peri-urban). They concern (or not) territorial administrative entities ranging from the level of a small territory to larger areas (municipality, cantons, regions, etc.). They are also inserted in more or less vast territories of exchange and production and in global or deterritorialized networks or systems. Thus, the question of the transformation of localized food systems towards greater sustainability is raised each time in a different way, in specific terms and according to the modalities of evolution specific to these different situations, conjunctures and dynamics. This workshop aims to discuss experiences and analyses that reflect this diversity but also to better understand the governance issues in this multiplicity of experiences and approaches. To do so, we suggest approaching this set of questions raised by the transition from food systems to territorial governance from three angles: (i) Territories and scales of insertion (ii) Policies, strategies and actors (iii) Instruments and tools.

Purpose of the workshop and topics covered

1/ Territories and scales of insertion: The reterritorialization of food systems (notably by bringing them closer to consumers and producers) is a major option in their transition towards greater sustainability. But territories are themselves inserted into larger spaces in which different forms of agriculture or consumption coexist.

- *What are the plans for the reterritorialization of agricultural consumption and production, and on what scale should they be considered? What are the dynamics of relocation of certain segments of food systems?*
- *What linkages are possible between the logics of agricultural sector development and territorial development of food systems?*
- *What is the ripple effect of local initiatives on more global food systems?*

2/ Policy, strategies and actors: any transformational governance implies that actors take charge of the strategic option of sustainability and carry it through different political processes (national public choices, local policies, multi-year strategies, etc.). What can we then learn from the restitution of these political processes at work (strategies, putting them on the political agenda, recruitment, etc.)? What new actor figures are emerging, and what roles do they take on? How can the issues of environmental sustainability and food equity/justice be addressed?

- *What design and scheduling strategies? What forms of enlistments are then produced? To what extent can an awareness of responsible consumer-citizens constitute a political dynamic for change? How can it be organized and structured? In which participation processes?*

- *What new figures are emerging to take charge of the sustainability of food systems: consumer-citizens, committed citizens, responsible producers, territorial mediators, "brokers" of all kinds, etc.? What are their roles and influences on territorial governance processes?*
- *How to take into account the urban and rural poor who have difficulties in accessing organic and local consumption? How can food justice be problematized and find political answers?*

3/ Instruments and tools: Numerous instruments are mobilized in the service of this territorial governance, to put consumers and producers in contact and to reintegrate consumption and production practices in their territory: regulatory, informational, organizational tools (clusters, agroHub, etc.) economic instruments (PES, subsidies, etc.), spatial planning tools (planning), innovations and technological platforms. What conclusions can be drawn from these experiments? What effects and impacts do these tools have? What are their limits?

- *What instruments and innovations are mobilized and effective to encourage more sustainable forms of food production (production AND processing)?*
- *What innovations and new technological platforms are serving new forms of consumption? How to make these innovations more inclusive?*
- *Can the transformative impact of these instruments be assessed?*

We propose here to pay particular attention to public procurement, which is an important lever for the transition of food systems, used by local and regional authorities.

- *What obstacles - but also what levers for action - for public procurement and local authorities? To what extent can they favour local agri-food systems and family farming?*
- *What conclusions can be drawn from the territorial food projects: what trajectories and by what means have they been successful? (e.g. food miles, climate, food sovereignty, health...)? What good practices? What transformational impacts in local communities? What lessons can be learned?*

Speakers

General introduction

- *Biovallée and Territorial Governance, introduction: Community of Municipalities of the Val de Drome - A territorial project in terms of agriculture and sustainable development, **Hugues Vernier**, Community of Communes of the Val de Drôme (CCVD, France) [PDF link](#)*

Session 1 - Territories and ladder insertion

Moderation: Marcelo Champredonde

- *Agroecology as a path to "resilience justice"? Farmers' unions and re-territorialization in the Niayes region of Senegal, **Sébastien Boillat et Patrick Bottazzi**, Institute of Geography/LASET group/University of Bern, Switzerland [PDF link](#)*
- *Territorial governance... for an agroecological transition in the southwestern Bonaerense in the province of Buenos Aires, Argentina, **Marcelo Champredonde**, INTA Argentina*
- *Exploring values-based modes of production and consumption in the corporate food regime. **Rike Stotten, Robert Hafner and Christina Plank**, University of Innsbruck, Austria & University of Vienna, Austria [PDF link](#)*
- *Coexistence of two forms of local embeddedness at a regional scale - Corsican Citrus between traditional production and a specialized cluster, **Morgane Millet, François Casabianca**, INRAE – LRDE Corte, France [PDF link](#)*
- *Poster: Agroecology and learning territories: case study in Tunisia, **Jean-Marc Lange**, University of Montpellier, **Dawser Zineddine, Hamed Khadem et Abdelaziz Khoudi**, Virtual University of Tunis (UVT), Tunisia [PDF link](#)*

Session 2 – Actors' policies and strategies

Moderation: Claire Bernard

- Reconnecting virtuous and sustainable animal husbandry practices with the implementation of localized food systems for Mediterranean pastoralism: Exploring the challenges of raising the skills of livestock farmers for pastoral territories in Corsica, **Jean-Paul Dubeuf**, INRAE- ACT LRDE, France [PDF link](#)
- Rural Food Systems Approach For an analysis based on Local Food Networks (RAL) – The case of PAT Un piattu in più - OTVS (Sud Corse), **Jean Michel Sorba**, Laboratoire de Recherches sur le Développement de l'Élevage, INRAE, Center of Corse [PDF link](#)
- Paths to sustainability in rural development: from the emergence of "new" paths of socio-technical transitions in family farming, **Monique Medeiros**, Federal University of Pará, Brazil [PDF link](#)
- Scaling up agro-ecology in sub-Saharan Africa: challenge directories and strategies for politicising advocacy coalitions in Senegal, **Patrick Bottazzi**, Institute of Geography, University of Bern, Switzerland [PDF link](#)

Session 3 – Instruments and tools

A. Moderation: Théodosia Anthopoulou & Dimitris Goussios

Agroecology and issues of standard reporting in mountainous backcountry. What knowledge to "produce differently"?, **Véronique Chalando & Angéla Barthes**, Aix Marseille Université, France [PDF link](#)

- Sustainability of production systems with high agrobiodiversity of quinoa (*Chenopodium quinoa* willd.) in Quechua and Aymara farming communities of the Peruvian Altiplano, **Pierina Benites Alfaro**, CLACSO - Latin American Social Sciences Council, Peru [PDF link](#)
- Agroecology and local public policies: from the land to the table, experience in building alternative marketing circuits in the City of Buenos Aires. **Lucas Pinto**, IIGEO-FFyL, UBA, Argentine [PDF link](#)
- *Poster*: Project Overview ECOVINEGOALS: best agro-ecological practices, landscape enhancement and community participation. **Frederico Bigaran**, Provincia Autonoma di Trento, Italy [PDF link](#) Tunisia or [PDF link - poster](#)

B. Moderation: Gaëlle Bigler (session only in French)

Public procurement as a tool to support the transition to a sustainable food system, **Gaëlle Bigler**, FRACP/URGENCEI, Switzerland [PDF link](#)

- Food policy, public procurement and agroecology: opportunities and constraints between policy development and implementation, **Catia Grisa**, Universidade Federal do Rio Grande do Sul – UFRGS, Brazil [PDF link](#)
- The place and role of communities in food policy, **Anaïs Sinoir**, CCVD, France [PDF link](#)
- The producer/consumer ratio in the territory of the Municipality of Tirana. The construction of an AgroHub, a tool for the development of "localized food systems"? **Besmira Haskaj**, Rural Economic Development Department, Municipality of Tirana, **Alice Garnier**, AIDA, International Association for the Development of Agroenvironment, France [PDF link](#)

Session 4 – Territorial Governance & Discussion

Moderation: François Lerin, Claire Bernard & Dimitris Goussios

Workshop 3

Labelling and empowerment of consumers and local producers

Coordinated by Florence Tartanac (FAO, international), Emilie Vandecandelaere (FAO, international), François Casabianca (INRAE, France), Olivier Beucherie (Beucherie Conseils & Master Food Identity)

Framework and Objectives

In what way are certification and product identification systems (geographical indications, mountains, fair trade, organic farming, nature park marks, collective territorial marks carried by local authorities or economic actors, participatory guarantee systems) questioned by the responsibility of local consumers (residents and tourists)? What is the impact of labels on sustainability in the territories? What are the values carried by specific certified territorial qualities (origin, mountain product, guarantee brands, regional nature parks)?

Topics covered

The transformation of food systems through responsible consumption and production is the core of objective 12 in the Sustainable Development Goals (SDO) strategy. Our workshop aims to explore the different ways in which local actors organize themselves to provide guarantees to local consumers on their consideration of SDOs and the consequences of these guarantees in the spheres of production and consumption as well as in local development processes. First of all, it is important for our workshop to represent (i) the diversity of labelling modalities carried by the different actors in the territories (specific commitments of each modality) and (ii) the diversity of the types of consumers supposedly carrying expectations in terms of responsibility (likely to be satisfied by these labels). The abundance of initiatives identified provides a very rich analytical material for which the Forum's contributors are expected to be able to explore the field opened up in a systematic and organized manner. The question of the values associated with labels and other voluntary sustainability standards (VSS) becomes central to this meeting between an intention (commitments) that makes them visible and an expectation (responsibilities) that validates them through a purchasing act. Finally, we will have to ask ourselves about the role of these labels in the development dynamics of the territories concerned and their effects on the transformation processes at work in these territories.

As regards voluntary sustainability standards, they show a strong dispersion from the signs of origin, which are official signs guaranteed by the public authorities, to recent forms of innovative commitments such as "Bee-friendly". There is a wide range of tools that can be mobilized with highly variable procedures and constraints. These include geographical indications, mountain products, fair trade, organic farming, nature park brands, collective territorial brands carried by local authorities or economic players. But we can also add environmental commitments such as High Environmental Value certification, which will cover production units. Some of these labelling tools can be coupled together, which further multiplies the possible situations and it will be useful to identify these forms of coupling and their meanings. Among the tools likely to be coupled, the "Organic Agriculture" label plays a particular role insofar as its mobilization by organized local actors generates a territorializing tension whereas this sign is, by construction, a-territorial. Moreover, the methods by which guarantees are provided (role of certification bodies, participatory guarantee systems) also vary greatly and may, on their own, constitute a new source of observable diversity.

Each of these voluntary sustainability standards is intended to formalize a particular commitment that may fall under Goal 12 of the SDOs. We can then speak of a "promise" (in the sense of Le Velly, 2017) that the operators involved in these signs carry in order to dialogue with

the consumers they are targeting. Certain elements represent issues that are widely recognized as crucial in this strategy. For example, wild and domestic biodiversity is often highlighted in the promises. The absence of inputs (GMOs, pesticides...) is a classic form of commitment made. It will be relevant to analyse the resources of the territories that find themselves summoned in this way through the construction of the pledges for the various voluntary standards.

Our reflection should focus on the values (worth) inscribed in the promises and their sharing by consumers involved in a process of accountability. The various expectations of these responsible consumers could be the subject of forms of characterization in their generational and cultural evolution. Furthermore, this approach to the sphere of consumption could include (i) consumer-citizens resident in the area where the labelled products originate, with their own purchasing networks and forms of organisation, but also (ii) tourists who try to assume responsibilities during their visit to areas where they come to seek these values. As regards resident consumers, it will be important to identify initiatives aimed at modifying or reorganising productive acts with a view to moving up from the sphere of consumption to production-processing-distribution operators. To what extent do these empowered and organized consumers become a force for transformation of the productive sectors. As far as tourists are concerned, we could ask ourselves, somewhat in a "basket of goods and services" logic, about the attractiveness of the territories and the rents generated by the localized multiplication of labels positioned in this objective of SDOs.

Finally, these valuation efforts will be questioned in terms of their effects on the transformation of the territories where they are activated. Networks and forms of collective organization constitute the framework for the dynamics of local actors (producers and consumers). Behind each voluntary standard, we will seek to highlight the processes of differentiation of systems, resources and markets induced by labels. And we will analyze the extent to which these changes are likely to contribute to objective 12 of the SDOs. We will also be able to question the place of these labelled products in crisis situations such as that of Covid-19.

Speakers

Session 1: Labels and producers / Construction of the offer

Moderation: Emilie Vandecandelaere and Florence Tartanac

- Innovators in the Peruvian Andes are in rural communities: Interpreting the viewpoint of quinoa farmers using visual Q methodology, **Didier Bazile, Federico Andreotti**, CIRAD, International, Laboratory of Geo-information Science and Remote Sensing, Wageningen University & Research, Holland [PDF link](#)
- Voluntary Guidelines for a Sustainable Green Rice Standard on Chongming Island in Shanghai, China, **Xin Zhang, Parviz Koochafkan**, World Agricultural Heritage Foundation, Italy [PDF link](#)
- Re-territorialize the traditional olive oil production system through collective action in a lagging Mediterranean island. The case of the cooperative social enterprise "Modousa" in the Island of Lesbos (North Aegean, Greece), **Evangelos Pavlis**, Post-doctoral Researcher of Geography and Member of the SCE "Modousa", **Théodosia Anthopoulou**, Panteion University, Athens, Greece [PDF link](#)
- Building a responsible geographical indication. The attitude of the producers towards the environmental and social values of the product, **Omar Vicente Guadarrama Fuentes et José María Gil**, CREDA-UPC-IRTA, Spain [PDF link](#)

Session 2: Labels and consumers

Moderation: Olivier Beucherie

- Labelling of the Kponan yam from Bondoukou (Côte d'Ivoire): level of appropriation by local consumers, **Kouakou Philipps KOUAKOU**, Centre Suisse de Recherches Scientifiques

- en Côte d'Ivoire, Université Félix Houphouët-Boigny, Abidjan, Ivory Coast [PDF link](#)*
- The labeling of local products in Corsica: to feed oneself or to satisfy the tourist populations? **Caroline Tafani**, *Università di Corsica Pasquale Paoli*, **François Casabianca**, *Centre INRAE de Corse, France* [PDF link](#)
 - To label or not? Values and intentions of Slow Food projects on endangered foods. **Mariagiulia Mariani**, *Slow Food & CIRAD Postdoctoral Research Associate*§

Session 3: Connection between consumers and producers. Labelling = Answer?

Moderation: Aurélie Fernandez

- Do regional food labels and brands contribute to GDSs? **Emilia Schmitt**, *Geography of Food, ZHAW, Switzerland* [PDF link](#)
- What is a good Beaujolais today? **Olivier Renard**, *Agronome et producteur du Beaujolais en Bio, France* [PDF link](#)
- Product qualification and participatory guarantee systems, **Dominique Barjolle**, *ETH Zurich & University of Lausanne, Switzerland* [PDF link](#)
- The Globally Important Agricultural Heritage Systems and Geographic Indications : potential synergies for a stronger agri-cultural valorization, GIAHS-FAO Secretariat, **Aurélie Fernandez**, *SIPAM secretariat, Italy* [PDF link](#)

Session 4: Levers for territorial development

Moderation: François Casabianca

- Associative experience of production and valorisation of agro-ecological products based on fruits and vegetables in Corzuela. Chaco. Argentina, **Gabriela Marta Faggi**, **Ricardo Peranich**, *AER INTA Las Breñas, Chaco, Argentina* [PDF link](#)
- Embedding brands and labels in the culture of territories, **Bernard Pecqueur**, *University of Grenoble, France (to be confirmed)* [PDF link](#)
- Adapting collective rules of origin to evolving contexts: the role of participative evaluation, **Andrea Marescotti** and **Giovanni Belletti (tbc)**, *University of Florence, Italie* [PDF link](#)
- Specification at the risk of dispossession, **Geneviève Michon**, *IRD, International*

Workshop 4

Roles of market intermediaries and food processing actors

Coordinated by Dominique Barjolle (UNIL, Switzerland), Claire Delfosse (University of Lyon, France) and Luca Piccin (CIRAD, international),

Framework and Objectives

Rural territories are faced with major trends, which rebalancing policies, when they exist, have not always succeeded in reversing. The rural exodus and the ageing of the population continue in the countries of the South. They are symptoms of the attractiveness of cities in terms of employment and lifestyle for young people in particular. They are also associated with the lack of access to basic services, such as health care and education. Agriculture itself often suffers from a negative image. While most rural areas in northern countries are regaining inhabitants and diversifying their activities, a number of problems remain, particularly in terms of access to services, but also in terms of permanent employment.

The globalization of trade has often devastating consequences for local employment opportunities in the territories. The agricultural fabric plays an important role in stabilizing jobs, and with it the location of craftsmen and small and medium-sized enterprises providing services to farmers, but also collecting, storing agricultural products and primary processing. The manufacture, distribution and sale of food products, including local sales, contribute to maintaining direct employment in the regions. Diversification of the agricultural and processing economy and even local consumption (by permanent or non-permanent residents) amplifies the effect on employment. Indirect employment generated by localized agricultural and agri-food jobs also has a strong effect on the social and economic vitality of the territories.

In the transition of food systems towards sustainability, economic and social aspects play a very important pivotal role, without which environmental sustainability is much more difficult to build with territorial stakeholders. It is at this crossroads of the interactions between these key elements of the collective construction of territorial sustainability support points that the workshop will address the specific role of market intermediaries and the downstream part of the agri-food value chain.

The workshop expects contributions of two kinds. The first expectation consists of contributions on the role, characterisation and initiatives of market intermediaries, craftsmen and SMEs, local and itinerant businesses, as well as new and alternative forms of processing and sale, as drivers of the social and economic dynamics of rural territories. The second expectation is to present and discuss the effects of the current health crisis on the intermediate actors of the agri-food value chain in rural territories, and more particularly to identify new conjunctural evolutions that join and consolidate trends that emerged before the crisis, and accelerate them, as a global response that consolidates a new resilience capable of contributing to a stronger sustainability.

Speakers

Session 1: Geographical Indications and their marketing channels: resilience in the face of the VIDOC health crisis-19

Moderation: Dominique Barjolle

- The evolution of geographical indication (GI) distribution channels in the Canastra/Br region in the face of the COVID health crisis-19. *Jean-Louis Le Guerroué et Higor*

- **Freitas**, *Université de Brasília, APROCAN, Brazil* [PDF link](#)
- Impact of Covid-19 on GI in Japan –Provisional evaluation– **Mihoko Morisaki**, *Japan* [PDF link](#)
- PDO and PGI Cheeses in the face of the Covid19 crisis. **Céline Spelle**, *CNIEL, France*

Session 2: Short circuits France (COVID 19)

Moderation: Luca Piccin

- Eating in the age of the coronavirus: an investigation to prepare for tomorrow by understanding today, **Gilles Maréchal**, *Terralim, chercheur associé ESO*, **Catherine Carrot**, *Institut Agro, UMR ESO, France* [PDF link](#)
- Role of short circuits to an intermediary in the transition of agricultural and food systems - The case of MIN producers' tiles. **Sarah Millet-Amrani**, *INRAE UMR Innovation, France* [PDF link](#)
- Benchmarks on the involvement of intermediary market actors in Territorial Food Projects, **Serge Bonnefoy**, *Terres en villes*
- *Poster COVID*: The impacts of the health crisis on French rural and peri-urban food systems, **Andréa Macret**, **Marie Cogan Philippe Blaise**, **Camille Burgière and Paul Dehors**, *University of Lyon*

Session 3: Intermediaries

Moderation: Claire Delfosse

- Innovation schemes and organisation of the fruit and vegetable sector on Reunion Island at a time of ecological transition, **Luca Piccin**, *CIRAD/University of Lyon – Laboratoire Etudes Rurales, La Réunion, France* [PDF link](#)
- Cerrado no Prato: experience with the community Kalunga, **Ana Paula C. Jacques**, *Doctoral student in Sustainable Development at the University of Brasilia and professor-teacher of Culinary Arts at the Federal Institute of Education, Science and Technology of Brasilia, Brazil* [PDF link](#)
- Organic agriculture and agroecology as alternatives to the dominant agricultural model in the Argentinean Pampas region. Case study: the Organic Pampa group, **Enrique Cresta**, **Juan Pablo Sciurano et Gonzalo Roca**, *Pampaorgánica Norte, Argentina* [PDF link](#)
- *Poster*: Local merchants to enhance the value of local products, **Andréa Macret**, **Marie Cogan Philippe Blaise**, **Camille Burgière et Paul Dehors**, *University of Lyon, France*
- *Poster*: Taste of the Ukrainian Carpathians, **Halyna Batius**, *Head of Marketing, Public Union "Carpathian Taste, Ukraine* [PDF Link - poster](#)

Session4: Intermediaries

Moderation: Luca Piccin

- Bringing together private sector and small-scale farmers: the collaboration of Mountain Partnership Products Initiative partners with the organic and biodynamic distribution company EcorNaturaSi (tbc), **Carlo Murer**, **Valeria Barchiesi**, *EcorNaturaSi and FAO/Mountain Partnership Secretariat, Italy* [PDF link](#)
- Commercial intermediaries, healthy shops and ICTs in the strengthening of agro-ecological fruit and vegetable marketing networks in the south-east of Buenos Aires (Argentina), **María Laura Cendón**, **María Laura Viteri**, *EEA Balcarce National Institute of Agricultural Technology, Argentina* [PDF link](#)
- Evolution of the role of creamer-cheesemakers intermediaries over the long term in France, **Claire Delfosse**, *University of Lyon, France* [PDF link](#)
- *Posters* : The roles of market intermediaries in the construction of sustainable food systems, **Sophie van den Berg (NL)**, **Constant Barreau (FR)**, **Léna Orhant (FR) and Laetitia Zambo (CMR)**, *Students Master Food Identity, Ecole supérieure d'agricultures d'Angers* [PDF link](#)

Session Poster

List of posters (available online as 5-7' short videos)

- The oasis territory of Morocco: an effective involvement of agronomic research for the characterisation, valorisation and conservation of local products, **Noutfia Younés et Mustapha Ibnelbachyr**, Département Agroalimentaire et qualité - INRAE Maroc ; Centre Régional de la Recherche Agronomique d'Errachidia - INRAE Maroc, Maroc
- Restoration of spaces, species and traditions, **Angélica Camacho-Cruz**, Université interculturelle de Chiapas, Mexique.

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