PROGRAMME / 1–3 DECEMBER 2026

Forum ODT 2026

Change and innovation in PDOs and PGIs

How can value chains reconcile sustainability and long-term viability?

Maison des sciences humaines et environnementales Claude-Nicolas Ledoux
1 rue Charles Nodier, 25000 Besançon, France

Organised by Origin for Sustainability, ThéMA, CRESE and Université Marie et Louis Pasteur.

Tuesday, 1 December · Field visits

09:00	Two coaches depart from Besançon. Meeting details will be sent to registered participants.
Morning	Parallel visits to the Fontain dairy cooperative and Fromagerie de la Haute-Combe in Septfontaines.
12:30–13:00	Arrival at Maison du Comté in Poligny for a visit, discussion and a buffet hosted by the Comité interprofessionnel de gestion du Comté.
Around 15:00	Parallel visits to the Monts & Terroirs maturing cellars in Poligny (to be confirmed) and the Arbois wine cooperative.
Around 18:00	Expected return to Besançon. If the programme allows for a farm visit, the group concerned may return around 19:00–19:30.

Wednesday, 2 December · Opening and plenary

08:30–09:00	Registration and coffee.
09:00–09:35	Official opening.
09:35–09:45	Scientific introduction by Dominique Barjolle (University of Lausanne).
09:45–10:30	**Thierry Fabian (INAO)** · Fifteen years after France recognised its defence and management bodies (ODGs), how does their long-term viability relate to the sustainable development of their geographical indications?
10:30–11:00	Coffee break.
11:00–12:30	Plenary session on the sustainability and long-term viability of geographical indications. Format to be confirmed.
12:30–14:00	Buffet lunch.

PROGRAMME / BESANÇON

Workshops and closing

Wednesday, 2 December · Afternoon

	Four parallel thematic workshops with presentations.
15:30–16:00	Coffee break.
	Workshop presentations continue, followed by questions and discussion.
Evening	Comté fondue. A traditional raclette demonstration is to be confirmed.

Thursday, 3 December

	Four parallel thematic workshops continue.
10:00–10:30	Coffee break.
	Workshop wrap-up, final discussion and agreement on conclusions.
12:00–13:30	Buffet lunch.
13:30–15:30	Workshop conclusions and cross-workshop discussion. One or two volunteers from each workshop will present their group's conclusions.
15:30–16:30	Forum conclusions, closing and informal gathering.

Practical information

The plenary and workshops are accessible online. Zoom links will be sent to registered remote participants. Live captions are available in the rooms and online in English, French and Spanish.

Accommodation

Group accommodation

Éthic Étapes – Centre International de Séjour (CIS)
3 avenue des Montboucons, 25000 Besançon
isabella@origin-for-sustainability.org

Two city-centre hotels

Hôtel du Nord · 8–10 rue Moncey, 25000 Besançon
ibis Besançon Centre-Ville · 21 rue Gambetta, 25000 Besançon

To stay with the group at the CIS, contact the organisers. For either of the hotels below, book directly with the hotel.

FORUM ODT 2026

Concept note

How can value chains reconcile sustainability and long-term viability?

The Forum examines the long-term viability of Geographical Indications (GIs), including PDOs and PGIs, and territorial agrifood systems facing climatic, economic, environmental and societal transitions. Sustainability encompasses economic, social, environmental and governance dimensions.

Long-term viability means the capacity of origin-based systems to continue as collective territorial projects, carrying specific know-how and a place-based identity while evolving. French ODGs, Italian consortia and Recognised Producer Groups under Regulation (EU) 2024/1143 illustrate different organisational forms within GI-based Localised Agrifood Systems (SYAL-GI).

These collectives face a central tension: preserving short- and medium-term economic and organisational viability, including established, fair and consistent local practices, while undertaking the transitions needed for their future and the sustainability of their territories. Appropriate transitions consolidate GI futures. Ensuring viability gives collectives the means to transform.

Generating and sharing value must be reconciled with rising environmental and social costs and the fixed costs of coordination, promotion and internal controls. Costs borne by individual operators to implement specifications differ from the collective operating costs of producer groups. Internalising hidden costs can threaten viability. Passing them on to consumers can also make products unaffordable and weaken demand. Both require realistic and gradual trade-offs.

The Forum therefore approaches sustainability as the construction of collective compromises, trade-offs and negotiations within specific territories. It considers productive investments and the maintenance of added value alongside environmental and social investments whose short-term economic returns remain uncertain.

The four workshops address economic fragility, falling volumes and generational renewal, as well as shared resources, multi-product arrangements, specification changes and innovation. They also examine responsibility towards territories, consumers, biodiversity and society, along with climate change, greenwashing, the role of local authorities, nature parks and alliances, and the role of markets, distribution and consumption.

Through field visits, plenary sessions and workshops, researchers, professionals, territorial stakeholders and students will compare concrete experiences. The aim is to identify the conditions under which origin-based systems can endure through transformation, produce actionable recommendations and inform scientific debate and public policy from an international perspective.

FORUM ODT 2026

The four workshops

Descriptions and questions from the Forum ODT 2026 programme.

WORKSHOP 1

Distinctiveness and typicity of GIs: territorial roots and regulatory constraints

This workshop examines how the distinctiveness of origin-linked products relates to the long-term viability of territorial agrifood systems as regulatory, economic and food safety requirements increase. It asks when typicity supports sustainability and when it creates vulnerability during transitions.

Research questions

1. Under what conditions can biological diversity and traditional know-how be preserved while meeting health and economic requirements and strengthening the long-term viability of GIs?
2. How do institutional contexts (North/South, formal/informal GIs) influence the preservation of distinctive characteristics and adaptation to transitions?
3. When does typicity become a driver of transformation rather than a barrier? How can the evolving collective process that defines typicity incorporate new practices and technologies while preserving reputation and consumer loyalty?

WORKSHOP 2

GIs and market dynamics: building market value and sustaining value chains

This workshop explores the role of local and distant markets, consumers and international trade in the sustainability of GIs. It examines tensions between responding to demand and preserving territorial identity, and how short supply chains, niche markets, exports and new formats contribute to long-term viability.

Research questions

1. How can adapting to consumer expectations strengthen long-term viability without compromising territorial roots and collective legitimacy? What role should dialogue with civil society play, and should all societal demands be met?
2. How do trade disputes, stagnation in the organic sector and purchasing power crises affect GIs according to their size, products and markets? What strategies can mitigate these effects?
3. What roles can marketing, distribution and collective organisation play in ensuring fair returns, reducing pressures on operators and preserving their decision-making autonomy?
4. How can the promotion of GIs in developing countries as a lever for sustainable development be reconciled with the need to reduce transport-related emissions?

FORUM ODT 2026

The four workshops

Descriptions and questions from the Forum ODT 2026 programme.

WORKSHOP 3

Innovation and revision of product specifications: governance, experimentation and agroecological transitions

This workshop examines how GIs incorporate innovation through collective governance, revisions to product specifications and regulated experimentation. Do these mechanisms help anticipate climate and agroecological transitions, or do they formalise changes already in place? How do they support long-term viability?

Research questions

1. Under what conditions does regulated experimentation, particularly the Innovation Evaluation Schemes (DEI) in viticulture, strengthen sustainability without weakening the identity of appellations?
2. Do revisions to product specifications anticipate transitions or validate practices retrospectively? What forms of governance encourage a proactive approach, given the usual reliance on established practices?
3. How can technical and organisational innovation, collective learning and realistic trade-offs be combined to meet sustainability requirements, maintain typicity and adapt product specifications?

WORKSHOP 4

Small and large GIs and the costs of sustainability: structural inequalities and territorial solidarity

This workshop explores the economic and organisational conditions for transitions and inequalities between small and large GIs. It examines the risks of internalising hidden costs or passing them on to consumers, and how pooling resources and strengthening territorial solidarity could support substantial transitions.

Research questions

1. To what extent do control costs and the internalisation of environmental and social externalities threaten small GIs, and what collective mechanisms can address these challenges?
2. How can strong sustainability approaches be distinguished from greenwashing, and what indicators can assess the sincerity of value-chain commitments?
3. What roles can local and regional authorities, nature parks and public policies play in creating the conditions for long-term viability that enable sustainable and equitable transitions?

WORKSHOP CONTRIBUTIONS

Workshop 1

Distinctiveness and typicity of geographical indications

Moderators · Marcelo Champredonde (INTA) and Isabella Maglietti Smith (Origin for Sustainability)

1. How sustainability reshapes the concept of origin under Regulation (EU) 2024/1143
Ronan Raffray
Université de Bordeaux, France

2. Localised agrifood systems and clusters: two development models and their effects on typicity and long-term viability
Marcelo Champredonde
INTA, Argentina

3. Dairy utensils, cheese terroirs and cheese quality
Michel Lompech · Daniel Ricard · Jana Tkáčová
Université Clermont Auvergne, France · Slovak University of Agriculture in Nitra, Slovakia

4. Strachitunt PDO: cheese maturers and dairy farmers in northern Italy
Sara Invernizzi · Cristina Grasseni
University of Bergamo, Italy · Leiden University, Netherlands

5. Wild walnuts from Arslanbob and beyond: barriers and opportunities for GI certification in Kyrgyzstan
Flora Roberts · Gulzat Baialieva
Utrecht University, Netherlands · University of Tübingen, Germany

6. Characterising the quality of Temascaltepec coffee in Mexico: scientific evidence for differentiation and territorial value creation
Caracterización de la calidad del café de Temascaltepec, México: evidencia científica para su diferenciación y valorización territorial
Omar Roberto Vargas Flores · María Dolores Mariezcurrena Berasain · Diego Girón Orozco · Hernan Gil Gil · José Luis Martínez Benítez · Online presentation
Universidad Autónoma del Estado de México, Mexico

7. Preserving origin in a territory in transition: quality, territorial roots and long-term viability of Sierra Mágina PDO olive oil
Isabella Maglietti Smith
Origin for Sustainability

Workshop 2

Geographical indications and market dynamics

Moderators · Dominique Barjolle (University of Lausanne) and Philippe Jeanneaux (VetAgro Sup)

1. The rush towards origin and sustainability: growing claims and the role of GIs in organising value chains

Arnaud Lellinger
LLF Avocats, France

2. GIs for ingredients and intermediate products: opportunities, risks and innovations in governance and certification

Delphine Marie-Vivien
CIRAD, France

3. GIs and market dynamics for Ogiek honey in Kenya

John Kariuki Mwangi · Online presentation
Slow Food Kenya, Kenya

4. Café des Montagnes de Man PGI: from recognition to the challenges of bringing the label to market

Kouakou Philipps Kouakou[1 3] · Siriki Yeo[1] · Kando Amédée Soumahoro[2] · Lessoy Thierry Zoue[2]
[1] Université Alassane Ouattara · [2] Université Félix Houphouët-Boigny · [3] Centre suisse de recherches scientifiques en Côte d'Ivoire

5. Coffee GIs in a commodity market: sustainability label or premium niche?

Bettina Balmer
AKA ZEBRA SAS · oriGIn

6. Creating market value for local cattle breeds with small populations: conditions for long-term viability

Annie Sigwalt · Marilys Carpentier
École supérieure des agricultures, Angers, France

7. GI producer groups and environmental shocks: lessons from the cheese value chains of Savoie

Étienne Polge · Adèle Lacheny · Yvane Marble · Guylène Tillard · Marie-Odile Nozières-Petit
Étienne Polge: INRAE, UMR Territoires, UR Écodéveloppement · Adèle Lacheny: Institut Agro Montpellier · Yvane Marble: CERAQ, Chambre d'agriculture de Savoie · Guylène Tillard: CNAOL · Marie-Odile Nozières-Petit: INRAE, UMR SELMET, UMR Territoires, France

Workshop 3

Innovation and revision of product specifications

Moderators · Valérie Pieprzownik (FAO) and Jean-Louis Le Guerroué (University of Brasília)

1. Community governance, women's empowerment and agroecological transitions through GIs in the Indian Himalayas

Pradeep Mehta · Online presentation
United Nations Development Programme (UNDP), India

2. Agroecological transition and rural resilience in Morocco: dynamics, constraints and prospects

Issam El Rhazal · Naoufal Belrhazi
École supérieure de technologie, Université Sidi Mohamed Ben Abdellah, Morocco

3. Collective action and GI governance: a comparative analysis of Mediterranean origin-based systems

Fadhila Bacha
Institut Agro Montpellier, UMR MoISA, France · Institut national de la recherche agronomique d'Algérie (INRAA), Algeria

4. Lantignié: using innovation to overcome institutional barriers

Olivier Renard · Ronan Raffray · Presented by Mathieu and Frédéric on behalf of Olivier Renard
Vignerons et Terroirs de Lantignié · Université de Bordeaux, France

5. Are Mexican designations of origin incompatible with innovation? A brief review of their official standards and product specifications

Denominaciones de origen en México ¿antípodas de la innovación? Breve revisión desde sus normas oficiales (pliego de condiciones)
Laura Elena Martínez Salvador · Online presentation
Instituto de Investigaciones Sociales, UNAM, Mexico

6. Can innovation in Corsican vineyards only take place outside PDOs?

Caroline Tafani
Université de Corse Pasquale Paoli, UMR CNRS 6240 LISA, France

7. The evolution of the Anjou appellation: collective governance, adaptation and the long-term viability of its wine-producing territory

Cécile Coulon-Leroy[1] · Annie Sigwalt[1] · Faustine Ruggieri[2] · Claire Durand[1]
[1] École supérieure des agricultures, UMR GRAPPE et UMR LARESS, Angers · [2] INRAE, UMR SAS et UMR BAGAP, Rennes, France

8. Assessing performance through ecological practices: dairy farms in PDO value chains in two French regions

Larissa Billaudet[2] · Arnaud Regache[1] · Laure Latruffe[2] · Yann Desjeux[2] · Jacques Veslot[2] · Laurent Piet[2] · Andreas Niedermayr[3] · Jochen Kantelhardt[3] · Philippe Jeanneaux[1]
[1] VetAgro Sup, France · [2] INRAE, France · [3] BOKU, Austria

Workshop 4

Small and large geographical indications and the costs of sustainability

Moderators · François Casabianca and Florence Tartanac (Origin for Sustainability)

1. How producer groups support the long-term viability of value chains: an INAO study of French ODGs
Thierry Fabian
Institut national de l'origine et de la qualité (INAO), France

2. Collective action dynamics and the diversity of governance models in French dairy geographical indications
Armelle Mazé · Cornille Dossou Yovo · Étienne Polge · Guylène Tillard
INRAE · CNAOL · RMT Fromages de Terroirs

3. Can GIs reconcile technical and economic success with sustainability? The cheese system of the Jura Mountains in France
Pascal Bérion
Université Marie et Louis Pasteur, France

4. The PDO and PGI cheese value chains of Savoie and Haute-Savoie: an example of territorial solidarity supporting the long-term viability of operators
Christophe Berthelot
Centre de ressource pour l'agriculture de qualité et de montagne (CERAQ), France

5. Regenerative hydrology: adapting territories and GIs to increasing water scarcity
Xavier Riveau
Sillons & Co, France

6. Unequal capacity to adapt to the agroecological transition in Portugal's Douro region
Thomas Baray
Institut Agro Montpellier, France

7. Small and large GIs facing the costs of sustainability: structural inequalities and territorial solidarity
Monique Bagal
Monique Bagal (private practice)

8. Kopi Arabika Gayo Aceh: GI certification, small producers and the EU deforestation regulation
Martijn Huysmans[1] · Kei Otsuki[1] · Ari Susanti[1 2] · Presented by Ari Susanti
[1] Utrecht University, Netherlands · [2] Universitas Gadjah Mada, Indonesia