Territorial Issues of PDOs

Vincent Marcilhac, Senior lecturer in cultural geography of food, Cergy Paris University/ Heritage research center (UMR 9022)
My presentation about the territorial issues of PDOs focuses on 2 elements:

➢ For the one hand, the challenges of delimiting the protected designation of origin area
➢ For the other hand, the impact of the PDOs on the dynamics of territorial development
A PDO makes it possible to link a product to a territory as well as to production methods which give it particular qualities and characteristics. It therefore establishes a link between the product concerned and its origin.

The PDO identifies an agricultural product, raw or processed, which:
- draws its authenticity and typicality from its delimited geographical origin,
- has a duly established reputation,
- benefits from specific characteristics and collective knowledge linked to a delimited terroir,
- subject to approval and control procedures.

Source: Comité Champagne, 2005
Protected designations of origin (PDO):

Characteristics resulting solely from the terrain and abilities of producers in the region of production with which they are associated. (require all stages of the food production process to be carried out in the area concerned)

➢ A PDO is the legal recognition of a terroir
WHAT IS TERROIR?
Definitions of terroir

Robert, Littre (dictionaries):

territory,

Fairly limited stretch of land, considered from the point of view of its qualities or its agricultural potential.

Dictionnaire universel by Antoine Furetière (1690)
Land ("terre") considered according to its qualities.

Dictionnaire de l’Académie française
Land considered in relation to agriculture. Fertile soil, good soil, bad soil, fat soil, dry soil, wet soil.

Typology of notions of terroir

Source: E. Vaudour, Les terroirs viticoles, Dunod, 2003
“A Terroir is a geographical limited area where a human community generates and accumulates along its history a set of cultural distinctive features, knowledges and practices based on a system of interactions between biophysical and human factors. The combination of techniques involved in production reveals originality, confers typicality and leads to a reputation for goods originating from this geographical area, and therefore for its inhabitants. The terroirs are living and innovating spaces that can not be reduced only to tradition.”

Source: Rencontres Internationales Planète Terroirs, UNESCO 2005
Part 1 - the challenges of delimiting the protected designation of origin area

- Delimiting the contours of the terroir is a major challenge for producers both for agronomic and economic reasons because the recognition of the originality and the typicality of a terroir is established by a protected designation of origin area whose limits are the result of a compromise.

- Problem of defining the limits of production areas

geographical area VS delimited area
geographical area

Area delimited from administrative divisions (departments, districts, cantons, municipalities)

Ex. Irancy designation of origin area

Art. 2 of the decree of February 26, 1999: “the area of production of wines entitled to the protected designation of origin “Irancy” within the territory of the following municipalities of the department of Yonne: Cravant, Irancy, Vincelottes
Area delimited from a combination of administrative divisions, road rail and urban network, and hydrografic network

Ex. Pomerol designation of origin area

Art. 1 of the decree of July 17, 2000:
Only are entitled to the protected designation “Pomerol” the wines which, answering the conditions listed hereafter, were collected on the territory of the municipality of Pomerol and the part of the municipality of Libourne envisaged by the judgment of the civil court of Bordeaux on December 29, 1928, limited to the north by the Barbanne river, to the east by the limit of the municipality of Pomerol, to the south by the Taillas stream, to the west by the departmental road 910 (former national road 10 bis), boulevard de Beauséjour, avenue Georges-Clemenceau, rue du Docteur-Nard, avenue de l'Europe and the railway line from Libourne to Bergerac.
delimited area

- The notion of ‘delimited area’ is based on the land boundaries of the cadastre. Some scientifics or technical experts designated by INAO define which soils and terrains are appropriated for the production.

Ex. Banyuls PDO
Art. 1 of the decree of May 19, 1972: only natural sweet wines meeting the conditions listed below and harvested on the territory of the municipalities of Banyuls, Cerbère, Port-Vendres and Collioure are entitled to the designation "banyuls" excluding land which, by the nature of their soil or their situation, are unsuitable to produce the wine of the designation. The limits of the production area thus defined will be transferred to the cadastral plans of these municipalities by experts appointed by the INAO’s management committee and the plans drawn up by them will, after approval by the INAO, be deposited in the town halls of municipalities.

- The level of detail of the division of the delimited area is higher than that of the geographical area.
expansion of the protected designation of origin area: the example of Champagne protected designation of origin area

➢ In 2008, the interprofessional committee of Champagne wines decided to revise the Champagne designation of origin area with 2 main objectives:
  * to improve the quality of the PDO based on the best wine terroirs
  * to cope with the increase in demand.
➢ But the revision project also provides for a downgrading of certain vineyard plots
Part 2 - the stakes of the impact of the PDO on the dynamics of territorial development

The « PDO effect » on the territory:
- in terms of employees and jobs which cannot be relocated
- in terms of tourism development
The PDOs represent several hundred thousand direct jobs in France

- The case of Bordeaux PDOs: around 60,000 direct & indirect jobs
- The case of Champagne PDO: around 30,000 direct jobs
- The case of Cognac PDO: around 17,000 direct jobs
- The case of dairy PDOs in France: around 50,000 direct jobs
the PDO as a tool for the development of tourism in the territory

The PDO is attractive to tourists:

➢ An opportunity to develop agritourism
➢ An opportunity to develop food tourism

Promoting a PDO agri-food product through tourism

The case of Beaufort cheese in France


Les formes de tourisme AOP observées en zone beaufort

<table>
<thead>
<tr>
<th>Formes</th>
<th>Exemple</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achat direct</td>
<td>Achat en magasin de proximité des coopératives fromagères. Plus rarement à la ferme ou en alpage.</td>
</tr>
<tr>
<td>Visites en intérieur</td>
<td>Visite de coopérative. Expositions et musées dédiés, souvent organisés par les coopératives. Rares visites de ferme.</td>
</tr>
<tr>
<td>Itinéraire</td>
<td>Route des fromages (en voiture, liste de lieux ouverts comme coopératives, alpages, fermes). Randomisées dites (à pied, fêtes tops). Rares sentiers pédagogiques.</td>
</tr>
<tr>
<td>Divers</td>
<td>Application touristique smartphone (ex : reconstitution de paysages, lien avec les pratiques agro-pastorales, hyper-localité).</td>
</tr>
</tbody>
</table>

Source : A.Durrande-Moreau

The case of Castelmagno cheese in Italy


Principales structures prenant part aux activités touristiques de la vallée Grana

<table>
<thead>
<tr>
<th>ORGANISME</th>
<th>ACTIVITÉ</th>
<th>VILLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consorzio Tutela Castelmagno D</td>
<td>Consortium des entreprises produisant le Castelmagno</td>
<td>Castelmagno</td>
</tr>
</tbody>
</table>
PDO & territorial marketing strategy

Source: brochure de l’office de tourisme de Châlons-en-Champagne, 2020

Source: https://www.fromages-aop-auvergne.com/route-fromages/
THANK YOU FOR YOUR ATTENTION