

Territorial Issues of PDOs

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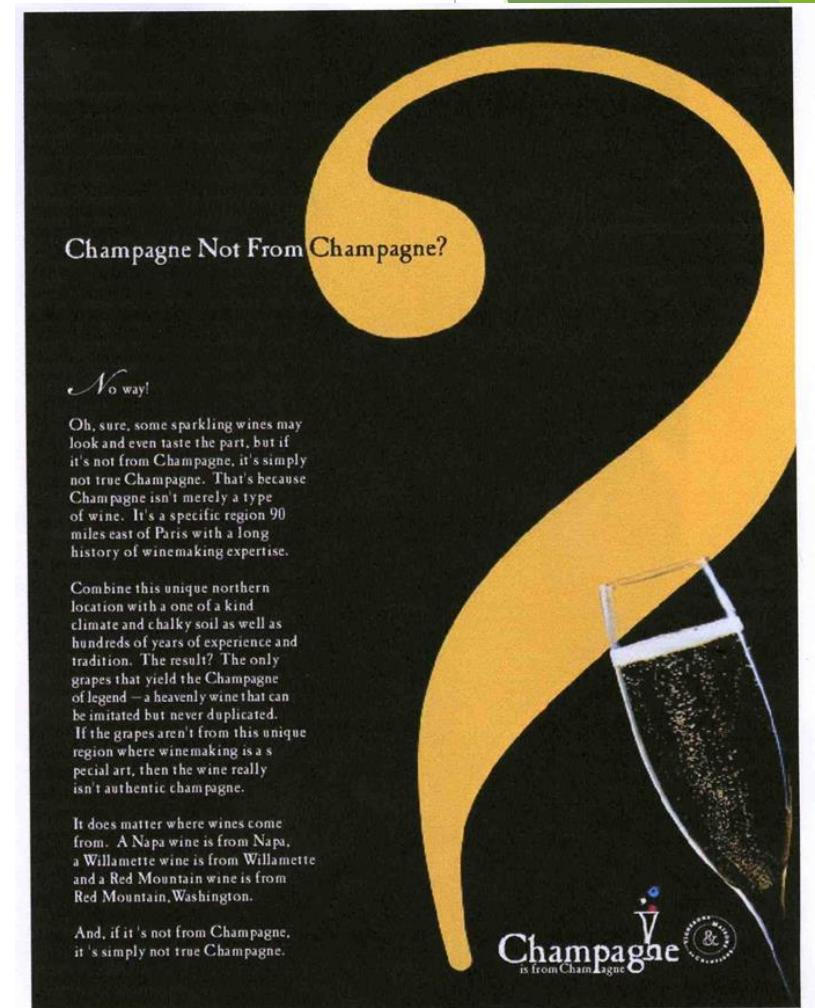
My presentation about the territorial issues of PDOs focuses on 2 elements:

- 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 know-how linked to a delimited terroir,
- subject to approval and control procedures.



Champagne Not From Champagne?

No way!

Oh, sure, some sparkling wines may look and even taste the part, but if it's not from Champagne, it's simply not true Champagne. That's because Champagne isn't merely a type of wine. It's a specific region 90 miles east of Paris with a long history of winemaking expertise.

Combine this unique northern location with a one of a kind climate and chalky soil as well as hundreds of years of experience and tradition. The result? The only grapes that yield the Champagne of legend — a heavenly wine that can be imitated but never duplicated. If the grapes aren't from this unique region where winemaking is a special art, then the wine really isn't authentic champagne.

It does matter where wines come from. A Napa wine is from Napa, a Willamette wine is from Willamette and a Red Mountain wine is from Red Mountain, Washington.

And, if it's not from Champagne, it's simply not true Champagne.

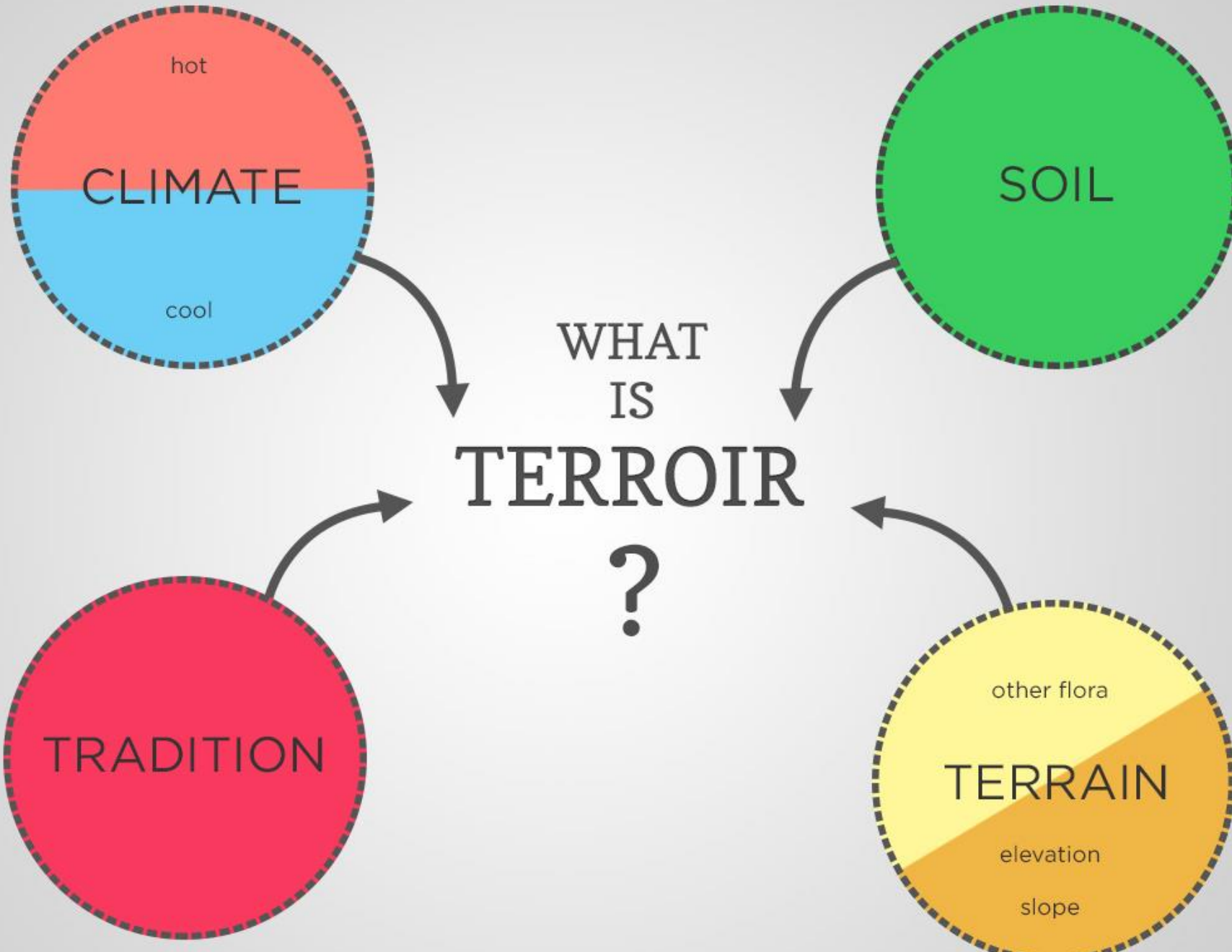
Champagne
is from Champagne



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



Definitions of terroir

Robert, Littré (dictionnaires):

territory,

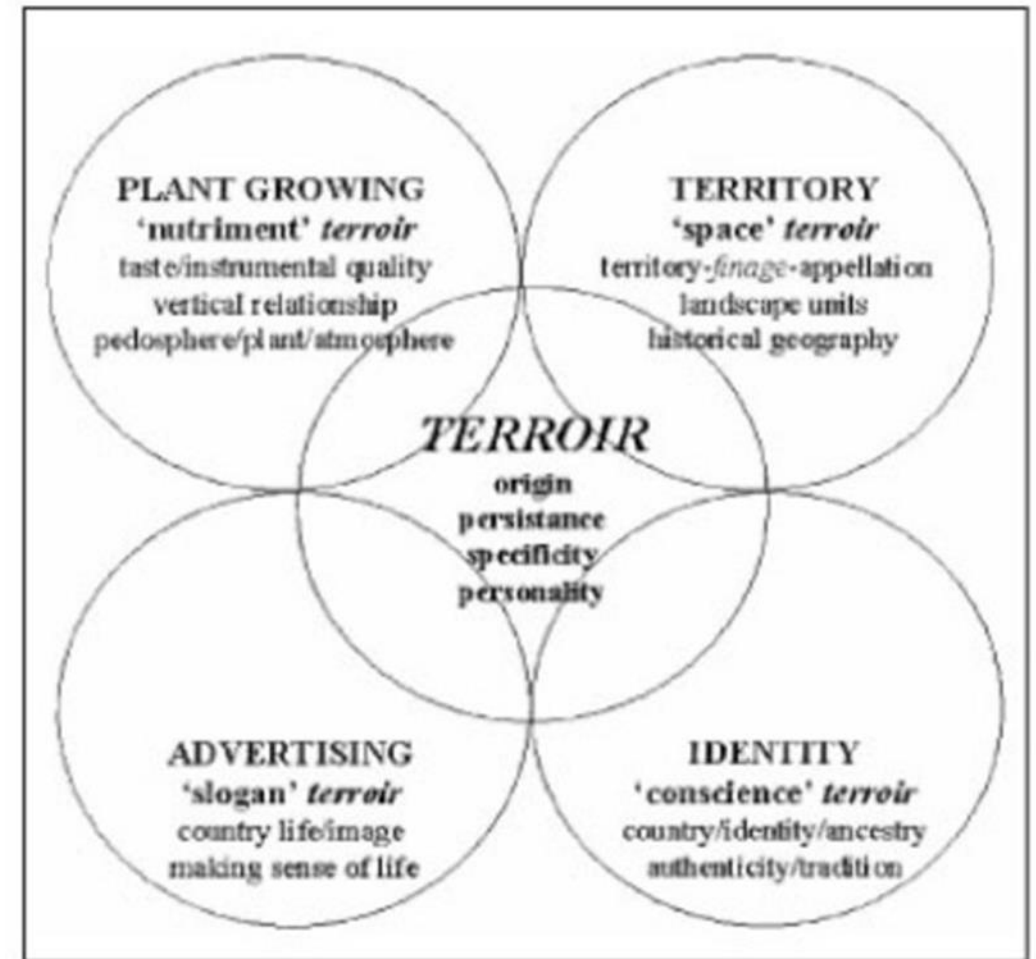
Fairly limited stretch of land, considered from the point of view of its qualities or its agricultural potential

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 scientific 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



Source: <https://www.tourisme-aveyron.com/en/discover/roquefort/touristic-guide>

Promoting a PDO agri-food product through tourism

The case of Beaufort cheese in France

Agnès Durrande-Moreau, « S'appuyer sur un produit agroalimentaire AOP pour innover en tourisme : le cas du fromage de beaufort », presses universitaires Blaise Pascal. *Valorisation des savoir-faire productifs*, 36, pp.59-74, 2017, CERAMAC

Les formes de tourisme AOP observées en zone beaufort

Formes	Exemple
Achat direct	Achat en magasin de proximité des coopératives fromagères. Plus rarement à la ferme ou en alpage.
Visites en intérieur	Visite de coopérative. Expositions et musées dédiés, souvent organisés par les coopératives. Rares visites de ferme.
Visites en extérieur	Visite guidée d'alpages (ex : conduite des troupeaux, traite). Lecture de paysage (ex : de la fleur au fromage). Lecture à haute-voix en plein air (ex : tel auteur lu dans les alpages).
Restauration	Dégustation lors des visites. Repas terroir au restaurant. Rares goûters à la ferme. Voir aussi avec les événements.
Itinérance	Route des fromages (en voiture, liste de lieux ouverts comme coopératives, alpages, fermes). Randonnées dédiées (à pied, fiches topo). Rares sentiers pédagogiques.
Événements	Fêtes du fromage (plusieurs fêtes). Diverses fêtes locales ou salons incluant les produits du terroir. Conférences. Événements privés sur mesure pour des groupes (ex : repas commentés, visites).
Séjours et ateliers	Séjour en alpage (fixe ou itinérant). Séjour à thème (ex : randonnée rencontre avec un berger). Atelier cuisine, adulte ou enfant.
Divers	Application touristique smartphone (ex : reconstitution de paysages, lien avec les pratiques agro-pastorales, hyper-réalité).

Source : A.Durrande-Moreau

The case of Castelmagno cheese in Italy

Florian MARCELIN and Valeria BUGNI, "Le tourisme œno-gastronomique", *Téoros* [Online], 35, 2 | 2016, Online since 12 December 2016

Principales structures prenant part aux activités touristiques de la vallée Grana

ENTREPRISE	ACTIVITÉ	VILLE
Coop La Poiana-Valle Grana	Coopérative de producteurs de Castelmagno	Castelmagno
Coop Produttori Alta Valle Grana	Coopérative de producteurs de Castelmagno	Pradlevés
La Meiro Srl-Presidio slow food	Production de Castelmagno	Castelmagno
Soc. Agricola Valliera	Production de Castelmagno	Castelmagno
Entreprise agricole Arneodo	Production de Castelmagno	Monterosso Grana
Entreprise agricole Pessione	Production de Castelmagno	Monterosso Grana
Caseificio Sepertino	Production de fromages typiques	Marene
Srl I segreti di Carla	Production de fromages/beurre	Bossolasco
Société agricole La Bruna	Production de Castelmagno	Monterosso Grana
Entreprise agricole Chastlar	Production de lait	Castelmagno
Entreprise agricole Loris	Production de lait	Castelmagno
Société agricole La Rossa	Production de Castelmagno	Monterosso Grana
Entreprise agricole Chandarfei	Nouvelles productions de plantes médicinales, affinage de Castelmagno	Campofei
La fattoria dell'aglio	Production d'ail et consortium des producteurs locaux d'ail	Caraglio
Coopérative agricole bio Valgrana	60 entreprises bio – 400 hectares	Caraglio
Cascina Rosa	Transformation de fruits et légumes bio	Caraglio
Officinali Biocapanna	Plantes médicinales	Valgrana
ORGANISME	ACTIVITÉ	VILLE
Consorzio Tutela Castelmagno Dop	Consortium des entreprises produisant le Castelmagno	Castelmagno
Lega Cooperative Union Coop	Service d'assistance aux coopératives	Aba
Legacoop Piemonte Cuneo	Association coopérative de Cuneo	Cuneo
INOQ	Institut de certification de qualité du Nord-Ouest	Moretta
Institut laitier-fromager	École de fromagerie/charcuterie Institut de recherche	Moretta
Chambre de commerce de Cuneo	Secteur agriculture	Cuneo
Comunità montana Val Grana e Maira	Agence de développement du territoire de montagne	San Damiano Macra
IMA Piemonte	Institut de marketing alimentaire	Torino
GAL Terre occitane	Groupe d'action locale	Caraglio
Atelier d'architecture de Campofei	Projet de récupération d'un village abandonné	Campofei
Université des sciences gastronomiques	Maîtrise en sciences gastronomiques	Pollenzo

Source : F. Marcelin & V Bugni

PDO & territorial marketing strategy



BIENVENUE SUR LA ROUTE DES FROMAGES AOP D'Auvergne

Parce qu'en Auvergne, agriculture, tourisme et gastronomie font bon ménage, depuis près de quinze ans, la Route des fromages AOP d'Auvergne s'est imposée comme un modèle de réseau touristique efficace. Fermes, fromageries et coopératives ouvrent leurs portes toute l'année pour partager leur savoir-faire.

Au gré d'une quarantaine d'étapes réparties entre Cantal et Puy-de-Dôme, au cœur de la zone de production, familles en vacances ou habitants curieux sont invités à découvrir la fabrication des fromages, mais aussi la vie à la ferme, le fonctionnement d'une fromagerie ou la recette de la tarte au Saint-Nectaire.

La Route des fromages est un formidable moyen de partager un moment convivial et de partager une tranche de vie avec des gens d'ici. Sans point de départ ou d'arrivée, la Route est un parcours libre : c'est programme à la carte pour chacun !

Un produit touristique au top !

Qualité. Voilà une notion bien connue des professionnels des filières fromagères. Qualité sanitaire, qualité sensorielle... Les efforts sont permanents. Et concernant l'accueil sur la Route des fromages, la qualité est aussi le maître-mot. Chaque étape signe la Charte de la Route des fromages, s'engageant ainsi à réserver le meilleur accueil aux visiteurs et à proposer un environnement irréprochable.

Des visiteurs mystère

Pour vérifier le respect des critères de la Charte, chaque étape reçoit deux visiteurs mystère par an. Des « touristes-enquêteurs » un peu particuliers contrôlent les 38 critères définis : accès, état des abords, respect des horaires de visite, présentation des produits, dégustation... Résultat ? 90 000 visiteurs ravis chaque année d'avoir parcouru la Route !



Source: <https://www.fromages-aop-auvergne.com/route-fromages/>



CHÂLONS-EN-CHAMPAGNE

// THE SPARKLING VENICE //



www.chalons-tourisme.com/en

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

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a plain white space where the text is centered.

THANK YOU FOR YOUR
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