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FROM LOCALIZED PRODUCTS TO GEOGRAPHICAL INDICATIONS Awareness and Action

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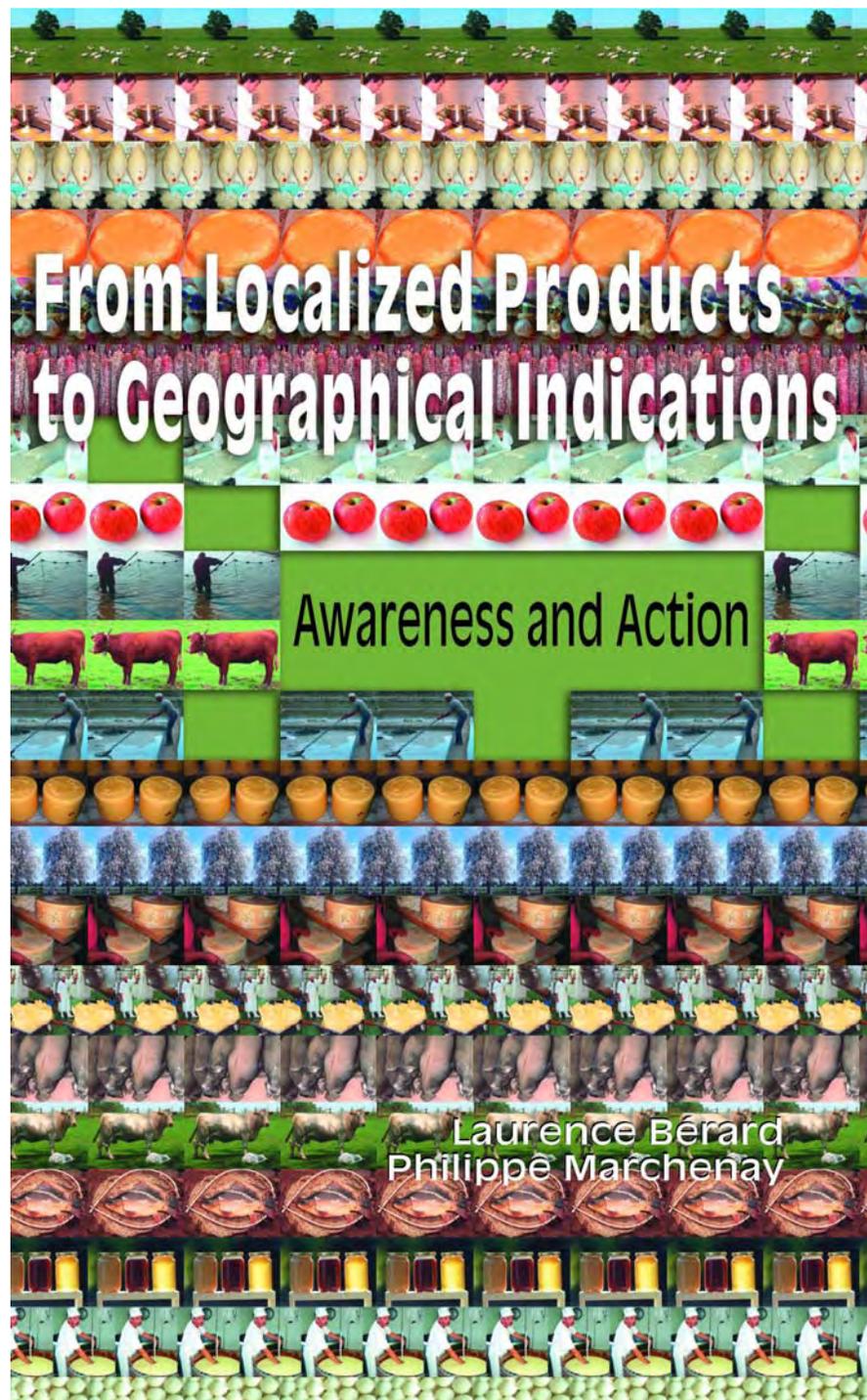
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Contents

In a time of global commerce and the attendant restructuring of agriculture, localized agricultural products and foodstuffs may represent a way of reviving added value and contributing to the maintenance of employment in rural areas.

For those actors and stakeholders working towards the development of territories or supply chains, this book aims to provide the keys to understanding such products and adopting a more rational approach to value-adding initiatives.

The text looks at the situation in France and provides a methodological guide to identifying the questions, difficulties and thinking processes entailed, without ever falling into ready-made solutions. It also serves as a brief introductory work that invites the reader to explore the different aspects of the cultural dimensions of origin-based products – dimensions often evoked but rarely apprehended in the framework of a rigorous, operational approach. Or it can be both at the same time: a guide to awareness and a guide to action, highlighting what gives sense and value to these products. Tradition, shared skills, reputation, local and historical roots are decoded here in the context of a constant two-way reference between conceptual definition on the one hand and on the other hand keys for action, supported by numerous concrete cases.

The book was conceived and produced by two researchers from the CNRS (Laurence Bérard and Philippe Marchenay) working in partnership with local actors in agricultural and rural development. It forms part of the second programme of research 'For and About Regional Development' which, in the Rhône-Alpes Region, was implemented and conducted by the French National Institute for Agricultural Research (INRA), in partnership with regional and government bodies (Rhône-Alpes Regional Council, Regional Direction of Agriculture and Forestry, Rhône-Alpes Regional Chamber of Agriculture).

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Preface

INTRODUCTION

1. LOCALIZED FOOD PRODUCTS: A BIG FAMILY

2. THE PROTECTION OF ORIGIN

- France leading the way
- Community legislation
- French implementation of Community legislation

3. RELATIONSHIP TO A PLACE AND A TERROIR

- Protected Designation of Origin
- Protected Geographical Indication
- Traditional Speciality Guaranteed

4. HISTORICAL ROOTS

- Defining historical depth
- History and reputation: two quite different dimensions
- Following the tracks
- Sources 4

5. TRADITION, KNOWLEDGE AND SKILLS

- Drawing up a code of practices: selection at the cost of diversity ?
- The status of knowledge
- Tradition in relation with a reference model
- Plant varieties and animal breeds
- Food habits

6. RESERVING THE USE OF A NAME AND THE 'MONTAGNE' DESIGNATION

7. INFORMAL WAYS OF ADDING VALUE TO PLACE

- Case study of an alternative promotional project geared to small-scale, local production systems
- Inventories and collective trademarks

8. INTERNATIONAL ISSUES

- International issues surrounding geographical indications
- Geographical indications as means of maintaining cultural biodiversity

References

Further reading

Useful Web sites