

 **TOWARDS SUSTAINABLE AGRI-FOOD SYSTEMS:**
BALANCING BETWEEN MARKETS AND SOCIETY

 **What's in a Place Name?
When the Rise of Protection
Coincides with the Fall of Tradition**


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 **Q1: In which way can cultural claims be beneficial to producers, consumers and other stakeholders (e.g. tourist operators) of a GI-community?**

Case study 1 will show how the Allgöian cheese producers have successfully protected their cheese from competing commodities by certifying some aspects of their cheese-making culture


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 **The triple bottom-line of GIs**

- **Economics:** producers exercise a collective monopoly due to the investments done to produce a product of high quality
- **Geographical:** the reputation of a product derives from the totality of pedological and climate-related attributes of the territory
- **Cultural:** the techniques that producers have developed during years/generations belong to the ancestral knowledge of that community

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 **Q2: In which way are cultural claims instrumentalized within a community and even become detrimental to other groups of the GI-community?**


Case study 2 will show how within a community the dominant group is successful in reshaping and reinventing the local cultures in relation to other pre-existing cultural groups

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 **Theoretical framework and research questions**

- From the viewpoint of EU legislation the goals and the effects of regulations of the agricultural sector are seen as „exception to the principles of the free circulation of goods (TFUE, art. 36)“.
- This exception is justified by the overall goal of protection of products which are EMBEDDED in the territory as well as producer and consumer protection.

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 **Methodology**

- The study design is based on qualitative interviews carried out in two timeframes 2011-2013 and 2016- present with representatives of different interest groups (tourism policy officers, regional civil servants, dairy farmers, cheese producers, members of special interest groups such as confraternities and Slow Food Movement).

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Case 1: Allgöian Emmentaler (AE)

- Protected as PDO from 1997
- Stemming originally from Switzerland, the AE spread gradually in the Allgäu region in Germany of raw milk of cows fed with grass and hay.
- The PDO was claimed to protect the AE from the increasing success of the industrial Emmentaler, which is mainly produced with pasteurized milk (Jeanneaux et al., 2011)
- Nowadays, thanks to a good coordination among the stakeholders of the territory, small dairies sell the AE cheese for a premium price to culinary alpine tourists that are locked in by AE tourist routes and AE-related events



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First proposition

In a terroir-community, cultural claims related to a GI-product are mostly accepted as long as they contribute to eliminate competition from the external market (outside the terroir).

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The AE economics of the Allgöian region



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Case 2

- Protected as PDO from 2010
- It is a cured hard cheese from cooked cheese dough. It is available in three varieties all of which are protected by PDO.
- The cooperative selling this cheese stems from the idea of a priest who had visited Scandinavian cooperatives and wanted to import this coop model. At present there is still only a cooperative which produces this cheese and which turned into a consortium in 2010.



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The cultural meaning of the PDO label of the AE cheese


- The majority of cheese producers stated that they ignore the meaning of the PDO cheese.
- Surprisingly, one Allgöian cheese producer even displayed the "wrong" label (PGI- protected geographical indication instead of the PDO scheme) on the premises of his farm.

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Subordination of some community groups...

Regional ethnographic museum:


Mission: to showcase the traditional agrarian life of the region in an historical perspective
The director is critical in the recognition of the cheese as a traditional product since the history gives evidence that a real iconic product of the region is the **artisanal butter**



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Subordination of some community groups...

Traditional Confraternita:
 founded in 1996, it is financed by the members of the confraternita
 Mission: the traditional promotion of the regional cheeses **regardless** their variations
 It has an internal, traditional dress code and an internal vocabulary (director=Gran Maestro)



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Conclusions

- Successful GI-governance means to establish a community-based approach.
- Since the community is not monolithic (Saarinen, 2006) policy-makers should seek a permanent dialogue with the different groups within the community benefiting of the GI protection.
- Surveillance mechanisms are important to enable the **setting by consensus** of the limits to the cultural practices of the different stakeholders.

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... and creation of new ones

New Confraternita:
 founded in 2010, it is 100 % financed by the cheese-consortium, whose director is a „member ad honorem“ of the new confraternita
 Mission: the promotion of the cheese **with special focus** on the most expensive variations (6 months and 1-year cured cheeses). It aims at being recognised as „legitimated partner for the promotion of the



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Thank you!

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Second proposition

In a terroir-community, cultural claims related to a GI-product are only accepted as long as they do not compete with the economic purposes of the dominant group (most of the time the GIs-producers)

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THANK YOU FOR YOUR ATTENTION!

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