



Forum Origin, Diversity and Territories

ENVISIONING SUSTAINABLE MOUNTAIN FOOD SYSTEMS

1st December 2017

Bulle, Switzerland

Programme



Main organisers



Origine
Diversité
Territoires



Co-organisers



Food and Agriculture
Organization of the
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ETAT DE FRIBOURG
STAAT FREIBURG





Content and objectives

Agriculture and valorisation of food products are at the heart of the issue of sustainable development in mountainous areas. Beyond the many positive externalities associated with these regions, many constraints must be overcome to maintain and support the mountain territories.

Topographic and climatic constraints are limiting factors for agriculture. Thus, in mountain areas, food systems are mainly extensive. In parallel, mountain farming is characterized by a large number of activities on or off-farm, and so more diversification. Tourism and recreational activities are also key factors for mountain development. They bring stability and a sustainable diversification, as well as an important source of employment for mountain communities.

The link between quality products and cultural identity offers opportunities both for increasing markets for these products and for regional development through the reputation of both the products and their regions. Finally, food production are powerful cultural elements that link the mountain environment to its population through secular practices such as the traditional cheese production or transhumance, often associated with landscape and heritage, songs, festivals and cultural itineraries.

Mountain and local labels offer significant potential for supporting the development of distribution channels for mountain food products. The specific characteristics of these products linked to the qualities of the mountain environment and/or their production methods give them special value as niche products. Beyond labelling tools, the strategies of producer organizations are essential.

The Forum Origin Diversity and Territory addresses these reflections on the 1st of December during the *Salon des Goûts & Terroirs* in Bulle by answering the following questions:

- How to design sustainable food systems in mountain areas ?
- Are culinary and gastronomic heritages a gateway to foster sustainable agri-food systems ?
- What are the organizational strategies for valorising and marketing mountain products, strengthening the link with the consumer and diversifying activities through tourism?
- Which market access strategies use for which objectives (on-farm sales, labelling, mass distribution channels, links with the catering sectors, etc.) ?



8:15

Welcome coffee

With "Pausa Caffè" de Rivera (Ticino) coffees "Presidi" Slow Food from Guatemala and Ethiopia

8:45

Welcome addresses

Maria Helena Semedo Deputy Director-General of the Food and Agriculture Organization (FAO)

Dominique Kohli, Assistant Director, Federal Office for Agriculture (FOAG)

Marie Garnier, State Councillor of the Canton of Freiburg

Keynote speech

Carlo Petrini, President of Slow Food International and FAO Special Ambassador Zero Hunger for Europe, introduced by **Josef Zisyadis**, president of Slow Food Switzerland

10:30

Coffee break

10:45

The sustainability of mountain agrofood systems

Moderation by François Pythoud, Ambassador of the Permanent Representation of Switzerland to FAO, IFAD and WFP

Policies for mountain areas: a Swiss perspective

Dominique Kohli, Assistant Director, Federal Office for Agriculture

Food culture as ferment of innovative partnerships in the Alps: a European perspective

Thomas Egger, Director of the Swiss Centre for Mountain Regions (SAB) and National Councillor of the Canton of Wallis

11:30

Novel initiatives in mountain territories

Moderation by Alessandra Roversi, independent consultant in gastronomy and products of terroir

Food culture in the Alps: a trigger for boosting local societies towards sustainable diets

Dominik Flammer, Writer of the Book "The Culinary Heritage of the Alps"

The Alpine food cultural heritage in a cross-disciplinary, transnational and participative approach

Cassiano Luminati, Manager of the INTERREG AlpFoodway project et Manager of Polo Poschiavo



12:30

Lunch

Gastronomic standing lunch with food from the Freiburg Terroir presented by Isabelle Raboud-Schüle, Director of the Gruyere Museum of Bulle

Afternoon moderated by Guillén Calvo, President of Diversity & Development

14:00

Parallel workshops

1. Labelling the mountain and valorising its products

Moderation: Thomas Egger (SAB). Co-organisation: Marie Clotteau (Euromontana, European Association of Mountain Areas), Olivier Beucherie (Master Food Identity of ESA Angers) and Alice Dos Santos (Origin for Sustainability - O4S)

2. Alpine heritage food products: preserving and valorising (in English)

Moderation: Alexandre Fricker (Slow Food Switzerland) et Alessandra Roversi (independent consultant in gastronomy and products of terroir)

3. Participative certification

Moderation: Florence Arsonneau (Diversity & Development)

4. Sustainability and geographical indications

Moderation: François Casabianca (INRA, French National Institute for Agricultural Research). Co-organisation: Dominique Barjolle (SAVI, Agriculture and Viticulture Service of the Canton of Vaud)

16:00

Conclusion followed by a reception



Workshop 1 - Labelling the mountain and valorising its products

Moderation: Thomas Egger (SAB). Co-organization: Marie Clotteau (Euromontana, European Association of Mountain Areas), Olivier Beucherie (Master Food Identity of the Higher School of Agriculture of Angers-ESA) and Alice Dos Santos (Origin for Sustainability - O4S)

Agriculture has a central role in the development of mountainous territories. On the one hand, it provides ecosystem services - such as conserving biodiversity-rich semi-natural habitats (European Environment Agency, 2010) and, on the other hand, it contributes to the economy of mountain communities and shapes their identity (Mitchley, Price, & Tzanopoulos, 2006). Mountain agriculture is strongly characterized by demanding environmental conditions - rugged topography, access difficulties, reduced vegetative seasons - but also by a rich biodiversity. To adapt to this environment, mountain farmers have been able to develop diversified and low-input production systems. Their agricultural practices and ancestral know-how have resulted in a wide variety of food products (Price, Byers, Friend, Kohler, & Price, 2013). Thus the valorisation of mountain food products is of primary importance for the mountain communities. Valorising on the quality of mountain products allows the creation of added value during their sale and therefore helps to maintain and sustain agricultural activity in the mountains (EuroMARC, 2009, FAO, 2013).

To valorise their products, mountain stakeholders have developed various strategies, labelling is one of them (McMorran et al., 2015). There is a wide variety of quality schemes and certifications related to mountain products: public or private, related to the mountain in general or to a specific soil, carried by a sector or a distributor, etc. The workshop will aim to discuss **the role of labelling in the construction of sustainable mountain food systems** and will be structured around three objectives:

1. Enhancement of different certifications of mountain products and their functions
2. Analysis of the difficulties encountered and to be overcome
3. Highlighting future avenues of work and *possibly initiatives that could be developed jointly*

References

- EuroMARC. (2009). *Designation and promotion of mountain quality food products in Europe: policy recommendations* (p. 36). European Mountain Agrofood products, Retailing and Consumers – VIth RTD Framework Programme, European Commission.
- European Environment Agency (Éd.). (2010). *Europe's ecological backbone: recognising the true value of our mountains*. Luxembourg: Off. for Off. Publ. of the Europ. Union. Consulté à l'adresse <http://www.eea.europa.eu/publications/europes-ecological-backbone>
- FAO (Éd.). (2013). *Mountain farming is family farming: a contribution from mountain areas to the International Year of Family Farming 2014*. Rome: FAO.
- McMorran, R., Santini, F., Guri, F., Gomez-y-Paloma, S., Price, M., Beucherie, O., ... Cloye, G. (2015). A mountain food label for Europe? *Journal of Alpine Research | Revue de Géographie Alpine*. <https://doi.org/10.4000/rga.2654>
- Mitchley, J., Price, M. F., & Tzanopoulos, J. (2006). Integrated futures for Europe's mountain regions: Reconciling biodiversity conservation and human livelihoods. *Journal of Mountain Science*, 3(4), 276-286. <https://doi.org/10.1007/s11629-006-0276-5>
- Price, M. F., Byers, A. C., Friend, D. A., Kohler, T., & Price, L. W. (2013). *Mountain Geography: Physical and Human Dimensions*. Univ of California Press.



PROGRAM

Introduction (Thomas Egger, SAB)

Flash presentations of concrete examples

Discussions

- How to organize the actors of a sector and a territory?
 - Build governance tools (specifications, value-added distribution mechanisms)
 - Ressources
 - Collective commitment
 - Link to the territory
- How to reach and integrate consumers into a labelling process?
 - Development of a marketing strategy: construction of a participative approach, education, identification of sales channels, prices, etc
 - Create communication tools: advertising, website, ...
- Which legal and institutional framework is needed to best support this process?
 - Incentives and official recognition of products
 - Sanitary
 - Sale
 - Traceability and fraud

Synthesis of the workshop (Olivier Beucherie, Master Food Identity of ESA Angers)

And now ? What actions after the workshop? (Marie Clotteau, Euromontana)



Workshop 2 - Alpine heritage food products: preserving and valorising (in English)

Moderation: Alexandre Fricker (Slow Food Switzerland) and Alessandra Roversi (independent consultant in gastronomy and local products)

The Alps represent an incredible asset for the whole European continent with their biological (plants, animals) and cultural heritage (languages, traditions, know-how). The intersection of these elements gave birth to ingredients, food ecosystems (terraced vineyards, pastures ...), recipes, preserving traditions, etc.

In too many contexts, productions have been stopped before being transmitted, traditions have been extinguished and areas have been abandoned. Of course the realities are different in each valley, but in general this enormous potential - economic, social and environmental - must be enhanced for both local populations and tourists.

Slow Food International has initiated for several years a reflection on the future of the Alps and proposed various tools and actions to promote the safeguard of food and culinary heritage, and the development of projects of valorisation of the alpine regions.

In this workshop, the various Slow Food projects at international and national level will be presented and commented briefly:

- The projects of "l'Arche du Goût" and "Presidi of the Alps" to preserve the culinary heritage: honey, raw milk and/or alpine cheese (Sbrinz, Vacherin Fribourgeois), various cured meats (Furmagin da Cion, dried meat from Graubünden ...) and the potential of the "Alliance des Chefs" to value these products
- The Slow Food campaigns related to the Alpine realities during the events including CHEESE and in particular: raw milk cheese, resistance against excessive hygiene standards, history of old and new pastors (young people, refugees / migrants ...)
- The Slow Food Travel/Tourism pilot project in the Alpine region of Adria Kärnten in Austria
- The Alpine culinary academy project in Stans carried out by Dominik Flammer in collaboration with other organizations like ProSpecieRara and BioSuisse to develop different training courses for professionals and amateurs: continuing education, summer courses, "Master of Taste" on the different products/food products of the Alps

Workshop participants are invited to share their questions, experiences and suggestions with the aim of strengthening collaborations around these projects and to discuss potential success factors or challenges for their development in Switzerland.



Workshop 3 - Participatory certification

Moderation: Florence Arsonneau (Diversity & Development)

Nowadays, consumers tend to be more demanding of the products they buy, while being less available and more distant from the agricultural world. In this context, consumers and producers put in place strategies (certifications, purchasing groups, etc.) through which they share common values and build trust, thereby facilitating access to the market for quality products and their consumption.

Participatory Guarantee Systems are locally oriented quality assurance systems. They certify the producers on the basis of an active participation of the actors concerned and are built on a basis of trust, networks and exchanges of knowledge (Definition of IFOAM).

PGSs have developed independently in different countries and cultural contexts, to respond to the varied problems faced by organic producers. Even though these PGSs have developed independently and for different reasons, and if they implement their biological guarantee processes in a variety of ways, they share a number of common features.

The objective of this workshop is to present different examples of local participatory certifications and to exchange concretely on the keys to setting up and operating such strategies of guarantees and market access for quality products.

Dans quel contexte est-il intéressant de mettre en place un SPG ? Quelles sont les caractéristiques communes des certifications participatives ? Quels sont les avantages et points d'attention d'une certification autodéterminée et autogérée entre producteurs et consommateurs ? Quel est l'intérêt d'impliquer le consommateur dans tout le processus ? Comment se passe la « négociation » entre consommateurs et producteurs et comment assurer le respect du cahier des charges ?

Les intervenants de cet atelier présenteront des exemples concrets de certification participative, en place et en cours de mis en place.

In what context is it interesting to set up a PGS? What are the common characteristics of participatory certifications? What are the advantages and points of attention of a self-determined and self-managed certification between producers and consumers? What is the point of involving the consumer in the whole process? How is the "negotiation" between consumers and producers and how to ensure compliance with the specifications?

The speakers of this workshop will present concrete examples of participatory certification, in place and in progress.



PROGRAM

First part: presentations

- Federica Varini (PSG Project Coordinator - IFOAM - Organics International): **IFOAM - Organics International's work on PSGs and good practices in mountain regions**
- Annie Melloukie (Network of Agroecological Initiatives in Morocco / project leader) and Mustapha Belharcha (Shoul BIO Producer Network (RADERS) / Producer): **Establishment of a PSG for agroecology farm products close to Rabat (Morocco) - partnership with CIRAD**
- Dimitra Gaki, Rural Space Laboratory (University of Thessaly): **Participatory certification of products from pastoral systems in Pindus (Thessaly-Greece)**
- Philippe PIARD, Nature et Progrès, Producer: **Operation and organization of a citizen guarantee - Nature & Progrès - PSG local and national**

Second part: round table

Workshop participants are invited to share their experiences and initiatives with stakeholders, to discuss the processes of setting up and running participatory certification.

The space proposed in this workshop should help to answer questions about the interest, the functioning and the difficulties that can be encountered in the context of participatory certifications.



Workshop 4 - Sustainability and Geographic Indications

Moderation: François Casabianca (National Institute of Agricultural Research in France - INRA).

Co-organization: Dominique Barjolle (Department of Agriculture and Viticulture of the Canton of Vaud - SAVI)

A major challenge for AOP-IGP is to find a virtuous balance between an attractive economic return for the actors in the sectors, and the risk of specialization and intensification generated by economic incentives when they are strong. The terms of reference and governance mechanisms are "tools" that GI actors can mobilize to gain both social and environmental sustainability. The sustainability assessment tools can then play an important role in these regulatory mechanisms and open up new paths for improvement.

The strictly economic view of GIs is reaching its limits, focusing on the aspects of protection and niche creation in competitive markets. In order to engage in the progress that needs to be made and to achieve the necessary balances over resources and social issues over the long term, GI management organizations must be able to make trade-offs between the different dimensions of sustainability and to go beyond short-term considerations.

The political and societal injunction of sustainable development leads, at the scientific and technical levels, to underly the importance of starting the evaluation in a temporal perspective and analyzing the trajectories, by aiming at participative modalities that can incite the actors to an improvement loop in a shared vision.

The objective of the workshop is to put into perspective different approaches, in different contexts and for different purposes, to illuminate the ways in which GIs evolve towards greater sustainability. The collective discussion will focus on the respective interest of these different approaches in assessing the impacts of GIs and on the ability to grasp the dynamic dimension of sustainability.



PROGRAM

Introduction of the works (François Casabianca, INRA)

Context and objectives of the workshop

Timeline of the work

First part: presentations

- Emilia Schmitt: Comparison of sustainability and « locality » indicators between PDO and non-PDO products in Europe.
- Hanna Forster: Sustainability Trajectories: a reading by the modifications of the PDO-PGI specifications in Europe.
- Guillén Calvo: The participatory dimension of assessing the impacts of GIs, based on examples of implementation in Colombia.
Emilie Vandecandelaere: Does the evaluation of the economic dimension show synergies or contradictions with the other dimensions of sustainability? From case studies at the global level.

Second part: round table with professionals and people in charge for the registration and the promotion of GIs

Among the participants registered in the workshop, we will solicit the experience of some (5 mn each):

- Feedback from the OFAG and his vision for such work: Paolo De Giorgi
- The perspective of sustainability at the international level in the Lisbon register: Alexandra Grazioli, WIPO
- OriGIn's point of view based on an ongoing reflection on "strategies for sustainability of GIs".

Reactions of some PDO-PGI interprofessional leaders in Switzerland. General discussion with all participants in the workshop.

Quick synthesis of the workshop: Dominique Barjolle, SAVI and ETHZ



Origin
Diversity
Territories

Programme

Friday 1st December

The Forum "Origin, Diversity and Territories" (www.origin-for-sustainability.org) is an international platform for exchange of experience and knowledge on the interactions between cultural and biological diversity, territorial dynamics and products whose quality is linked to their origin. The Forum is supported by the "Origin for Sustainability" association based in Switzerland and the international association "Diversity and Development" based in France.

The Forum 2017 is co-organized in close partnership with key actors: FAO, the Mountain Partnership, the Research Institute of Organic Agriculture (FiBL, Switzerland), Slow Food Switzerland, the Centre for International Cooperation in Agronomic Research for Development (CIRAD, France), Group of Scientific Interest around Localized Agrifood Systems (GIS-LAS), the Master Food Identity (ESA Angers, France), the Biocultural Diversity and Territory Platform (Latin America).

The objective of the Forum is to provide a platform for the exchange of experiences and knowledge among a wide range of international actors, all engaged in new ways of thinking and doing development, where the identity, origin, quality and local diversities are inclusive dynamic catalysts for local and regional development.

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