



FORUM ORIGIN, DIVERSITY AND TERRITORIES

Agroecology: Multiple transitions the territories

Lausanne, December 4th-6st 2019

Workshop 1. Agroecology and food sovereignty: from personal commitment to societal change

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Context

Committing to agroecology and food sovereignty can take, in a very concrete way, the form of a subscription to an innovative market form bringing producers and consumers closer together: an agricultural basket supported by citizens (ACP in Switzerland, AMAP in France or CSA in English-speaking countries), a participative supermarket, a purchasing cooperative, a producers' market, a solidarity purchasing group.... However, while it is rather easy to perceive the benefits of agro-ecological agriculture by having access to local, fresh and seasonal products, it is more difficult to exercise the responsibilities and assume the risks of it. It remains complicated to ask the consumer to participate in the associative life on the long term and difficult to make accept the losses on the harvests and the lack of choice at the low season. Another internal challenge for these solidarity initiatives is to open up access to as many people as possible, including marginalized people (migrants, families with low purchasing power, etc.), made more difficult by the preconceived notions about the budgetary impacts of such a commitment.

In addition to these internal challenges to these social movements, there are also so-called "greenwashing" and "brandwashing", these commercial practices of the agro-industry misleading the consumer, leading him to believe that traditional agro-industrial systems are also committed to sustainable development, but at a price that respects their budget. For example, in Switzerland, a popular initiative proposed adding an article on food sovereignty to the Federal Constitution. After encouraging beginnings, and this despite the pathetic budget of the initiators, the counter-campaign of the agri-food industry swept the initiative away at the national level with an argument of unstoppable weight for consumers: "reduced choice, overpriced food".

Objectives of the workshop and themes treated

The objective of the workshop is to receive contributions that nourish the following question: **agroecology and food sovereignty: how to move from personal commitment to societal change?**

We therefore invite participants to submit contributions in the form of case studies, monographs, project presentations and research to identify good practices and providing proof arguments. We propose two keys to enter the debate:

- A first axis of reflection questioning the first identified barrier, i.e. the notion of "fair price for consumers and producers". How can we find the right balance between the remunerative price for a producer engaged in an agro-ecological approach and what the family budget can support?



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- A second axis concerns the changes of scale necessary for these changes to have a real societal impact. How to promote the production, distribution and consumption of agro-ecological products? How to involve people with difficulties in accessing these products? How can public policies accompany and support this change of scale?

The exchange of good practices and networking of participants is therefore one of the expected outcomes of this workshop.