



FORUM ORIGIN, DIVERSITY AND TERRITORIES

Agroecology: Multiple transitions the territories

Lausanne, December 4th-6st 2019

Workshop 3. *The protection and promotion of agroecological products that are connected with their territory*

Coordinated by Allison Loconto, INRA France, Marcelo Champredonde, INTA Argentine and Tamara Zivadinovic, MENA Group

Context

What is an agroecological product and how does one recognize it in the market?

The response to this question differs greatly depending on where you are when you pose it, who is responding to it, and where and how the product is purchased. While labels have often been used to resolve the uncertainty around the quality and origin of products, current research recognizes that labels are but one component of a broader system of governance by standards whereby the creation, control and circulation of standards create arrangements that can perform multiple values in a variety of ways.

While organic agriculture has become a relatively institutionalized form of agroecology – with public regulations that define the standards, third-party certifications, accreditations and uses of the label – the term agroecology remains much more fluid and carries far less institutional baggage. Numerous farmers around the world are engaging in agroecological production and are creating markets for their products – often without formal standards systems.

Within this latter trend, the importance of anchoring agroecological production in their socio-ecological territories is increasingly being recognized first by the private and civic actors and second by public policies. This trend opens up questions of standards systems to the use of alternative means of guaranteeing products and services that are exchanged between producers and consumers (e.g., direct marketing, contract farming, participatory guarantee systems, B2B standards, farm share purchases, cooperative certification, internal control systems, etc.). The range of these new forms of guarantees are challenging the assumed effectiveness of standards systems and questions the appropriateness of the use of standards, certifications and labels for agroecological products.

Objectives of the workshop and themes treated

This workshop will look at the complex interactions between the need for a guarantee for agroecological products and the variety of innovations occurring to change the types of guarantees that are being provided. We are interested in better understanding these changes and how they are influencing the landscape of certifications and labels that are both emerging and currently in use in agroecological food systems. We are looking for papers that will critically analyze these changes and innovations across a variety of territories. We will also want to understand what challenges do agroecological approaches bring to the dominant forms of certification and labelling that have now achieved institutional legitimacy in national public



FORUM ORIGIN, DIVERSITY AND TERRITORIES

Agroecology: Multiple transitions the territories

Lausanne, December 4th-6st 2019

policy and international trade agreements (e.g., third-party certification and geographical indications).

We are looking for specific solutions and applied systems of certification, labelling, traceability proving and quality assurance used by producers, their groups and/or organisations (public and private). Innovative solutions, including smart solutions for creation of traceability systems and quality assurance are of our interest too, specifically as case studies that are applied and have brought different lessons learned others can take into consideration when creating new ones.

Participatory systems, public/private partnerships and projects, applied innovation projects and other cases of different guarantee systems are welcome to share their stories and results with us.