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Motives for Food Choice of Consumers from Central Mexico.

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Challenges for the New Rurality

In a changing world

Proceedings from the
7th International Conference on
Localized Agri-Food Systems

Editors
Paulina Rytkönen & Ursula Hård

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CHALLENGES FOR THE NEW RURALITY IN A CHANGING WORLD

Paulina Rytkönen[1] & Ursula Hård[2]

Research about Localized Agri-Food Systems (LAFS, also called SYAL – Systèmes Agro-alimentaires Localisés in French, and SIAL – Sistemas Agro-alimentarios Localizados in Spanish) is dedicated to the study of various aspects of agro-food organizations in which participants, stakeholders, resources, products and landscapes are associated by the sharing of common values, habits, historical experiences that give rise to a common socio-economic basis and a shared identity (Muchnick, 2009; Requier-Desjardins, 2003; Rytkönen, et al. 2013; Rytkönen, 2016). Under this research umbrella, some specific topics are the generation of collective action rather than just achieving simple agglomeration effects (Requier-Desjardins, et al. 2003; Boucher & Pomeon, 2010); the role and definition of origin based quality (Allaire 2012); the creation of value (Vandecandelaere, et al. 2009); their characteristics and territorial features (Sanz Cañada, 2016); the use of Geographical Indications (GIS) and other tools used to promote LAFS and the creation of value (Barjolle & Sylvander, 2002; Ragnar, 2014; Rytkönen, 2016) and their impact on the environment (Belletti, et al., 2015).

Thus, as the number of subjects within LAFS research is so wide, it was a natural choice to select the widest academic umbrella possible in preparation of the 7th International Conference on Localized Agri-Food Systems, namely the New Rurality.

The discussion about the new rurality emerged initially as a response to changing geopolitical food and agricultural relations that increased the level of competition in the global agro-food sector (Ilbery 1991) and that forces farms and rural food firms to seek new ways and push for new institutional settings (Ilbery 1991; Baldock et al 2001; Davoudi, et al. 2008; Higgins, et al. 2008; Rytkönen, 2016). The emerging socio-economic landscapes are fueled by new patterns of demand (Kneafsey, et al. 2013; Rytkönen 2012). Some of the roots of the new rurality can be found in the initial organic farming movement (Nousiainen, et al., 2009) and some of its expressions are farm elaboration of raw materials; the introduction of new products; the valorization and patrimonisation of previously marginalized areas by the use of quality schemes that link agro-food products to their origin; the articulation of localized agri-food systems, short food chains and/or community supported agriculture that shorten the distance between producers and consumers (Whatmore et al., 2003; Goodman 2004; Watts et al., 2005; Venn et al., 2006; Higgins et al., 2008; Little et al., 2012). The new rurality addresses consumers increased demand for food safety, food with history and longing for rural romanticism (Anthopoulou et al 2014). Another issue is the increasing importance of tourism in the creation of economic value (Canavari et. al 2007, Bonow & Rytkönen, 2011).

LAFS are just one expression of the new rurality, and while an important previous emphasis has been put on cultural and territorial aspects related to geographical indications (Arfini et al 2012), the further articulation of the new rurality through the re-negotiation of rural-urban agro-food relations expressed through the increased importance of short food supply chains, local food systems and alternative food systems (Kneafsey, et al. 2013; Feagan, 2007). LAFS contribute to improve and maintain rural livelihoods at the same time that urban consumers growing demand for local food is

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met (Mikkola & Risku Norja, 2013; Barthel, et al 2012; Starr, 2010). All of this calls for further scrutiny. This is especially important in the light of some of the most important challenges facing agriculture and rurality in Europe today, for example the long-lived economic crisis that has affected important parts of Europe during the last years, the recent shift in the Rural Development Program from a common European policy to a more decentralized orientation for the period 2014-2020, the upcoming free trade agreement between the EU and the US through the so called TTIP (Transatlantic Trade and Investment Partnership), and the impact of the recent Russian boycott against food imports from Baltic and Nordic states[3]. All of these issues were raised in the call for papers and the proposals received were grouped into four themes.

The New Rurality

The New Rurality has developed differently in different parts of the world. Most examples mentioned above refer to experiences from parts of Europe (for example France, Spain, Italy and the UK) and the US. But research about the New Rurality in Norway, countries around the Baltic Sea (e.g. Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, Russia and Sweden) and the Eastern European countries, is still modest. In Denmark, Sweden and Finland the New Rurality is slowly working its way through, fueled both by a rising demand for local food and food experiences, but also through inspiring examples from other countries. In Norway, state subsidies for decades supported and promoted small scale production of terroir food, but recently, a new policy orientation is consciously cutting down subsidies with the purpose of slimming down the size of agricultural activities. In some of the former Eastern European and Baltic states, such as Romania, Bulgaria, Albania, the Czech Republic, Hungary, Slovenia, Slovakia, Lithuania, Latvia, Estonia and Croatia, agricultural modernization and a raise in productivity might be needed to meet each of these countries domestic demand and in some cases even to achieve food sovereignty.

To capture some of the topics and dynamics mentioned above, an important share of papers presented under this theme focused on experiences about the New Rurality in general and LAFS in particular in Sweden, Norway, Hungary, Romania and Germany. Also a panel debate including scholars and local experts was held to address current challenges for the New Rurality with a special interest on nationalism, security issues and the current crisis' faced by the Nordic countries and the Baltic and Eastern European Countries (BEE). Another important issue – with a mainly European perspective - was the role of knowledge in the adaptation of innovation policy instruments, of how social technologies have opened new possibilities to exchange rather than transfer knowledge, to communicate and co-create values and how using ICT platforms can be used to promote rural development. Finally, the role of 'glocal' links as enablers of opportunities and sources of challenges were discussed in relation to entrepreneurship, its potentials and limitations in rural development – in theory and practice in particular Europe and the Americas.

Territorial Governance and Localized Agri-Food Systems

One of the most prominent features of the New Rurality and of LAFS is the shift from government, - e.g. a top-down model of organization of agro-food relations and the implementation of agro-food policies, aiming to industrialize agriculture – to a bottom up governance model, in which a heterogeneity of structures co-exist side by side and in which policy implementation makes the empowerment of local stakeholders possible (Whatmore et al., 2003; Goodman 2004; Watts et al.,

[3] Although this boycott has been directed towards Nordic and Baltic states, it has indirectly made a negative impact on agricultural prices elsewhere as supply that was previously absorbed by Russia had to find new receiver.

2005; Venn et al., 2006; Higgins et al., 2008; Little et al., 2012). Within the LAFS research a special emphasis was previously put on the neo-marshallian origins of this research orientation (see for example Requier-Desjardins, et al., 2003). But there is still a lacuna of knowledge concerning governance, especially scrutinizing the potential of territorial development.

To contribute filling this gap of knowledge, the three sessions conducted under this topic highlighted various aspects of governance, both in Europe as well as the Americas. The most important issues highlighted were the mechanisms leading to collective action, the relation between producers and the market, as well as the relationship between how territorial assets are incorporated in the LAFS and the creation of value. A second issue was the problematization of quality, both as a multidimensional concept and as the link between the territory and the LAFS. Finally, a number of papers highlighted branding, especially in relation to geographical indications.

Localized Agri-Food Systmes and the Market: Short Food Chains, Public Procurement, and Tourism

Both in policy, but also in research, questions related to the supply side of the local economy have dominated. An important reason is of course that understanding local livelihood strategies and the organization of production and of local agro-food relations are central issues for designing policies to promote rural development. But in later years, a greater emphasis has been put on the role of the market and how it constrains or promotes local agro-food relations and thereby also set the frame of action for individual farms and rural food firms. By 'bringing the consumer back in' or interpreting the consumer as a 'prosumer' it is possible to problematize and understand the role played by the consumer in promoting rural development in general and LAFS in particular.

One important argument put forward over the years is the emergence of new consumer needs, which have become a driving force behind the development of the New Rurality and thereby also of LAFS, short food chains and local food. Consumers' motives are mainly related to lack of confidence in the food industry in the wake of several food scares, environmental concerns and moral issues in relation to their own consumption (Schnell, 2007; Little et al., 2012). In addition, changes in lifestyle makes consumers yearn for nostalgia food (Anthoupoulou & Koutsou, 2013).

An upcoming discussion concerning the market is the role of public procurement. This is not least visible in the political discussion in which the question of how public consumers, such as schools, hospitals and regiments can promote rural development by buying local food. Some of the questions raised within this discussion is food quality, food education, and not the least employment issues (e.g. to consume local food rather than cheap imported one).

Moreover, the role of tourism as an engine for the New Rurality and of rural development is often highlighted. In relation to LAFS, the role of heritage tourism through its capacity to generate consumer loyalty, but also in the generation of positive spin-offs needed further scrutiny.
All themes mentioned above were highlighted by the papers presented under this topic. Special attention was devoted to short circuits and the raising importance of direct selling; logistical arrangements, governance issues and examples of public food and public procurement; and to several examples of branding, the use of heritage and adaptation in agro-tourism and eco-tourism in Europe and the Americas.

Environment and Agroecology for the Localized Agri-Food Systems

An often highlighted argument in favour of the New Rurality and thereby also of LAFS, short food chains and local food is their ability to promote more sustainable production. This argument might be the result of the fact that important parts of the origin of the New Rurality, and therefore also of LAFS is to be found in the early organic food movement (Nousiainen, et al., 2009). The sustainability argument is used routinely, but it is not always backed up with research (see for example Gueringuer, et al., 2013). Consequently, the need to promote research about the links between LAFS and the environment is relevant, especially in the light of upcoming environmental challenges.

The papers presented under this topic span over a wide array of issues. The first deals with challenges and vulnerability faced by pollinators and how these are affected by environmental change. A second theme highlights the impact of the market, institutional structures but also the impact of exogenous forces on LAFS and on the long term possibility to maintain local livelihoods. Finally, a third theme highlights strategies to meet environmental challenges, innovations and synergies made possible by territorial development and the economic potential of LAFS in relation to agroecology as a framework for action in the transition from conventional production to more sustainable agro-food production systems.

About the conference and these proceedings

The International Conference on Localized Agri-Food Systems is a bi-anual conference held alternately in Europe and Latin America. This 7th conference was academically endorsed and carried out through a collaboration between the European Research Group, ERG Syal[4], the REDSIAL Americana[5], the Nordic Association of Agricultural Scientists (NJF)[6], EnterForum[7] and Centre for Baltic and East European Studies (CBEES)[8]. Thank you all for your help and support, and a special thank you to EnterForum and CBEES for generous financial support.

Before the conference all participants were invited to submit a Short Paper for inclusion into the Proceedings and most of the authores accepted this invitation.
The Short Papers were reviewed by the convenors of the respective session, and revised after the review process. Thank you all convenors for devoting your time and commitment to ensure the quality of this publication. And thank you to all authors for taking the necessary time to prepare and revise your short papers.

We also direct our thank you to the keynotes who contributed with important insights on various aspects of the agro-food discussion.

These proceedings are published only after the conference. It is our hope that the discussions during and after the conference as well as the short papers will bring new energy into the academic debate about localized agri-food systems.

Stockholm, June 2016.

Paulina Rytkönen and Ursula Hård

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[4] http://syal.agropolis.fr/
[5] http://redsialamericana.blogspot.se/
[6] http://njf.nu/
[7] http://www.sh.se/p3/ext/content.nsf/aget?openagent&key=om_oss_1300799972988
[8] http://www.sh.se/CBEES/

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Keynote 1. Localized Agri-Food Systems and Biodiversity

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Localized agri-food systems can increase farmer's economy and promote rural development and, not at least, be of outmost importance for biodiversity. Farming practices have an immense impact on European biodiversity. Agricultural modernizing and intensification is identified as one of the main threats to our biodiversity, while traditional low-intensity agricultural systems create and maintain species rich ecosystems. Semi-natural grasslands, created by traditionally grazing or mowing are among the most species-rich vegetation types in Europe and a key habitat for biodiversity.

The Norwegian agriculture and partly also the agriculture of the other Nordic countries have been based on an outlaying land – infield farming system since the Iron Age until the 20th century. In Norway arable land is strongly limited but the outlaying land ("utmarka") offered large areas for grazing, fodder harvesting and production of timber, fire wood, fence materials, charcoal etc. This extensive use of outlaying land, resulted in a varied and light open landscape with a lot of different semi-natural nature types as semi-natural pastures and hay meadows, grazed forests, coastal heathlands, grazed or mowed flood plains, seashores and islands, pollarded or coppiced woodlands.

Today all these semi-natural nature types are threatened or nearly threatened in Norway as well as in many other European countries, and so are many of the species connected to them. However, in Norway still more than 2 million farm animals graze on outlaying land and more than 1000 summer farms are still in use. Studies have shown how the free ranging animals utilize large areas. They to a large extent prefer to graze grass and herb dominated habitats and contribute thereby to maintenance of semi-natural open and semi-open nature types.

Grazing affects the individual plants and ecosystems in several ways. Responses of individual plant species may also differ depending on among others habitat type and identity of neighbor plants. In Europe livestock grazing usually increase plant species richness. However, the effects of grazing also depend on historical factors, vegetation type, soil conditions, grazing time and time intervals between every grazing event as well as animal grazing behavior. The behavior differs between species and between breeds of grazing animals and even between individuals.

Semi-natural pastures are complex ecosystems and numerous theories have been presented to explain high plant species richness of grazed areas. Traditionally management of such key habitats is of high importance for conservation of biodiversity in the Nordic countries as well as in other European countries. Furthermore, such management also maintains several ecosystem services. In this connection localized agri-food systems based on husbandry can play a decisive role for biodiversity and for important ecosystem services.

Keynote 2. Perspectivas de Sistemas Agro-Alimentarios Localizados en América - Conceptos, Percepciones, Prácticas, Iniciativas y Desafíos

(Perspectives for Localized Agri-Food Systems in Latin America: Conceptions, Perceptions, Practices, Initiatives and Challenges)

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Considerar los aportes del enfoque SIAL en América, implica en primer lugar considerar las particularidades de ese continente. Un continente con lenguas europeas como idiomas oficiales (español, inglés, portugués, francés) y con la presencia de numerosas lenguas aborígenes, pero con escasa preponderancia y en su gran mayoría en vías de desaparición. El estatus de los pueblos originarios es muy variable, pero predominan las situaciones en las que las culturas autóctonas son poco valorizadas y muchos casos marginalizadas. Entramos así, en cada país, diversos tipos de territorios: territorios de comunidades indígenas, de comunidades mestizas, de inmigrantes, «mosaicos de culturas», de comunidades afro-descendientes. Estas realidades son atravesadas por su carácter de territorios rurales, urbanos, rurbanos.

Los contextos institucionales y las orientaciones políticas varían entre países y en cada uno de ellos a lo largo del tiempo. Se alternan así países y períodos históricos con mayor o menor niveles de intervención del Estado en la regulación de la economía. Varían también las finalidades políticas que subyacen en cada propuesta, reconociéndose un abanico que va desde la búsqueda del Progreso Económico, a propuestas de promoción del Desarrollo, o inclusive de Desarrollo Endógeno. Una situación especial la constituyen actualmente Ecuador y Bolivia, quienes han incorporado en sus políticas el concepto de Buen vivir

Una encuesta que abarcó a veinte (20) colegas de América, permitió identificar las principales dificultades y los aportes del enfoque SIAL en el contexto americano. A nivel de las potencialidades destacaron la presencia de territorios con especificidades valorizables, ecosistemas con alta biodiversidad, creciente conciencia de las especificidades culturales como patrimonio, creciente sensibilidad de las poblaciones urbanas sobre la riqueza del mundo rural y creciente conciencia sobre la necesidad de preservar el medio ambiente.

Respecto a las limitantes, los colegas identificaron en primer lugar la falta de recursos (19%), políticas públicas inadecuadas (15,2 %), marcos legales inadecuados (13 %), bajo capital social (10 %), la discontinuidad de las políticas (7,6%), la falta de capacitación e información (7,6%) y otros factores como falta de infraestructura o corrupción.

Las sugerencias para potenciar las intervenciones se centraron en políticas públicas adecuadas (23%), asistencia técnica y capacitación (13,5%), valorización del territorio (13,5%), agregado de valor (9,6%), desarrollo de circuitos cortos (7,7%), organización de productores (7,7%), adecuación de las legislaciones (5,8%) y acceso a mercados 83,8%).

Al analizar los aportes del enfoque SIAL, los profesionales respondieron que constituye una metodología para la activación territorial (23,5%), un referencial convergente con el concepto de territorio (19,6%), propone una visión integral y participativa de los territorios (17,6%)se focaliza en el rescate de tradiciones, patrimonio e historia (15,7%) y permite el empoderamiento (7,8%) y la capacitación de los actores (7,8%)

Entre las materias pendientes del enfoque SIAL en América, se subrayó la necesidad de desarrollar más estudios sobre políticas públicas "más aterrizadas" y diferenciadas a las características de los territorios, de lo productos y de las organizaciones campesinas y la consideración de aspectos como la seguridad Alimentaria asociados a la preservación de alimentos y dietas tradicionales, especialmente de las poblaciones rurales.

Keynote 3. Territorial Proximity, Territorial Governance and Challenges for the New Rurality

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The rapid changes in rural areas ask the question of the future of rural territories, facing major social and economic worldwide evolutions. These changes are increased by economic policies like the EU growth strategy for 2020, which puts the stress on regional smart specialization, sometimes at the expenses of the peripheral zones and in favor of the largest urbanized areas. At the same time, it is now widely imposed that rural territories might have to "work for" the cities and their suburbs, be there in terms of food provision or related to the disposition of local amenities for tourism or leisure activities.

As a matter of fact, the place and the role of agriculture are at stake nowadays; they are challenged in many ways by these major economic or social evolutions, and by some severe mutations in the image of the countryside in itself as well. In many rural regions farming is no longer the dominant economic activity, even if it still occupies the larger part of the soils and remains the main source of land use occupation. And the fast development of agriculture within and nearby the city, accompanied by the diffusion of new models like short value chains or local food productions or the use of ICT question the future role of rural areas and of the types of products required for urban dwellers and rural inhabitants.

These evolutions give birth to a great renewal of human, technical and economic relations in localized agri-food systems. Far from disappearing, these latter undergo a series of mutations, related to 1) the increasing interest for local food, organic productions, reduced stages economic processes, circular economy, recycling, industrial ecology and bio economy; 2) the demand of local population – who are becoming more and more highly educated and more diverse – for an increased level of participation in public decision, be there co-operation between stakeholders, multiple collaborations, territorial governance of participative democracy. Rural areas have to innovate in organizational, social and institutional fields, based on specific resources and a renewed connectivity between local actors.

All this lead to a careful attention for the territorial roots of agriculture and agribusiness productions, and especially for the very nature of localized agri-food systems. It raises the questions of how producers relate to their land, to places and to the origins of their products, and to consumers' needs.

In order to promote the development of 21st Century localized agri-food systems and favor their insertion in the rural society as well as their link with urban areas, it appears crucial:

- To improve the level of co-operative production behaviors and to asses for the development of powerful local networks and local certification, based on the setting and the strengthening of territorial proximities between local actors of the food production process, be there farmers, retailers, clients or gatekeepers;

- To develop organizational and institutional tools like governance structures, local committees, charts and technical devices, in order to increase the participation of local stakeholders and the setting of territorial governance processes, devoted to a better inclusion and involvement of local populations to the decision-making processes.

Keynote 4. Placing the Bio-Economy: The Necessary Renaissance of Agri-Food and Rural Development in the Post-Carbon World.

Professor Terry Marsden

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Panel: Challenges for the New Rurality in Turbulent Times – Nationalism, Security and Crisis

While the potential challenges of agro-food globalization on the new rurality are widely known, new threats, such as the upcoming North American and European Trade Agreement (TTIP), the rising nationalism in Europe, and the recent Russian import prohibition of agro-food products from Europe and especially from the Baltic and Eastern European countries (BEE countries) are less known.

Moderator: Linn Rabe[1],

Discussants:
Ann Norderhaug[2],
Stefan Ewert[3],
Camilla Eriksson[4] &
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THE NEW RURALITY

Session 1. The New Rurality in the Baltic Region and Eastern European Countries in Turbulent Times

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While the potential challenges of agro-food globalization on the new rurality are widely known, new threats - such as the upcoming North American and European Trade Agreement (TTIP), the rising nationalism in Europe, and the recent Russian import prohibition of agro-food products from Europe and especially from the Baltic and Eastern European countries (BEE countries) - are less known.

As the new rurality in general plays a key role in the livelihood strategies of farmers and rural inhabitants in, for instance, the Baltic and Eastern European countries, increasing our knowledge of this particular reality is important.

In addition, most previous research within this field focuses empirically on cases in countries like France, Italy and Spain, but there is an upcoming interest for research within this field in the Baltic and Eastern European countries, as well as within the Nordic countries and the countries surrounding the Baltic Sea (Baltic Region/Baltic Rim).

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Community Development and Small-Scale Food Production:

Multifaceted Demands on Rural Entrepreneurs

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***Abstract* –In this paper we investigate how small-scale food producers handle the tension between small-scale craftsmanship production and the traditional business growth logic. We use qualitative case method and investigate two farms. Our result shows that growth occurs more in forms of collaborations rather than within an organization.**

Keywords: entrepreneurship, community development, small-scale food production, collaboration, growth.

Introduction

Conditions for working as an entrepreneur differ for rural and urban entrepreneurs. In rural areas, choices are far more limited in terms of job opportunities, infrastructure and labour. This fact has led to the assumption that these limits may be a driving force in rural areas and that entrepreneurship may be the solution for rural development (for a review of the literature, see Baumgartner, Pütz, & Seidl, 2013). "Go for small-scale food production!" So goes the encouragement from county administrative boards in Sweden, in what may seem to be a panacea for curbing the de-population of rural areas while maintaining or improving biological diversity in our nature. A strong interest in small-scale food production has emerged in many regions of Sweden, and within research on small-scale food production the emergence of gastronomic regions is discussed precisely as such a solution for growth in rural areas (Rytkönen, Bonow & Wramner, 2013). The products in these specific regions are linked to their origin and authenticity since they stem from a site-specific tradition, e.g terroir (van Leuwen, Roby, Pernet & Bois, 2010) that is older than the industrialized food production (Nygård & Wramner, 2013).

In the northern part of Sweden a national centre for food craftsmanship called Eldrimner was established in 2005. The centre has introduced a certification for handcrafted, or artisanal, food. Central concepts are small-scale production, traditions, craftsmanship, and natural ingredients without unnecessary additives. Industrial production is seen as the antithesis, and the food craftsman therefore has a role in creating a counterweight to industrial production. The political vision and effort to "create" food artisan entrepreneurs is focusing on small-scale, tradition and craftsmanship whereas the view on growth and new employment opportunities is grounded in logic concerned with increasing capacity requirement and large-scale production. Hence, the expectations of the rural entrepreneur are multifaceted. The entrepreneur is expected to keep the rural areas alive and flourishing by committing its business to the local context but also by creating growth and new jobs.

In this paper our purpose is to explore two cases of entrepreneurs in two different places and contexts, one in the north and one in the south of Sweden. Both cases have an outspoken vision of small-scale production and community development. How do they handle the tension between small-scale craftsmanship production and the traditional business growth logic?

Methods and sources

The cases were prepared using qualitative methodology. The "Cheese farm" case was based on written material from websites and news articles but also from observations made during a 3-day artisan conference. The "Charcuterie farm" case was based on interviews and observations, as well as written documents from websites.

Theoretical framework and organising concepts

The entrepreneurship literature separates opportunity driven from necessity driven entrepreneurship. In an attempt to explain and differentiate between the different types of entrepreneurship, the necessity driven one is portrayed as an outcome due to lack of other options for income, i.e. there is a low level of employment options in the society (Storey, 1994).

The opportunity-based entrepreneurship is then what is traditionally more thought of as entrepreneurship, where the opportunity to start a new business or organization stem from the idea that the entrepreneur either has discovered or created a market whereupon he/she can exploit the opportunity (see Alvarez & Barney 2007 for a discussion).

Later research has acknowledged the importance of external relationships for small firms to grow (see Street & Cameron, 2007 for an overview). Through collaboration with external organisations, small businesses can then get access to resources that would otherwise not be available.

Results

In our cases the "Cheese farm" is the case most related to entrepreneurship out of necessity. Neither of the three farm families could make it on their own so they decided to cooperate together by setting up a dairy firm with joint production of milk

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and cheese. By doing so they managed to create jobs for themselves as well as for others in the village. Using entrepreneurship for community development has continued to be part of the cheese farm's strategy.

If we turn to the "Charcuterie farm" case, the owners' claim that it was out of necessity and for family reasons that they had to change their way of living. Hence, in this particular case entrepreneurship per se was considered to be a necessity since the family perceived that the entrepreneurship was the only viable outcome as to gain some control over their work life. Redefining necessity entrepreneurship as an outcome due to perceived lack of sustainable options for an income may be of interest when investigating entrepreneurship in general, but perhaps even more interesting when looking into what may generally be considered more of a life-style entrepreneurship.

The "Charcuterie farm's" owners also saw an opportunity of starting this firm in Sweden rather than Germany, where they are originally from, due to weaker legislation on charcuterie production and better farm prices. Though, the products of the "Charcuterie farm" are produced by German artisanal/handcrafted manufacturing methods and named by German names, they are locally produced in the Swedish place Halland. So, the Swedish locally produced charcuterie is sold with a German geographical identity, i.e. terroir, since the production is based on the owners' self-educated knowledge of the German craftsmanship and quality standards. The regional imprint then remains even when moving to a new location (Nygård & Wramner, 2013). The opportunity driven factors is also related to the context of Halland, which is a region close to the market and customers.

This is also one of the more visible differences between the two cases, i.e. the context and as such the pre-conditions where the firms are situated. There is no need for the "Charcuterie farm" to transport the products long distances if we compare with the "Cheese farm" in Jämtland, in north of Sweden. For instance, the northern region of Sweden (Norrland) covers 60 % of Sweden but only has about 12 % of the total population of Sweden. So, is there a tension between small-scale and growth for these firms?

Both cases seem to handle this tension, between small-scale and growth, by engaging in local development based on the idea of co-operation. The engagement in these organizations could be seen as creating opportunities together with other local farmers and public organizations and relates to the co-operative idea that together you will be stronger. The risks that are related to investing in and running production facilities, farms, etc., for the supply of meat or milk are spread among several actors and not just on a single firm. For instance, the "Cheese farm" started out with three families cooperating in producing dairy products. Today, this farm has no dairy cows and goats and depends on other farmers in the village and in the nearby rural area for their production of cheese.

Conclusions

In both cases we can recognize that the collaboration in networks is considered a more viable and sustainable path for the entrepreneurs than growing through employment. Of interest here, is that the firms in our cases seem to "add on" other self-employed farmers to their business to be able to match the demand for their products. Hence, the notion of growth occurs more in forms of collaboration rather than within an organization. In addition, the firms are investing in creating experiences for their customers rather than increasing the number of units produced. Hence, they want the customers to experience how and why they produce their products the way they do.

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Can One Live on Food?

Local Development and New Enterprises by Food Produce (Hälsingland, Sweden)

Ursula Hård[1]

***Abstract* – From a gender perspective the presented process-study problematizes formal and informal institutional possibilities and obstacles, including gender contracts, which women as business owners, entrepreneurs and social entrepreneurs face in rural communities as they – partly in co-operation with other entrepreneurs, official channels and Non Governmental Organizations (NGOs) – promote livelihood and local development by starting and developing businesses within locally produced food in Hälsingland, Gävleborg County, northern Sweden.**

Keywords: locally produced food, entrepreneurs, formal and informal institutions, gender, local development

Introduction[2]

In many countries large scale production within food businesses has long been dominant. This means that institutional conditions, both formal (laws, regulations) and informal (norms, values), have influenced the perception of as well as the actual running of businesses and operations. Changes in the labour market and conditions for livelihood in rural areas, together with various so called food-scares, among other things, have led to an increased focus from EU, structural funds, government agencies, NGOs, business owners, and entrepreneurs, towards a more small scale and regionally and locally based agriculture and farming and, subsequently, locally produced food.

From a gender perspective the presented process-study highlights and problematizes formal and informal institutional possibilities and obstacles – including national, regional and local levels of existing gender contracts – that women as business owners, entrepreneurs and social entrepreneurs face in rural communities, as they promote livelihood and local development in the regions in question, by starting and developing businesses within locally produced food.

A research overview of small-scale food production related to regional and local labour market and rural policy, compose the background to the empirical part. Though, here, the empirical part will mainly be in focus. It constitutes of three minor studies, focusing on the dilemma regarding moving away from producing food in home kitchens, to choosing or being forced by formal and informal institutions, to instead having to produce in an established and certified production kitchen.

Methods and sources

The process-study's time period is mainly between 2003 and 2008, but with some references thereafter. For reasons of space, in this paper only the initial phase is presented. The material is based on literature and other written materials, as well as on interactive observations and recurring periodic interviews, mostly personal but also follow-up telephone interviews.

Those here interviewed are six business owners, entrepreneurs, and social entrepreneurs. Social entrepreneurs can be described as individuals who often possess vital knowledge and have good contacts and networks and, by social mobilization, work for societal development, entrepreneurship and to help to create livelihood in the local community, as well as serving as a link between various levels of society and different organizations. (See e.g. Johannisson & Nilsson, 1989). Half of those interviewed were also responsible for and ran three different Local Resource Centres for Women.[3]

Theoretical framework and organising concepts

The process-study uses mainly theories related to formal (laws, regulations) and informal (norms, values) institutions (North, 1990). These are not seldom path dependent and, thus, have a tendency to linger. Also, they are usually not easy to change, and in turn they may lead to various look-ins. Though, there do exist openings in the institutional frameworks. In order to create change and look-outs, various entrepreneurs do play a key role in finding and acting on these opportunities.

Part of the formal, and especially the informal institutions, are theories concerning gender contracts (Forsberg, 2001). Gender contracts can briefly be described as, foremost, informal agreements or contracts between the sexes that govern political life, working life and family life. They often exhibit non-flexible structures and they are designed and reproduced in everyday actions and maintained and renegotiated by active individuals through social interaction.

Overall, the process-study is linked to theories and research regarding regional and local labour market, regional development and rural policy. In turn, these are also related to small-scale food production. Other key concepts are, for instance, entrepreneur, social entrepreneur, time and space.

Background

The background to the local context is, among other things, that a business owner as well as

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[2] The study is published in Swedish (Hård, 2013, 20 pages) - which is to be part of my coming thesis.

[3] Resource Centres for Women, national, regional, local, were established after a proposal from the Swedish Government in 1993/1994, in order to increase women's influence and strengthen their democratic position in society; by for instance promoting increased employment and entrepreneurship, as well as enhancing their participation in regional and local growth and development.

being a social entrepreneur and the head of a Local Resource Centre for Women in Gävleborg County, started a local and regional project in rural parts of Hälsingland. Already at the first meeting, the produce and production of food and related activities were highlighted as possible areas to explore. These areas continued to be important throughout the process and during the further development and expansion that occurred through the design of a larger transnational EU project.

Results

In the study's first part, focus for the interviewed business entrepreneurs are mainly on the dilemma regarding moving away from producing food in their own home kitchens, to choosing or being forced to instead having to produce in an established and certified production kitchen. All this is based on, among other things, formal laws and informal standards, norms and beliefs regarding, for instance, health issues, physical distance, time, location and mobility. The three minor studies presented illustrate this situation, based on *requirements, needs* and *adaptation* for the use of established production kitchens, when engaging in locally produced food.

The entrepreneurs had to relate to formal institutions such as various laws and regulations concerning food production. These are especially designed and adapted for large-scale operations, and not for business owners engaged in local food production in small-scale form. This was shown in the construction and use of production kitchens. For example, the possibilities to use municipal school kitchens varied and were changed and regulated on the basis of new food laws as well as formal and informal local regulations and decisions.

In accordance, the interviewed entrepreneurs stressed that from the part of authorities and health inspectors; there exist an over-reliance on the security of the large-scale production, while at the same time mistrust is displayed towards how small-scale food produce and production activities are conducted, as well as ignorance regarding how small-scale food produce and production should be carried out in order to be successful.

Conclusions

The overall purpose of the institutional framework is to create a favourable environment for local and regional initiatives as well as partnerships between different actors. Though, as a contradiction, it can be observed that locally-produced small-scaled businesses are on the one hand encouraged by the EU as well as the state and the municipalities, while on the other hand formal rules and informal norms often primarily favours large-scale productions and companies. This has, to quite a certain degree, also a gender aspect, as, for example, men more so than women are represented as producers and business owners within the large-scale operations. The authorities, and others, hereby contribute to the normative. All this could lead to path dependency, which, in turn, could lead to look-ins and thereby hinder regional and local development. It all shows, that history and earlier choices and paths taken can and do matter.

In order to move towards small-scale produce and production, changes in formal and informal institutional terms are required. Even though institutions are difficult to change, there do exist a certain room for manoeuvre. This can be explored by creative social/entrepreneurs, and may lead to look-outs. To be able to invest and earn a living off small-scale food companies, strategies for different forms of co-operation with official channels, the villages, various NGOs, and other entrepreneurs, have proven important for the continuation of the development processes in focus, as well as for various changes that have taken place.

In conclusion, the entrepreneurs' choices to operate within small-scale food produce and production can be seen as a reaction regarding the ongoing structural transformations on various levels from global to local, which are also in accordance with the situation on regional and, above all, local labour market. Though, it can also be seen as a genuine interest in and commitment to creating livelihood through locally produced food in particular. The entrepreneurs' various engagements and commitments are ways of creating maintained livelihood in form of supplements to their already existing activities and businesses and/or as entrepreneurs of new businesses. It is also by social entrepreneurship in interaction and coalition with various actors on different levels - transnational, national, regional, local – that they make further contribution to the local rural development and, thus, in the long run, for the villages to survive and thrive. Aspects that are seen as prerequisites for enabling to stay in the countryside, and creating livelihood for oneself, as well as for others. The work and commitment by the social/entrepreneurs are thereby multi-folded.

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Local Food, Local Identity and Local Image

Bernadett Csurgó & Boldizsár Megyesi[1]

***Abstract* – Self-promotion and reinterpretation of local identity is becoming increasingly important in rural communities. The success of local image building varies greatly from region to region. The paper analyses the role of local food production in local identity creation and image building. Using the example of four Hungarian rural micro-regions we analyse how a local community presents itself through local food production.**

Keywords: rural image, local food, Hungary, local community

Introduction[2]

The paper is based on the literature on local foods (Renting et al. 2012, Fonte 2010), and on the role of cultural heritage in rural development (Ray 1998, Bessiere 1998, Tellström et al 2005), and to contextualize the research, on the role of food self-provisioning in Central-Europe (Jehlicka-Smith 2011, Swain 2013, Benedek-Balázs 2015). Our aim is to develop a framework to understand the interconnections of rural image local food and local community building.

Methods and sources

The case-studies were conducted as a part of a larger research on agricultural restructuring in the last two decades in Hungary. It is based on qualitative and anthropological methods: document-analysis, semi-structured interviews, transect walking and participatory observation.

Theoretical framework and organising concepts

Our analysis use insights from Ray's theory on the role of culture in rural development (Ray 1998), on Tovey's concept on the role of knowledge in development initiatives (Tovey 2008), and finally offers a typology of local food production and local image building (Csurgó-Megyesi 2015).

Results

The first case-study was conducted in the Western-Hungarian micro-region which has agricultural traditions. Traditional products were fruits, vegetables, pork and dairy products. Now, the main products are arable crops and poultry. During the last two decades former socialist-type cooperatives and the system of household-farming collapsed. Different types of private farms became main agriculture actors. The paper focuses on the group of medium and small-scale farms, which are engaged in local food production, and on subsistence farms. The group of subsistence farmers is mixed: there are locals who always produced some vegetables, fruits, some animal products, former workers and urban people. Despite this diversity they have some common characteristics: they farm on small plots, produce mainly, but not exclusively, for self-consumption, thus have weak market relations. Their activity is labour-intensive, built on family networks and own labour force. The members of this group established a shop for local products, and aim at developing a farmers' market.

The micro-region has neither a local brand nor a typical local food product. However, there is a local initiative aiming at developing the market for already existing local products, like pumpkin oil, jams, honey, wine, cheese and dairy products, and local handicrafts (artisanal products and small-scale food products). A local civic association organizes the initiatives together with other local stakeholders: the LEADER LAG and the local thermal spa. The first case study demonstrates how an existing local community tries to build local image by using local food products, and how it fails without clear objectives.

The second case study was conducted in the Eastern part of Hungary, in Hajdú-Bihar County. Our sturdy area, the Létavértes micro region, comprises ten settlements including two small towns. The most important sector of the economy is agriculture, which is quite stable and productive. However, the number of agricultural employees has dramatically dropped in the last two decades as a result of the collapse of former socialist-type cooperatives. Private firms and agricultural entrepreneurs became the main actors of local agriculture. The traditions of subsistence farming and food self-provisioning are very strong in the micro region, mostly in the small villages. The micro region is famous for the cultivation of horseradish, which became a PDO (protected designations of origin) in 2006. A big local firm and several medium and small-scale farmers are involved in horseradish production. Cooperation between horseradish producers is very strong, both in formal and informal ways.

Horseradish is regarded as the most important local tradition with several cultural aspects. Traditional local gastronomy provides several special horseradish based dishes. The Horseradish Tourist Route Association, a local civic association, was established by eight local governments, four horseradish producers and a local restaurant. Several other local actors (cultural centres,

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[2] The paper is based on the case studies of the "Living from the land" (OTKA 100682) and "Cultural heritage and sustainable rural development" (OTKA 108628) projects. Both researchers were supported by the European Union and the State of Hungary, co-financed by the European Social Fund in the framework of TÁMOP 4.2.4. A/2-11-1-2012-0001 'National Excellence Program' & the Bolyai Postdoctoral Scholarship of the HAS.

schools, civic associations, etc.) are involved in the activity of the association. They published a brochure for tourists presenting local horseradish culture and other cultural heritage of the joint settlements. They organise a Horseradish Day, Horseradish Fest as cultural events in every year, and a Horseradish Roundtable to negotiate roles and opportunities of horseradish in local development. The case presents how local actors try to develop tourism by building local image and a local food product parallel, but the result of their initiative is community and local identity building, as an unintended outcome.

The third case study site, Őrség is located in the Western part of Hungary, along the Austrian and Slovenian borders. The western frontier location resulted in a special status for the region with higher degree of control and lower degree of development during the socialist era. As a result of this, the area kept its untouched natural environment, unique landscape, special settlement structure, and traditional houses.

From the late 80's and most significantly after the change of political system in 1990, Őrség became one of the main tourism destinations for middle upper classes demanding rural idyll. Year after year more and more urban inhabitants bought second homes in Őrség, and many of them stay there from spring to autumn or settled down permanently. They were the pioneers and initiators of new tourism activities. As a result of tourism development several elements of traditional local food and gastronomy appeared in tourism services. Landscape and food interconnected. The most traditional local food is the pumpkin oil, it has the so called Őrség label, but recently there are several other local food products, from honey and mushroom through marmalade and pretzel to snaps provided in gift shops and local markets for tourists. Őrség as a landscape became a label of rural idyll, and also local food represents it, which means that local food is connected to the symbolic meaning of the place. The case presents a successful initiative to connect local food, local image and local identity building.

The fourth study area is the Kalocsa micro region in Bács-Kiskun County, in South-Central Hungary. Kalocsa and its surrounding villages are famous for the colourful flower motifs of the ornamental painting and embroidery and also the emblematic local food product: paprika. Kalocsa is one of the main Hungarian paprika-production regions. This product, the so called 'red gold', is essential in the culinary culture and the traditional image of Hungary. Local identity and image are very strong in Kalocsa region. Paprika, along with other local heritage products, is presented in museums, folk art centres, village centres where the visitors are not only locals but also outsiders. Kalocsa Paprika Days fest happens every year. However, local food heritage stepped out from its original local circumstance and it represents Hungarian traditions and identity outside the country. It is one of the main Hungaricum which is well-known all over the world. Paprika products and related traditional cultivation practices can strengthen the local identity but their symbolic meaning related to Hungarian national identity detached from the locality. The last case study presents how strong local food product became national image element without positively effecting local producers and the local community.

CONCLUSIONS

The paper analysed in four micro-regions local food, the process of local image, community and identity building, and the interaction among these processes. We have two main findings: 1.) food products and relating local events cannot create themselves a robust and well-marketable local image outside the region, but may contribute to local identity building. The success of such initiatives is dependent on the characteristics of food products and the human resources beyond the initiatives. Our second main finding is that there is a mutual effect among local food, local image and local identity. Our results suggest that the parallel development of the three element results successful local food initiatives, visible local image and strong local identity.

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Spontaneous Large Scale Practice in Romania

Urban Pastoralism as an Environmental Tool for Recreating and Maintenance of Ecological Corridors

Roxana Maria Triboi[1]

***Abstract* –Pastoralism has been marginalized in the last decades. Though, the evolution of urbanization has created a favourable context for urban pastoralism. Factors like chaotic fragmentation of the periphery, development and urban gaps or waste land, the abandonment of agricultural exploitation of arable land, the demand for dairy and meat products, European Union subventions, increased the activity of urban pastoralism (inside but especially outside cities). The phenomenon can be observed also in neighbouring countries in the Balkans. Urban pastoralism brings and entails an ecosystem and develops social and economic services that are multiple, but are not given enough recognition by residents and authorities due to the general negative perception of these practices next to the urban residential areas.**

Keywords: urban agriculture, pastoralism, ecological corridors, environmental benefits, sustainability.

Introduction

Pastoralism used to be in the ancient times the most efficient activity and represents a low-impact form of agriculture (PASTORAL 2 2001). The practice of pastoralism is an ancient tradition well anchored in Romanian national identity. Today, Romania has the third largest flock in the EU, estimated at 11 million breeding ewes and also 10% of the sheep, where small-scale farmers own 70% of the sheep flock (Eurostat 2012).

Urban pastoralism could be seen as an important tool for sustainable urbanism and for creating unity in a very fragmented and heterogenic landscape. It values the agricultural, social, economical and ecological dimension of urban lands. Though, the current attitude of ignoring or marginalizing this phenomenon can have negative consequences: the persistence of conflict of interest issues and negative ecological effects caused by spontaneous grazing might lead to its extinction.

This paper aims to address the following issues: What management strategy and which urban policy is needed in Romania to address the current situation of urban pastoralism, in order to enhance the benefits and reduce the downfalls of this practice?

Methods and sources

This article is based on several research trips from 2013 to present, to collect information about the phenomenon of urban pastoralism. I base my data on participant observation and discussion with shepherds around Bucharest urban pastures. A Google map image of Bucharest's belt driveway in the pastoral seasons allows the observation of this practice in the interstitial spaces between inarticulate residential and service areas. The study of satellite plans permits an easy identification of shelters and path of herds.

Theoretical framework and organising concepts

More recently, the multi-functional aspect of urban agriculture and more specifically of urban pastoralism gained attention all over the world. The Eastern European context as a transition area between western (developed, industrialised) and third world (undeveloped, agricultural) countries is an oversimplified approach without much to learn from. Therefore a closer look at the specificity of this area could bring some interesting lessons to the research and practice on urban agriculture and pastoralism in general and on the wider benefits provided by this activity.

Background

In Bucharest the funding requests from APIA (Agency for Payments and Intervention in Agriculture) shows that until 2012 the number of goats and sheep had an upward trend (almost 45 000).

Table 1.

Evoluton of sheep and goats flock

Year	Sheeps	Goats
2010	23 439	6 149
2011	34 119	9 276
2012	32 015	9 248
2013	25 176	7 336

Source: Agency for Payments and Intervention in Agriculture (APIA).

There to, a census conducted by the Sanitary Veterinary and Food Safety Directorate shows that in 2014 there were 2000 heads of sheep and goats in Bucharest and almost 37,000 in its periphery.[2]

A simple estimation of dairy products based on the numbers mentioned, leads us to a 1 million euro market of cheese in the capital only. The economic potential of this form of agriculture near the city is thus obvious.

Results

Unarticulated urban space development that generated gaps of vacant land

The radical change of property form by "de-collectivization" at the beginning of the 90 and the

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[2] http://www.ansvsa.ro/?pag=689

uncontrolled expansion of the city over the rural and agricultural suburbs created a chaotic mix of urban areas. The last economic crisis slowed down the residential and service sectors taking over land and allowed the installation and development of herds of sheep and goats in the "residual spaces", while land remained uncultivated. Usually, the owners have flocks of a few hundred animals, mostly around 500 heads (the studied cases) that enables them to camp temporary with minimal costs for shelters and annexes. However, this also leads to poor conditions for processing and stocking of animal products.

CONCLUSIONS

Negative aspects of this practice

The cultural and social impact on urban and local communities is significant. Locals are for example annoyed by the smell and they fear the shepherds' dogs. This attitude is reflected also in the media where most of the articles are ironic regarding fines application, even if the perception of the pastoralism in general is highly positive.

Important benefits of urban pastoralism

Because in Romania the management of green public spaces is badly managed by public authorities, the introduction of urban grazing as a regulated practice may allow higher benefits from the urban areas left un-used (commercial and industrial complexes on the outskirts, the roadsides, etc.).Even more, the most important possible benefits are related to this spontaneous practice in the peripheral urban areas. Some of them I have listed here:

- Articulating unused green lots.
- Developing biodiversity in general.
- Create a mosaic of habitats and preserving a variety of backgrounds.
- Maintaining a diverse flora through restorative management and differentiated.
- Saving forever and rustic species, valuing local breeds.
- Limiting or halting the development of certain invasive species without machines or chemicals;
- Establishing biological corridors.
- Reducing the environmental footprint for management public green spaces by green waste removal, natural fertilization of soils, eliminating the noise generated by mechanical equipment, and probably the most important is the decrease of management costs, especially in difficult accessible places.
- Providing a picturesque landscape.
- Preventing reforestation.
- Supporting short supply circuits (milk, cheese, meat).
- Ensuring the social dimension of green space.
- Creating animation-related events (mowing, milking).
- Providing a pedagogical function on agriculture and food.

Possible approach at the political level

Changing public perception of this particular form of pastoralism is important if we consider the benefits to the ecosystem brought by this activity. That could be done by public events related to pastoralism activities.

Another important step would be the recognition of the use of "construction designated land" and private properties as pasture areas by urban planners and policy makers. New types of zoning should include such forms of land utilization, temporary or permanent and the resulted ecological corridors should be identified and maintained through a better management by authorities together with herd owners.

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Local Food Production and Terroir Characteristics

Ecosystem Services from Mountain Semi-Natural Grasslands

Bolette Bele[1], Hanne Sickel[2] & Ann Norderhaug[3]

***Abstract* – Terroir characteristics of local food products are sometimes a result of ecosystem services from special nature types as mountain semi-natural grasslands. Several environmental conditions such as climate, topography, location above sea level, geology and soil are important factors defining frames for different vegetation types and available fodder resources in mountain areas. In addition, cultural traditions and a great variety in human land use systems are important determinants for grassland biodiversity. Results from several Norwegian studies show that species rich mountain pastures improve local food quality.**

Keywords: livestock, grazing preferences, semi-natural grasslands, fatty acids, secondary plant metabolites

Introduction

The summer farming landscape in Norway is still important for grazing and food production. Terroir characteristics may be a resource for farmers in branding and marketing their products from this traditional landscape. Norwegian farmers utilize this potential only to a very small extent today, but it represents an interesting possibility for local innovation. In a three years project, a research group in Bioforsk (Norwegian Institute for Agricultural and Environmental Research) focused on what terroir means under Norwegian conditions (Bele & Sickel 2015). Natural geographical factors, traditional ecological knowledge and possible effects on local husbandry products from semi-natural grasslands were discussed and results from various research projects summarized. Here we will present results from two projects regarding livestock grazing and terroir effects from Norwegian summer farming landscapes.

Methods and sources

The main objective of a study in South Central Norway, Oppland and Buskerud County, was to investigate the connections between mountain rangeland vegetation, landscape use and grazing preferences of free ranging dairy cattle and the milk quality with regard to fatty acid composition and content of various secondary plant metabolites.

Two herds in two different summer farming areas were studied during three grazing seasons (2007-2009). Area use and grazing preferences were studied by using high frequency GPS data in combination with detailed vegetation mapping, field studies of animal behaviour, microhistological analysis of faeces, analyses of rangeland vegetation composition and records of grazed plant species. For details about the methods, see Sickel *et al.* 2014. A pilot study in the Trøndelag Counties, Mid-Norway, analyzed grazing behaviour and quality in sour cream produced on milk from dairy cows on mountain pastures. The quality of brown whey goat cheese from the same area was also analyzed (Bele *et al*. 2010). Local products and fodder samples were analyzed for fatty acids, carotenoids, vitamins and polyphenols and compared with corresponding industrial products from TINE Dairy Company. Lambs from twin ewes slaughtered directly after the grazing season were also compared with reference lambs supplementary fed with silage and concentrate for nine weeks after the grazing season.

Theoretical framework and organising concepts

Terroir are on the agenda in both natural, cultural and social sciences, and represents a holistic view regarding local food identity and geographical origin. An international definition of terroir was adopted during the UNESCO International Meeting in 2005 (Delheure *et al.* 2014): "a geographic limited area where human community generates and accumulates along its history a set of cultural distinctive features, knowledges and practices based on a system of interactions between biophysical and human factors". In Norway, summer farming has during hundreds of years provided humans with food, forage and bioenergy, and resulted in biodiversity and cultural heritage. Local food production based on species rich mountain grasslands in Norway may offer many benefits and represents valuable ecosystem services (see Wrage *et al.* 2011). Feeding on fresh forages has been shown to give milk a more favorable fatty acid composition for human health than feeding on silage or concentrates (Harstad and Steinshamn 2010). The positive effects of fresh forages seem to be reinforced when grazing mountain, species rich pastures (Lucas *et al.* 2006). Mountain milk has also been found to have a high content of secondary plant metabolites e.g. terpenoids (Martin *et al.* 2005). It is likely that the bioactive properties of some of these secondary plant metabolites influence the biohydrogenation processes of fatty acids in the rumen of cattle, which make more unsaturated fatty acids escape to the milk (Lourenco *et al*. 2008). High levels of e.g. terpenoids have been found in alpine dicotyledons (Mariaca *et al.* 1997). A higher content of unsaturated fatty acids and secondary

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plant metabolites in the milk characterizes mountain dairy products and makes it possible to produce unique products from mountain regions. Mountain semi-natural grasslands are often very species rich, and contain a lot of valuable fodder and red-listed species (as plants, mushrooms, butterflies and bumblebees). Many plants in semi-natural grasslands have also been used in a traditional way as edible plants in human nutrition, as spices and medicine plants. By documenting and telling the unique story of grazing traditions, fodder harvesting and utilization of different plant species for food or medicine; local food authenticity could be strengthened. The use of native livestock breeds may also be a key element for terroir definition. Native breeds may be more suited to exploit local grazing resources than modern breeds. Milk and meat from native breeds may also have other properties than milk and meat from modern breeds. Such terroir characteristics may therefore be a resource for farmers in branding and marketing their products.

RESULTS

The results from Oppland and Buskerud showed that when available, the dairy cattle preferred open areas with a vegetation rich in species, dominated by grass and herb species. Different plant groups influenced the chemical composition of the milk differently (Sickel *et al*. 2014). For instance, the levels of β-carotene and omega-3 (α-linolenic acid) in the milk increased with higher proportions of herbs eaten. Analytical results which characterize the milk from summer farms in this project, and which can be said to give rise to unique milk products, are low contents of the unfavorable fatty acids myristic and palmitic acid, high levels of the favorable fatty acids α-linolenic acid and CLA, a low ratio omega-6: omega-3 and a relative high number of terpenes. Results from Trøndelag also showed that the dairy cows spent most time grazing grass and herb species. The analysis of sour cream, brown whey goat cheese and lamb shops showed higher levels of beneficial components in local products compared with analysis of corresponding reference products. High levels of omega-3 in sour cream corresponded with high levels in grazed fodder, but the same trend was not found for β-carotene. In local brown whey goat cheese, higher content of both omega-3, CLA, β-carotene and vitamin E were found. Lamb slaughtered directly from mountain pastures had higher levels of omega-3, polyphenols and β-carotene than those also fed on concentrates (Bele *et al*. 2010).

CONCLUSIONS

Local food production based on mountain semi-natural grasslands resulted in products with healthier fatty acid composition and a higher content of various secondary plant metabolites compared to "normal" summer and winter milk, industrial dairy products and lambs supplementary fed with silage and concentrate. These terroir characteristics may be a potential for development of labelled products.

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Sustainability in Rural Development Based on Natural and Cultural Heritage

Håkan Tunón[1]

***Abstract* – The historical landscape was a mosaic of fields, meadows and forests in small patches. Farmers had to rely on all available resources. But the changes in land use during the second half of the 20th century transformed the landscape, and the biological traces from customary use of yesteryears, e.g. the biological cultural heritage or bioheritage, are today threatened. Bioheritage includes species dependent on man's customary uses, and traces of such use, e.g. elements, structures. A continuation of customary use is necessary for the preservation and maintenance of bioheritage for the future. However, the economic situation for small-scale farmers is today threatening this continuation. The question is: can nature and culture values and customary uses add value to products produced by the farmers and thus contribute to a continuation?**

Keywords: bioheritage, traditional knowledge, rural development, synanthropic biodiversity.

Introduction

Through the centuries or even millennia, most of the rural life remained virtually unchanged. The agricultural production of the Scandinavian countryside in early 19th century did not differ too much from that of the Roman Empire. To a large extent small-scale farming in the third world is still dependent on a similar agriculture. Of course all sorts of inventions and changes have been made through the years, but the overall conditions haven't changed. The characteristics of such landscapes are a mosaic of fields, meadows and forests with fairly small patches. Manure to fertilize the fields came from the domestic animals that grazed the pasturelands in summer and autumn and lived on fodder from the meadows in winter and early spring. This constituted an annual cycle dependent on and recycling local resources. Farmers needed and relied on all available biological resources in order to create a decent living. Food, but also tools, buildings, furniture, clothes, farm implements etc. were produced from local resources. During the late 19th century the Scandinavian farming systems underwent major changes. Leguminous plants were introduced and large scale ditching was initiated and carried out. The nutrient flows of the farmland fundamentally changed (Byström & Einarsson, 2008). During the 20th century, chemical fertilisers and fossil fuels further transformed the landscape. The mosaic landscape gradually turned into a uniform and homogenous landscape and the farmers got more and more specialised. The fields of grain grew bigger, while other farms specialised into dairy production (Emanuelsson 2009).

Today only a small fragment of the landscape is used in manners resembling the historical use and production. Such remains of the old farming landscapes are internationally referred to as social-ecological production landscapes (SEPL), or what we often call cultural landscapes. To preserve and manage such landscapes, that are associated with substantial biological and cultural values, there is a need for either a continuation of the customary practices that formed the landscape, or various corresponding conservation measures. But how can such a continuation be upheld when the production methods needed generally are, or are perceived, as being economically non-viable?

Methods and sources

The reflections in this paper are mainly based on observations, interviews and experiences made during the work within Naptek (Swedish National Programme on Local and Traditional Knowledge related to Conservation and Sustainable Use of Biodiversity) 2006–2012 and the Interreg-project Grazing of outlying land: a biological cultural heritage as resource for a sustainable future 2011–2014. Most of the work has been done in close collaboration with or after consultations with farmers and knowledge holders in order to get an emic perspective of the research question. The geographical focus area is Central Sweden, mainly Gävleborg, Dalarna and Jämtland.

Theoretical framework and organizing concepts

The biological traces from centuries of customary use are often referred to as biological cultural heritage or bioheritage. It can include either synanthropic biodiversity, i.e. wild or domestic species dependent on man's traditional activities, or traces of previous use, e.g. elements, structures and even landscapes shaped by historical use of biological resources. Biological cultural heritage can e.g. consist of the presence of a plant species dependent on grazing, mowing and hay harvest, like moonwort (*Botrychium* sp.), or a particular tree shaped by pollarding for leaf fodder or other human activities (e.g. Emanuelsson, 2003; Bele & Norderhaug, 2012; Ljung, 2011 & 2015). These can be seen as both nature and culture values in the surroundings of farms with customary use of semi-natural fodder on outlying land through mowing and hay-harvesting or grazing animals. Connected to this customary use there is also local and traditional ecological knowledge, e.g. the inherited and at the same time experience-based knowhow in practical use of biological resources. This knowledge is part of an intangible cultural heritage of traditional rural communities. However, both the traditional knowledge and the tradition bearers are getting more and more scarce in

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Scandinavia, since the economic situation for the farmers makes the younger generation less likely to carry traditions forward (Tunón et al., 2013).

The question is: can nature and culture values in connection to such customary uses add value to the traditional farmers' products such as local foodstuff or tourist experiences in a traditional context. Could an increased public awareness of the cultural context and its values make customers more willing to compensate farmers for their customary use? Below I will present some ideas and reflections regarding these contexts.

Background

Semi-natural grasslands and their values have been in focus for nature conservation efforts for a few decades, especially in the Southern parts of Sweden. Consequently special subsidies have been developed, since these areas have nature values due to the grazing and hay harvesting. In Central and Northern Sweden there are subsidies for grazing at summer farms. The traditional production in the region is based on dairy products where the home farm is used in the winter and for keeping the livestock from autumn to late spring as well as for cultivation of crops, while the summer farm(s) and the outlying lands are used for grazing and harvesting of winter fodder during the summer months (e.g. June–September). In a transhumance pattern the majority of the livestock are moved from the winter shelters to the summer grazing. During the peak of this production mode, there were thousands of summer farms in the region, while there are merely a few hundred left in Sweden today, and the numbers appear to be decreasing. There has also been a gradual change in the way the remaining summer farms are being run; the dairy production has been replaced with meat production or to a stronger focus on tourism (Bele et al., 2013; Tunón et al., 2013).

Conclusions

The conclusion, still to be proven in practice, is that customary values of Scandinavian mountain pastoralism could contribute to a higher pricing of the products offered by the farmers to consumers and presumably an increased income for the farm. The potential of the intangible cultural heritage in development of a sustainable future has earlier been highlighted (Tunón, 2010; Westman & Tunón, 2010). Furthermore, the cultural landscape as such as well as its attractiveness to tourists has previously been evaluated and is indisputable (Strumse, 1998). There is also a quest for the authentic within cultural tourism that could prove to be beneficial for the farmer.

The nature and culture values of summer farms and their surroundings are fairly well known, but the use of heritage values in a marketing context has not been extensively studied. The initial step will be to collect experiences from farmers that in practice have tried to use tangible and intangible values to add value to their products and thus compile good examples that can be used to inspire other farmers as well to further develop the concept. This could in the end contribute to a continued production in the semi-natural landscape and a preservation of both nature and culture values. Furthermore, the use of semi-natural grasslands in food production is also often considered energy- and climate efficient and there are huge potentials of the fodder production on outlying lands that today aren't in use.

At present, the continuation of the customary use of semi-natural grasslands is dependent on a stable system of subsidies for preserving and developing nature and culture values. However, in most cases this is not enough; there is also a need for better prices on the provided products and higher incomes for farmers in order to create a long-term sustainability of these landscapes.

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Culinary Heritage, Governance and Rural Development

In Jämtland and Västernorrland (Sweden)

Paulina Rytkönen[1]

***Abstract* - Over the last decades a remarkable process of rural development based on the revival of local culinary heritage has been set in motion all over Sweden. In Västernorrland and Jämtland, two counties that share the same culinary heritage and history and at least in some parts, have common geographical features, the shift towards this culinary place based development has been quite different. Differences can partly be explained through institutional explanations. But as will be showed by this study, there are also important historical and other reasons behind different patterns. What was left of a once common culinary heritage has been decisive for the possibility of economic success. In this article the main emphasis is put on how the nature and character of culinary heritage influences the possibility of promoting rural development.**

Keywords: culinary heritage, new rurality, rural development.

Introduction

Jämtland is a pioneering county in the context of place based rural development in Sweden. Already in the late 1970's a chain of events and plans were set in motion to save goat farming. Eventually, this led to a self-sustained development process that gave rise to a new food artisan trade far beyond the initially intended group and the geographical boundaries of Jämtland. At different points in time, food artisans started to appear in other parts of Sweden, as a new development model started to take form. This model grasps various form of support to lowering entry-barriers to new food artisan ventures. For example: transfer of know-how in food artisan production, the facilitation of networking, some subsidies, and the possibility of renting equipment during a couple of years at a very low cost. The adoption of the new model accelerated after the Swedish EU membership as a response to increased market pressure. But while some regions have been quite successful in adopting the new model, others are still waiting for a take-off.

Previous studies have focused on structural and institutional differences and obstacles, governance models, and innovative strategies (Rytkönen, 2016; Bonow and Rytkönen, 2014), but aspects related to the role played by the quality and character of culinary resources has been neglected. This article therefore answer the following question: What role does the nature and character of culinary heritage play in the possibility of promoting place based development?

Methods and sources

In Jämtland, a case study was conducted between 2012 and 2013 focusing on causes of economic failure and success in the farm dairy sector. 24 out of the 28 farm dairy owners and also key stakeholders were interviewed. A literature review was done and a historical/archive based study was conducted. In Västernorrland, the study started with the mapping of the county's culinary heritage on behalf of the County Administrative Board (CAB), the Rural Economy and Agricultural Societies (REAS) regional office and the County Council (CC). Semi-structured interviews were conducted with key stakeholders and participatory observations during meetings and activities were undertaken. In 2014 two focus groups were conducted with stakeholders in both counties.

Theoretical framework and organising concepts

Rural development based on culinary resources – is characterized as a process of re-localization of food circles around various forms of local production systems. Place based development is defined as "the process of territorial organization of the multiplicity of relations that characterize interactions among actors and different, but non-conflictual interests and construction of a shared territorial vision" (Davoudi et al., 2008: 37). Scholars agree that some elements that are crucial for success in a culinary and place based development process are (1) the creation of networks and organizations that empower stakeholders' cooperation and interaction; (2) the activation and or qualification of local territorial, historical, cultural resources, e.g. local/historical/cultural features and products including the development of appropriate institutional frameworks; (3) the availability of knowledge and competences; and (4) resource management (Muchnick, 2009: 9-13, Boucher and Pomeon, 2010). Research often takes culinary/territorial assets for granted, therefore little emphasis has been put on how the quality and character of such assets can influence a development process. This article will contribute by analysing that specific question.

Results

The path towards place based development in Jämtland was initiated in 1978 when the CAB initiated a project to save goat farmers from extintion. The first of many consecutive initiatives was to develop a modern goat cheese that would appeal to modern consumers. The underlying reason was that traditional cheeses did only appeal to a rapidly decreasing elderly population, which created a negative economic spin-off effect for

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goat farmers. This project was followed up with a number of additional initiatives. Most of which have been undertaken and financed by the CAB, for example; (1) The creation of a new form of cooperative that entailed on-farm elaboration of cheese, while marketing and sales was done in cooperation with other cheese makers. Within this context, a local resource, e.g. goat milk, became used in a novel way; (2) The initiation of courses and field visits abroad to improve know-how on artisan cheese production. The courses eventually led to the creation of an organizational center, Matora, in 1995, which in 2006 was transformed into the National Center for Artisan Food, Eldrimner; (3) Educational and extension services were instated to improve administrative/marketing skills amongst goat farmers; (4) The institutional setting that previously favoured only large scale industrial production has been gradually challenged by Eldrimner and food artisans therefore regulations have become more allowing for small scale artisan food production; and (5) Several processes of qualification of various goat cheeses (through quality schemes and collective branding) have been undertaken.

After demonstrating the success of the goat cheese sector, food artisans started to appear working with other produces, such as marmalades, charcuteries, honey, bread. Also cheese artisans started to appear all over the country (Rytkönen, 2016).

In Västernorrland, traditional dishes have been a key feature to promote place based development. There is an important historical explanation for this. In Västernorrland, most food artisan activities and transhumance were dismantled already at the beginning of the 20th Century in favour for the growing timber, pulp and other industries that flourished during the Swedish industrialization process. Therefore, traditional products disappeared, but dishes survived in the people´s kitchens where recipes were passed on from mothers to daughters.

They have been kept alive by women, who have devoted their lives to preserve their culinary heritage by organizing courses, writing cookery books and by making public appearances with their cookery art. Interviewed stakeholders claim that the restaurant sector focuses on cheap (imported) food and there are few options for fine dining. Local chefs are less influenced by place based development because "local traditions were lost a long time ago". Traditional dishes are generally seen as parts of traditional society and considered as an "expression of folklore, an outdated tradition that is best kept at a museum". Organizations like REAS and the regional branch of the National Farmer's Association (NFA) are terrified to be linked to such phenomena. They have struggled to be taken seriously, as representatives of an industry of the future. Therefore they resist all initiatives that would mean using traditional dishes as a vehicle of development.

The only product identified by stakeholders as a symbol for Västernorrland was fermented herring. But it was not possible for stakeholders to join forces around it. Local stakeholders such as the NFA and REAS consider rural development to be just land-based. Fisheries have been institutionally separated from rural issues as farmers and fishermen are attended by different authorities at national level. And although the CAB makes continuous efforts to make people realize the potential of the 12 remaining fisheries, when projects and activities are planned fisheries are marginalized. There is also resistance against linking the image of Västernorrland with fermented herring because the product contains high levels of dioxins, which is caused by the pollution of the Baltic Sea. Thus, the nature and quality of culinary heritage makes a deep impact on the possibility of initiating a take-off for culinary based development.

CONCLUSIONS

This study has shown that the nature and character of culinary heritage plays a decisive role for the possibility of promoting place based development – at least in the short run. In this case, a path dependent conceptualization of the rural as only land-based economic activities, the struggle of local stakeholders to be taken as serious agents, a culinary heritage decimated to mainly dishes and not products in combination with the negative impact of industrialization on natural resources played against the articulation of a place based development in Västernorrland, while the decisive and continuous actions of the CAB to save a product in Jämtland led to a sustained process of place based development.

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Regional Governance and Local Agri-Food Systems in Germany:

The Role of the Bundesländer in the Development of Local Agri-Food Systems as Part of Rural Development Policy.

Stefan Ewert[1]

***Abstract* – The development and implementation of the regional rural development programmes within the second pillar of the European agricultural policy enhance the importance of the German *Bundesländer* in the policy field. In doing so, the setting of priorities within the programmes follows different agricultural paradigms. My paper analyses, if and to what extent these programmes support local agri-food systems as an element of the paradigm of sustainability and multifunctionality from a comparative perspective. The results show considerable heterogeneity. From a policy analysis point of view, there is some evidence that the participation of Green parties in government can explain the differences of local agri-food systems LAFS/SYAL-support to a certain extent.**

Keywords: rural development policy, policy analysis, regional governance, Local Agri-Food Systems LAFS/SYAL.

Introduction

The current European agricultural policy is characterized by an incremental, but paradigmatic change. While the old paradigm of productivity or modernization justified farm subsidies in order to ensure the supply of inexpensive food products, the new paradigm of sustainability and multifunctionality emphasises the creation of public goods by agriculture and requires farm subsidies for these goods only.

In this new paradigm of agricultural policy, local agri-food systems (LAFS/SYAL) play a central role. They are a crucial aspect of synergies in rural development (Van der Ploeg et al., 2000: 392-393) and contribute to sustainability (e.g. Mettepenningen et al., 2012: 61) and regional identities (Mettepenningen et al., 2012: 60-63). Yet, even if quite a lot of LAFS-initiatives are created bottom-up, most research on LAFS emphasises the need for governance (e.g. Salcido/Muchnik, 2012). Public governance triggers the innovation process of LAFS, supports the market launch, co-ordinates and certificates the market's activities. The EU institutionalised the paradigm of multi-functionality in the middle of the 2000s in the European Agricultural Fund for Rural Development (EAFRD), the so called second pillar of CAP. Thus, the support of LAFS should be part of the EAFRD.

My paper asks about the opportunities to support LAFS via the second pillar of the CAP, the extent of LAFS support in the regional rural development programmes (RRDPs) of the German federal states, and the factors that influence this support. The RRDPs offer the opportunity to analyse the support of LAFS on the regional governance level and to compare the factors that influence the differences between the federal states from a policy analysis point of view in a second step.

Methods and sources

The reg. No 1305/2013 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) defines six priorities. In priority 3 (a), the regulation explicitly defines the support of LAFS as an element of rural development. The possibility for member states to determine the extent and financial volume of the different priorities and measures in their regional programmes provide the empirical source for my investigation. In order to analyse the factors that influence the setting of priorities, I use the theoretical backgrounds and methods of policy analysis.

Theoretical framework and organising concepts

Using the differences between the paradigms of productivism on the one hand, and multifunctionality and sustainability on the other hand as an analytical starting point of my investigation substantial differences between the RRDPs of the German *Bundesländer* can be noted (Rønningen et al., 2012: 78; Ewert, 2016). Thus, the paradigms prove to be helpful for understanding the differences in LAFS support.

In order to analyse the factors that influence these differences, I follow the theoretical assumptions of policy analysis, namely partisan theory and the approach of (socio-) economic pressure. Partisan theory assumes that state activity depends on the characteristics of the parties in government. The main assumption for the field of environmental policy is that Green parties in government have a significant impact on policy output and outcome. The contribution of LAFS to sustainability and its connection to the paradigm of multi-functionality leads to the hypothesis that the inclusion of LAFS into the RRDPs is more likely in states in which Green parties are part of the government. Regarding the economic situation of agriculture, I assume a stronger focus on productivity in states with a high share of the agricultural sector in GDP and in states with large farms (cf. Ewert, 2016). Thus, I assume that it is less likely to observe the support of LAFS in these *Bundesländer*.

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RESULTS

In a first step, I analysed the RRDPs of the German *Bundesländer* with regard to three different indicators in order to get an overview on LAFS implementation through the second pillar of CAP in Germany. My indicators are (1) the inclusion of the priority 3 (a) into the RRDP, (2) the planned financial volume of the priority and (3) the target indicator for the support of LAFS.

Table 1. Support of (Local) Food Chain Initiatives through Regional Rural Development Programmes in the German *Bundesländer*

Land	Priority 3 (a)	Share of Expenditures 3 (a) planned 2014-2020	Target Indicator (%)
BW	x	1.83	-
BY	-	-	-
BRB	-	-	-
H	x	1.92	0.03
LS	x	1.20	-
MV	x	4.23	-
NRW	x	8.75	-
RHP	x	2.51	0.73
SL	-	-	-
Sax	x	0.04	-
SaA	-	-	-
SH	x	1.30	- *
Th	x	1.99	3.28

Source: Own calculation on the basis of the RRDPs, Abbreviations: BW: Baden-Wuerttemberg, BY; Bavaria; BRB: Brandenburg/Berlin; H: Hesse; LS: Lower Saxony/Bremen; MV: Mecklenburg-Western Pomerania; NRW: North Rhine-Westphalia; RHP: Rhineland-Palatinate; SL: Saarland; Sax: Saxony, SaA: Saxony-Anhalt; SH: Schleswig-Holstein, Th: Thuringia. Target indicator: percentage of farms to be supported for LAFS organisation. * SH is a fourth Bundesland which defines target indicators in this field, but uses the number of 75 measures to be supported until 2023.

While a majority of states include the priority 3 (a) into their regional programmes and define a certain financial volume, there is only a minority of *Bundesländer* that anchor LAFS in their regional programmes with concrete target indicators. Others argue that the programmes *may* support LAFS via the priority 3 (a) or even other priorities. The majority of programmes open up the possibility to support LAFS, but only few states obligate to do so.

Statistically, an influence of the Greens in government or the economic factors (share of the agricultural sector in GDP and the mean size of the farm in the respective *Bundesland*) on the indicator "Share of Expenditures 3 (a)" is not observable. Yet, if we take a look at the concrete definitions of target indicators concerning LAFS, all four federal states that defined such objectives had a Green party in Government in 2014, the year the programme was developed.

CONCLUSIONS

The establishment of the second pillar of the European Common Agricultural Policy and the related gain in competencies for the states resulted in a heterogeneous landscape of agricultural policy in Germany. And even if the small number of cases does not allow a robust statistical analysis in comparative perspective, there is some evidence that Green parties are part of the political science explanation of this heterogeneity. This is not only true for the RRDP alignment in general (cf. Ewert 2016), but also for the support of local agri-food systems in particular. My analysis shows that while the majority of the RRDPs of the *Bundesländer* is open to the opportunity of supporting LAFS, only some states define concrete target indicators for the implementation of LAFS support. In all these cases, Green parties held government responsibilities.

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Urban Community Gardens' Contribution to the New Rurality:

An Example from Stockholm (Sweden)

Madeleine Bonow[1] & Maria Normark[2]

***Abstract* – In the global North, there has been a considerable renewed interest for urban agriculture (UA) as a means to re-localize food systems by shortening food supply chains. This can be done by local food initiatives, such as community gardens. This paper is discussing community gardens in Stockholm. We have choose to look at community gardens under the lens of neoliberal governmentality Material has been gathered through participatory attendants on meetings, interviews and surveys The results show that in Stockholm one can to some extent see urban gardening practices as agents of counter-neoliberal urban transformation. But also as an expression of the new rurality were the citizens desire to shorten the food chain and re connect with their food and to create new food regimes.**

Keywords: urban agriculture', Stockholm Sweden, community gardens, governmentality.

Introduction[3]

Globally, there are today more people living in urban areas than in rural, 54 per cent of the world's population are residing in urban areas and the number are rising. A significant share of the current food consumption in the cities is made of imported products from remote localities, often from the other side of the world, which means that the current food geography is characterized by a distancing between food production and consumption. This influence of the food geography is evident in the urban context, since the city today is mainly a place of consumption, and developing local food systems in cities means an alternative to the current globalized agricultural system (Duram & Oberholzer 2010). Urban agriculture are being part of the urban food system, using urban residents as labourers. It also has a direct links with urban consumers. It is also competing for land with other urban functions therefore being depended on and influenced by urban policies and plans. Community gardens are a distinct component of urban agriculture. Even though Community gardening are technically not market sources of local foods, they are important in providing households with local food access. Glover (2003, p. 264) defines a Community garden as being "organised initiative(s) whereby sections of land are used to produce food or flowers in an urban environment for the personal or collective benefit of their members" (Glover 2003, p. 264.) The purpose of this paper is to discuss Urban Agriculture in Stockholm Sweden, focusing on community gardens. What is urban gardening in Stockholm? What challengers are the community gardens facing, are they contributing to the local food system in the city and can we see urban community gardens as part of the new rurality?

Methods and sources

Material has been gathered through participatory attendants on meeting, interviews and surveys with community gardener's and municipality officers in Stockholm.

Theoretical framework and organising concepts

We have choose to look at community gardens under the lens of neoliberal governmentality Governance is important to the development of community gardens, because the way an urban area is governed can ultimately affects how land is managed and allocated, affecting the tenure of these spaces. Urban green spaces, such as community gardens, are incredibly vulnerable to neoliberal development policies. Rosol 2010, has stated that new forms of governance-beyond-the-state have emerged. This has led to an increasing importance of non-state actors. He declares that territorially defined local communities are a relevant actor in urban governance. This development goes hand in hand with the rising importance of civic engagement (Rosol 2010). And Jessop (2002: 108) recognizes the rise of a new political tenet that 'tends to promote "community" (Jessop 2002:108). An increasing interest for the relationship between community gardens and neoliberal planning has sprung (McMichael, 2012; Rosol, 2010), It has also been argued that Urban gardening (UG) can be understood as an expression of citizens' willingness to give their voice to decisions on urban space planning (Certomà, Notteboom 2015). UG practice is often seen as a spontaneous and grassroots phenomenon anchored in urban counterculture. But according to Certomà & Notteboom (2015) the establishment of new UG has in most cases been facilitated through the city council or private actors it's a form of Transactive governmentality (Certomà, Notteboom 2015).

Results

Stockholm has approximately 12 community gardens scattered throughout the City and its suburbs, the number is rising every year. The community gardens are all newly established and the growers are mostly people from the middle

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class and/or trend, and environmentally-conscious. In our research, the community gardens are all collective and public in there character. Public character means that there is public access to the gardens anytime and they fulfil important social or other functions that are relevant for a broader group of people or for the whole neighborhood. The Stockholm gardens have mostly a productive function i.e. vegetables are grown but flowers and shrub are also planted in some cases. Almost all plantations are in raised beds i.e. in pallet collars. Most gardens have collective areas only, almost newer individual beds. The community garden groups are organized in different ways, ranging from loose groups to formally registered associations. The groups get funding from different sources: the most common is from member fees and member donations, but some have donations from outside or sponsored pallets. Most of them get public funding as well, mostly only for the creation of the gardens, soil, pallets water and space, hardly ever for maintenance costs. The gardens are always managed by the members, usually communally 2-3 times a week on beforehand decided days.

Stockholm is divided in to fourteen district administrations each is responsible for the maintenance of city parks and it is here decisions are made about community gardening. The City of Stockholm's official stand is that they will work to improve the residents' ability to influence their environment by, for example, urban gardening in various forms. (Den gröna promenastaden, 2013, p.19) In this respect the Traffic Office and the district administrations plan together were a community garden can be located. Usually the only act on a direct request from individuals or associations, they do not set up community gardens themselves. If the permit is granted the district administration organize with a starter kit consisting of a pallet collars filled with organic soil. Then it's up to the associations to stand for planting and care. All the community gardens participating in this study was involved in the concept of Sustainable Development. They see urban agriculture as a key to reducing the distance from field to table, and participate in a more efficient use of energy and natural resources. Their goal is not to become self-sufficient, but to spread knowledge about food growing. "it is not only about securing resources for us, but also about creating a just and sustainable world"... "We grow not only vegetables, but also a community, and a secur and a beautiful local environment, it's the beginning of something new". All informants see social and ecological sustainability as a fundamental feature of their approach to community gardening in Stockholm, including locally produced vegetables and community gardens as a meeting place. The informants talk about urban agriculture today as a new way of looking at the society, and that there is a willingness among people to create and live in a more sustainable city.

Conclusions

In Stockholm one can to some extent see urban gardening practices as agents of counter-neoliberal urban transformation. But also as an expression of the new rurality were the citizens desire to shorten the food chain and re connect with their food and to create new food regimes. Are they then contributing to the local food system? No not really but they do raise the awareness of local food and could potentially spike the interest in local food from peri-urban and rural settings. In this study, we can see that urban gardening in Stockholm is still in its cradle. However, there are signs that the larger society (the city of Stockholm) begins to embrace the concept of urban agriculture and they are willingly letting it be part of the city landscape i.e. it's a form of transactive governmentality. Challengers are that this environment i.e. the community gardens, are incredibly vulnerable to neoliberal development policies. Most of them are temporal, located in land that faces transformation in a near future, and they are therefore less sustainable than required if a shift to a greener city should persist.

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Session 2. Knowledge and Knowledge Transfer, Inter-Activity, Connectivity, Value Creation and Co-Creation and New Forms and Arenas for Interaction in the New Rurality

Convenors: Lars Degerstedt[1] &
Marcello de Rosa[2]

Knowledge and innovation networks as tools to support connectivity and value creation in modern rurality have been emphasised in recent EU rural development policies, which explicitly recognise that knowledge, skills and innovation are the indispensable foundation of sustainable development. One example is the development of new forms of interaction and value creation emerged as the result of the internet and the techniques that follow with it.

Under the Syal perspective, this implies the recognition of the territorial dimension of knowledge transfer and innovation: due to the high variety of rural development models, this entails problems of "coherence and pertinence" of knowledge transfer and innovation adoption, but also the emergence of new forms of sharing, peering, and consumers value co-creation, for example. Crowd-funding, community supported agriculture, consumer's co-production and re-production of agro-food products and related services.

The aim of this session is to shed light on the role of knowledge sharing, knowledge transfer and value co-creation as an engine of rural development.

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Creating Value through Knowledge Transfer:

The Role of Rural Development Policies in Geographical Indication Areas

Marcello De Rosa & Luca Bartoli[1]

***Abstract* - This paper deals with the role of knowledge transfer in supporting strategies of value creation in Geographical Indication (GI) areas. More precisely, the aim of the paper is to evaluate how advisory services stimulate the adoption of rural development policies targeted to value creation. By linking the access to agricultural extension services to policies for value creation we will put forward an empirical analysis in Italy, with the aim of evaluating the capability of knowledge transfer in performing access to rural policies for value creation. The results of empirical test confirms higher rates of access with the support of advisory services only in traditional measure to fund farms' investments, so raising the question of pertinence knowledge to be transferred in GI areas.**

Keywords: advisory services, rural policy, Geographical Indications (GIs), knowledge transfer, value creation.

Introduction

This paper deals with the role of knowledge transfer in supporting strategies of value creation in GI areas. More precisely, the aim of the paper is to evaluate how advisory services stimulate the adoption of rural development policies (Rdp) aiming at value creation.

At European level, the role of agricultural extension services AES has been revitalized in the last programming period for rural development 2007-2013. Moreover, knowledge and innovation represent the first priority in the new programming period 2014-2020. Our paper sets against this background and analyses the impact of advisory services in gaining access to Rdp for value creation.

Methods and sources

By linking the access to agricultural extension services to policies for value creation we will put forward an empirical analysis in Italy, with the aim of evaluating the capability of knowledge transfer in performing access to rural policies for value creation. The region under study is region Lazio, in Italy; rural development policies for the period 2007-2013 will be analyzed. The hypothesis to be empirically tested is that in a GI area the access to advisory service raise the probability to "consume" rural development policies for value creation at farm level.

In the first part of analysis we will extract the farms having used the measure provided for knowledge transfer, making reference to individual advisory services (measure 114). Thereafter, we will tie the adoption of this measure with the consumption of measures for value creation. Moreover, a synchronic evaluation will let to discriminate farms in a GI context and farms outside GI circuits, to verify eventual differences among strategies of value creation through access to Rdp

Theoretical framework and organising concepts

The paper fits in the theoretical framework of anchoring of "pertinent knowledge" in territorial contexts characterized by the presence of a GI. More precisely, it deals with the role of agricultural knowledge and innovation systems in fostering dissemination of knowledge in GI areas. As Röling (1990, 1) points out, agricultural knowledge and information system (AKIS) is: "a set of agricultural organizations and/or persons, and the links and interaction between them engaged in such processes as the generation, transformation, transmission, storage, retrieval, diffusion and utilization of knowledge and information, with the purpose of working synergically to support decision-making, problem solving and innovation in a given country's agriculture".

Within GI contexts, type of knowledge to be targeted to farmers becomes a relevant field of analysis. As underlined by Vandecandelaere et al. (2010), the supporting system working within a GI includes many local stakeholders: even though they are not involved in the production phases, they give a strong contribution in performing identification and qualification of a GI, through rising local awareness on local assets and products specificities. Therefore, the analysis of extension service as a support system becomes relevant in order to verify the presence of coherent systems of agricultural extension workers

Their role has not been analysed yet in literature. In a previous paper, we have underlined the role of advisory services in GI areas (De Rosa, Bartoli, Chiappini, 2015). This contribution tries to fill another gap, by putting forward an impact analysis of the agricultural extension services on the propensity to consume rural policies in GI areas.

Results

Four typologies of farm are under study:

- GI farms, divided into farms with use of advisory services (measure 114) and farms without use of measure 114.
- Non GI farms, divided into farms with use of advisory services (measure 114) and farms without use of measure 114.

Our sample is represented by 491 GI farms (31% of which makes use of advisory services)

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and 2.214 farms without GI marks (38.4% of which uses measure 114).

Table 1 evidences the results of our analysis. A clear dichotomy between GI and non GI emerges, but limited to measures for structural adjustments of the farms. As a matter of fact, farms with geographical indication show higher rates of access to investments measures. More precisely, 83.6% of GI farms with use of advisory services gain access to measure 121 targeted to fund farm investments. This percentage is higher with respect to farms without use of extension services, limited to 71% of the total. The use of advisory services marks the difference in the other group of farms (farms without a GI) too: 75% of farms with the support of extension workers are able to adopt Rdp, specifically investment measures. Therefore, observing table 1, firstly a systematically higher rate of access to Rdp when farms make use of advisory services emerges. Secondly, to be located in a GI area raise the percentage of farm with access to investments funded by the rural policy. The interesting aspect to be noted is that advisory services are associated to higher rates of adoption even without a GI mark. Partially similar conclusion may be done when examining the average contribution obtained by farms for investment measures.

Table 1 – Access to Rdp

	% of farms		
	121	**132**	**311**
Pdo + 114	83.6	8.6	4.6
Pdo no 114	71.1	26.3	13.3
no Pdo + 114	75.3	2.2	5.1
no Pdo / no 114	63.8	10.8	11.4
	Average contribution		
	121	**132**	**311**
Pdo + 114	67,727	148	5,561
Pdo no 114	50,814	630	10,463
no Pdo + 114	54,644	35	4,933
no Pdo / no 114	46,150	185	10,717

Highest farm investments (67.727 €) are realized in GI areas, in farms benefitting of the support of agricultural extension services. The role of advisory workers is real also outside GI context, as showed by the second highest performance (54.644 €).
What is interesting in our study is related to the consumption of other measure for value creation: either measures for farm qualification of agricultural products or measures for farm diversification provide higher performance without any relevance both of advisory services and GI contexts. As far as percentage incidence is concerned, measures for adhesion to quality certification scheme (measure n. 132) provide good results in terms of access. More precisely, farms without any support by extension workers register higher rates of adoption of this measure, above all in GI areas (26.3%). This is confirmed even in terms of average contribution. Furthermore, outside GI contexts, farms without access to measure 114 show higher adoption of measure n. 132. Finally, as far as measures for farm diversification are concerned, the table evidences the same situation for the measure n. 132 with lower incidences: as a matter of fact, 13.3% of farms with advisory services gain access to measure n. 311 in GI areas, almost 9 percentage points more than farms without access to measure n. 114. Similarly, 11.4% of farms outside GI contexts gain access to the measure event in absence of advisory services, more than 6 percentage points in relation to farms without any support.

CONCLUSIONS

The paper we have presented here is a preliminary work, aimed at excavating the role of advisory services in supporting strategic planning and farm development in GI areas. Under the hypothesis that farms using measures of advisory services (114) gain higher access to other measures for farm development, we have tried to emphasise eventual differences between GI and non-GI contexts. Our results only partially confirm higher capabilities of access to Rdp on behalf of GI farms supported by extension services. As a matter of fact, the result is verified only for "traditional" measures (121) aiming at fostering farm investment. This sets up a sort of "path dependency" in consumption of rural policies which involves advisory workers too. If, on the one side, this is a good result in term of higher average attained contribution, on the other side this result show risks above all for small farms of limited opportunities, then configuring cases of constrained entrepreneurship (McElwee, 2006) by farmers to whom other opportunities from Rdp may be denied.

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Rural Wikinomics:

Communication, Sharing and Value Co-Creating – Social Technologies and Rural Development

Lars Degerstedt[1] & Paulina Rytkönen[2]

***Abstract* - Over the last decades a great effort for rural development policies in Sweden has been to find windows of opportunity for the future, to promote new types of enterprises, to support farm and firm diversification, to identify novel business models and in general promote growth. But while many concrete measures have focused on lowering the entry barriers to the market and support the supply side of the rural economy, a glimpse on the emerging technological paradigm, e.g. internet based development and social technologies, indicates that new solutions are possible. In this article we address the following question: Can Alternative Food Networks (AFNs) in combination with social technologies promote rural entrepreneurship and economic growth?**

Keywords: wikinomics, Alternative Food Networks (AFNs), social technologies, rural development.

Introduction

In a rural environment, where economic opportunities might be scarce, the creation of Alternative Food Networks (AFNs) is considered to play a key role in creating entrepreneurial incentives by decreasing transaction costs, facilitating the interaction between stakeholders and facilitating a close connection between producers and consumers (Murdoch, 2000). Since social technologies are opening economic windows of opportunity in other economic sectors, it is relevant to ask whether they can also contribute to rural development sector. The research question addressed in this article is therefore: Can AFNs in combination with social technologies promote rural entrepreneurship and economic growth? Can rural development and entrepreneurship be promoted by combining Alternative Food Networks (AFNs) and wikinomics, (e.g. the Internet-based sharing economy)? Is it possible to develop new business models that can, in a better way meet consumers' needs, at the same time that rural firms and farms can become more economic resilient? And what can we learn from current experiences?

Methods and sources

This exploratory pilot study has been based on a mix of exploratory evidence collections conducted through (a) observation of various business models in which information technology is currently being used; and (b) initial interviews with rural business owners.

Theoretical framework and organising concepts

New forms of cooperation, such as Alternative Food Networks (AFNS) and the use of novel technologies, such as social technologies can empower innovations and promote the articulation of entrepreneurial skills in rural areas (Pyysiänen et al., 2006).

AFNs can be described as a local or regional, rural/urban organization of agro-food relations between farmers, rural food firms and consumers and their products and services. AFNs are alternative because they differ from traditional productivity seeking agro-food chains. They are networks and not chains, and based on a participatory approach in which consumers are often also part of production processes and co-funding. The dominating form of transaction for an AFN is direct selling where trust is a key value which is partly mediated through "food with a farmers' face" (Higgins et al., 2008; Little et al., 2012). Although AFNs no longer are "new", they include novel ways of (mainly) participatory organizations of the production and distribution of value. In fact, Murdoch (2000) argues that participatory development, especially involving networks with an innovative capacity are crucial for rural entrepreneurship and development, not the least in what he denominates as the learning and innovative economy.

According to Tapscott & Williams (2008), the emergence of wikinomics, e.g. the sharing economy marks a fundamental change in society and economic life. The rise of wikinomics goes hand in hand with the development of the internet and social technologies that sustain and promote the principles of wikinomics, e.g. openness (transparency), peering (prosumption), sharing (knowledge) and acting globally (erasing geographical and other physical boundaries). Social technologies, Internet and smartphones have changed the way people interact, consume, collaborate, and compete.

Results

Today there is a growing interest from consumers to connect with farmers and to experience the country side in this way. Many AFNs promote their existence and link producers and consumers using available and low cost solutions, using social media services such as Facebook. In this preliminary investigation, we have chosen to focus on two cases that disclose the implementation of examples of novel business models

1. Crowdfunding

The Buttervikings is a small family company that has produced quality butter for fine dining

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restaurants in Sweden and Europe over the last years. One important customer of the Buttervikings is the well-renowned restaurant Noma in Copenhagen. In 2015, the owners realized that there are not enough quality restaurants to absorb their production in Sweden. As a consequence, they bought a farm in the Isle of Wight and moved their business to the UK. Since funding was scarce, they decided to add a new element into their business model by using crowd funding. Their goal was to raise 6000 pounds, which took them 42 days and 109 crowdfunders/peers to reach. By adding crowd funding to their business model, the company created an AFN composed by just one firm and 109 funders. The platform used to communicate their business idea was a standard online service for crowdfunding, crowdfunder.co.uk. In order to promote their business idea, the owners took help from their existing network of friends and business partners to produce a movie that was used to pitch their venture idea – a network that consists of a mix of individuals in personal capacity, while others are part of the Buttervikings business network. Transparency is addressed by making an effort to offer simple, clear and easy ways to find information on the company web site. The movie conveys the traditional background of the concept but also information about their innovations (current and future), and their existing and potential market. Additional facts that were transmitted disclose their expertise in butter making and knowledge about bacteria "that we really want our visitors to read" (Rito, 2015). In addition, the company uses social networking services and micro-blogging to facilitate interaction and where owners constantly share their experiences.

2. A business model for food with a farmers face

MinFarm (http://minfarm.se) is a company that uses a web-based business model which started as an experiment in 2013. Their business model is based on the creation of a network of farmers and consumers in various localities in Sweden. Producers are connected with the consumers through a web page. The web-based platform mediate knowledge about member farms, information about consumers' visits to farms solutions for ordering food from the farms. The MinFarm web services indirectly and effectively facilitate face-to-face interaction in which consumers and producers can share knowledge and experiences. The possibility of visiting the farms sustains transparency between producers and consumers. This feature is also underlined in the movie that presents the business idea of MinFarm on the web site. In addition, when food is ready to be delivered the farmers deliver their food to consumers in person at an established meeting point. The selling arguments address "consumer's worries about what is in their food"; "becoming a part of a local network in which everybody helps promoting a more traditional and sustainable way of living"; and by "supporting the few farms that still exist by counteracting the agro-food industry's negative impact" (minfarm.se).

Minfarm has established networks in three places, namely Jämtland (from 2013), Västerbotten (from 2014), and Stockholm (from 2015). The number of affiliated consumers and producers is still rather limited, with only 49 farms and 1360 consumers affiliated so far. The majority of affiliated consumers can be found in Jämtland, while in Stockholm the number of consumers is still not sufficient to sustain the farms. Minfarm can therefore be seen as a project still in an expanding startup phase.

Our results show that some AFNs seem to just IT and social technologies as a tool for one-way communication and information dissemination, while others seem to use IT and social technologies to facilitate stakeholder interaction, exchange of knowledge, experiences and transactions.

Although the presented cases only offer a glimpse of the studied phenomena, they clearly indicate that further scrutiny can generate much needed knowledge to understand how wikinomics can promote and sustain rural entrepreneurship, not the least being a vehicle for sustainable AFNs.

Conclusions

Can then AFNs in combination the principles of wikinomics promote rural entrepreneurship and economic growth? The answer is undoubtedly yes, but more knowledge is needed to understand the details of how this can be done, learning from both successful and unsuccessful pioneering experiences.

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ICT Platform and Gaming to Social Change in Rural Areas

Francesco Contò[1], Anna DiPace[2], Anita Norlund[3], Sara Djelveh[4], Nicola Faccilongo[5], Alessia Scarinci[6] & Lucia Borrelli[7]

***Abstract* – This work aims at the dissemination of learning processes in rural areas through the use of ICT in relation to programs of national and regional rural development.**
In particular we want to:

- **Spread the basic knowledge;**
- **Provide tools and informations for a better management of learning processes through ICT;**
- **Significantly reduce the digital divide present in the region;**
- **Combine social development to the growth of competitiveness in the market.**

Keywords: rural areas, ICT, education, digital divide, social innovation, sustainable development.

Introduction

Rural world is marked by well-defined work times and cultural resistance that are reflected in closed attitudes towards training. One answer to these problems is given by the ICT. Unfortunately, in rural areas the access to online resources is often difficult because of a very slow broadband connection.

The growing presence of ICT in every productive sector clashes with the delay of the entire agri-food sector about the use of information and communication technologies. The adoption and diffusion of ICT is essential for local development to promote e-inclusion.

It is proposed, therefore, the use of ICT tools to promote a collaborative learning environment, especially in rural areas.

The European Policy for Rural Development 2014-2020, (within the strategy "Europe 2020"), aims at the dissemination of knowledge-based economy in the agricultural sector, particularly in rural areas.

The development of rural areas has been profoundly influenced by social, economic and normative factors which can be enclose in the following subjects:

- Environment (environmental policies, environmental sustainability, urban and landscape plans, environmental protection plans, mountain plans);
- Competitiveness (research and innovation, policies for the enterprise);
- Quality of life (social and health policies, education, gender policy, health plan).

Citizens in rural areas, compared to residents in urban areas, suffer from specific disadvantages for geographical isolation which implies, among other difficulties, especially that of transport.

Therefore living in a rural area could mean the impossibility of access to professional training and retraining.

The European Commission has said that lifelong learning (LLL) and the continuous updating of knowledge and skills are the essential conditions for a business competitiveness, economic development and social cohesion.

The education and training occupy a prominent place to achieve the goals of the Lisbon Strategy of 2000, in which the Information and Communications Technologies (ICT) are recognized with a crucial role to enhance lifelong learning and facilitate access to continuous training also to those people who are often excluded from permanent education.

Methods and sources

It develops a distance learning that utilizes a network infrastructure. It is on-line courses model: the main feature is the lack of stiffness fixed by time and physical spaces.

Theoretical framework and organising concepts

Reference is made to the constructivist theory, which fully develops the principles of open education. Teaching model is centered on the environment, on scaffolding, on collaboration and cooperation dynamics.

The focus is on rural areas: Rural or semi-rural areas represent about 88% of EU territory and account for 46% of the Gross Value Added and 55% of jobs (EC, 2013[8]). Innovation patterns in rural areas are often claimed to be slower and less frequent than in cities, due to their low-density and relatively poor level of human and physical resources, as well as for their weaker linkages with research and development centres. Improving the capacities of local actors to contribute to economic growth and sustainable development within their areas or regions is one of the key-factor for the economic development strategies of rural areas (Terluin, 2003).

Innovation is a largely concept that can be defined as the successful exploitation of new ideas into new products, processes, markets and ways of

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[8] http://ec.europa.eu/agriculture/statistics/rural-development/2013/index_en.htm (consulted 01/03/2016).

organizing (Pittaway et al., 2004) that is determined not only by internal factors but also by external ones (Lasagni, 2012). However, the literature suggests that innovation has often been interpreted by the policy level as essentially technological development (Dargan & Shucksmith, 2008), thus someway "excluding" rural areas from the process of innovation itself (idem).

Recently, Social Innovation (SI) as emerged as a possible solution for addressing the needs and features of innovation in rural areas and promoting interconnected issues of growth and social inclusion, particularly in rural areas, thus incorporating the rural innovation into a new approach to defining and measuring innovation (idem) and going beyond the traditional models focusing on productive and especially technical innovations (Howaldt & Kopp, 2012). Even without a unique and undisputed definition of social innovation, the concept refers to new ideas that simultaneously meet social needs and create new social relationships or collaborations (Bureau of European Policy Advisors, 2011). Social innovation has been also conceptualised as a mean to achieve societal transformation (Avelino et al., 2014) and as a mean to promote the innovation, reorganization and improving of societies (eg. social empowerment and inclusion, social capital, cohesion, etc.). The crucial element of SI is again the need of improving and enhancing rural communities' capacity to mobilise new knowledge and technologies for the development of their activities.

SI can take advantage from the use of ICT solutions and their ability to reduce distance and improve the exchange of knowledge among different areas and communities. This concept has been strongly supported by several initiatives launched by the European Union, in particular in the framework of the Digital Agenda for Europe[9]. Digital Social Innovation has been promoted as a concept to use digital technologies for achieving social good and can be defined as "a type of collaborative innovation in which innovators, users and communities collaborate using digital technologies to co-create knowledge and solutions for a wide range of social needs and at a scale that was unimaginable before the rise of the Internet[10]". In principle, (ICT) thereby offer great potentials for rural areas to reconnect and revitalise, and grow through social innovation dynamics, but rural areas still lag behind in Internet and particularly high-speed internet access (Bock, 2016).

Based on such assumptions, this work aims at identifying possible models for improving human skills, capacity-building and innovation capabilities in rural areas through the use of digital social innovation solutions.

RESULTS

The main expected results will predominately concern the increase of rural systems people skills.

This increase has skills as a further result, the maintenance of the population within these rural areas.

The latter result reflects one of the principal objectives set by the European Union in the new agricultural policy.

CONCLUSIONS

Improvement of human capital in rural areas will bring better living conditions in rural areas and an increase in average gross income per capita.

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Upscaling Local Food Networks:

From Progressive Hybrid Networks to Empowerment of Local Stakeholders

Daniel López-García[1], Beatríz Pontijas[2] & Manuel González-de Molina[3]

***Abstract* – Peripheral stakeholders, as small food retailers, which are not completely integrated in alternative food networks, show high potential for upscaling local food systems. It has been done field research in four different counties in Andalusia (Spain). Through a mixed qualitative/quantitative analysis, we have shaped a typology of local stakeholders, regarding to their different strategies, based on local food, to survive amongst global and big scale stakeholders. We also analyze the discourses that shape these strategies. The paper offers relevant reflections on food governance and joint governance construction between academy, local stakeholders and policy-makers, in order to include conventional stakeholders into transitions to local, sustainable food systems.**

Keywords: small food retailers, hybrid food networks, localized agri-food systems, food governance, knowledge sharing.

Introduction[4]

In the last decades, emergence of global food delivery chains has set into crisis different traditional stakeholders. Both small farmers, sited in areas peripheral to agrarian development poles, and small food retailers, have been displaced from mainstream food delivery chains, losing market share constantly.

In order to upscale processes of transition towards more sustainable food systems, there is a need to identify stakeholders that are present in the local sphere, but are not linked with alternative and local food networks. Since their presence within these networks is ambiguous and often hybrid, it is also necessary to explore their contradictions and address their strategies to survive between the local and the global circuits.

Methods and sources

Field research is based on 51 mixed (qualitative-quantitative) interviews, in order to shape a typology of small food retailers regarding to their management of local food; and to identify discourses and practices along local food chains. For performing the typology of food retailers, it has been done multivariate cluster analysis. For identifying discourses and practices, we have carried out discourse analysis through emergent categories approach.

Theoretical framework and organising concepts

In last decades there have been wide discussions about the nature, components and contradictions of alternative, local food systems; but research on how to promote them and strengthen their sustainability is less developed (González de Molina, 2013; Levidow et al., 2014). Scientific literature on Local and Alternative Food Systems has focused the analysis on actors and models with high degree of engagement with the sustainability values of re-localization processes, such as farmers markets and CSA (amongst many others, see DeLind & Fergusson, 1999; Hinrichs, 2000; Selfa & Qazi, 2005; Macias, 2008; Feagan & Henderson, 2009). The peripheral stakeholders, which are not completely integrated in such alternative networks, show high potential for improving and upscaling sustainability within local food systems, but this potential has received less attention by scientists.

Small food retailers, with two or less employees per shop, are up to 60.000 in Andalusia, and have shown a strong potential to bear the last years of crisis. On resisting the deployment of general consumption, there has been a shift on their marketing strategies, which in some cases have been based on local food as "defensive localism" (Winter, 2003). Local foods delivery through traditional retailers is to be understood as hybrid food networks, as it combines both conventional and alternative features (Ilbery and Maye, 2005). In order to strengthen the sustainability of such delivery channels, it is necessary to draw new paths for the progression from hybrid to alternative food systems. These new progressive networks towards sustainability need to be articulated with local food movements, within a wider food governance architecture (Holloway et al., 2007; Levidow et al., 2014).

Results

Regarding to the two principal components -enterprise size, and marketing strategy-, cluster analysis have identified four different groups of small retailers relevant for upscaling local, alternative food systems. These groups are Gr. 1- Local, small supermarket chains; Gr. 2- Local food wholesalers and retailers; Gr. 3-Small food processors of quality food; and Gr. 4-Traditional small shops (Graph. 1).

The multi-variable analysis shows a wide range of strategies based on local food, which include different customer profiles linked to different territories -both urban and rural; different

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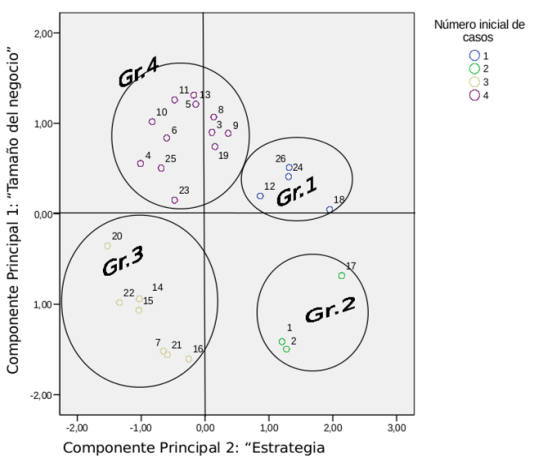
marketing strategies for different foods; or the ways of communicating food quality.



Discourse analysis shows how defensive localism is closely linked to the crisis, and has an ambiguous potential for food system re-localization. But we have observed that quality and sustainability concepts, based in a growing presence of organic produces, are becoming naturalized in local food systems. Organic, local and traditional foods are here seen not as differentiated niche products, but rather as a common right for local communities. Nevertheless, the sustainability potential of such networks is hindered by a number of challenges. Amongst them are the difficulties for networking between small stakeholders, which are often invisible; the disinformation about legal conditions of local fresh food delivery, or about the nature of organic products; poor communication strategies; and the lack of infrastructures for local food delivery and logistics. The lack of public support for networking and making visible such networks has been also uttered as a central challenge.

CONCLUSIONS

Our research shows that small food retailers and producers, in different locations, have a big potential for developing alternative and local food systems. Organic food is becoming a common place for developing such systems, as well as local, folk foods and vegetable varieties. The small scale of such entrepreneurs, and their low capacity for communicating their existence, is a central challenge for wider developments of such local food systems.

The shift from defensive to sustainable localism; and from hybrid to alternative food systems, depends on their capacity to network and organize efficiently local food delivery systems, and to strengthen the position of agro-ecological practices and local varieties within a wider project of local food system (González de Molina, 2013), which should include producers, retailers and consumers. In this sense, the local and regional authorities have a central role to play by connecting and making visible the different stakeholders, and supporting these networks with public infrastructures for delivery and logistics. However, the public authorities should support the knowledge sharing between them, facilitating the development of new knowledge for local logistics and marketing.

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Session 3. Entrepreneurship and Innovative Glocal Solutions for New Ruralities

Convenor: Malin Gawell[1]

Private enterprises, cooperatives, associations and/or public initiatives have through-out time provided innovative solutions for rural, and other, contexts. We currently see how information technology, innovative partnerships and last but not least creativity among people, is used to respond to urgent and at times increasing challenges – many times combines with an increased interest in developing sustainable solutions. Entrepreneurship, in any of its many forms, is often ascribed amazing properties.

In this session we explore, problematize and critically reflect on potentials and limitations of entrepreneurship in rural development – in theory and practice.

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Glocal Entrepreneurship

Lush Ingredients in Rural Development?

Malin Gawell[1]

***Abstract* - Entrepreneurship, especially when related to the development of a global development of markets, is ascribed great potentials for regions and for individuals. Traditionally, rural development has been associated with the production of food commodities. Now days, exploitation of market trends of different types of cousins are combined with an every-day need for consumption which raises slightly different questions.**

Keywords: social entrepreneurship, societal entrepreneurship, community entrepreneurship, livelihood, glocal development, new ruralities

Introduction

Rurality is often associated with agriculture and thereby the production of food items. At times, local cousin disperse – sometimes as versions of the origins, and become associated with international trademarks. 'The local' then becomes 'global'.

On the other hand, international influence is picked up or imprinted to local practices as fertilizers to the ground - with a hope for lush greenery. The composition of earth, seeds, water and nursery is however crucial and can have flourishing as well as devastating consequences.

Entrepreneurship is currently cherished for many different reasons and essentially ascribed miraculous affect on rural development – especially when embracing local and global resources. But is social, or societal entrepreneurship a panacea for the new ruralities? In this paper, some perspectives in the debate on entrepreneurship's role in new ruralities will be further explored with references to a sparsely populated region in Northern Europe as well as to two different African settings in which entrepreneurship, in the form of societal entrepreneurship and livelihood initiatives respectively, are used as measures to improve conditions for deprived groups.

Methods and sources

The paper draws on results from a study of societal entrepreneurship in rural Sweden on the topic "Societal Entrepreneurship in Sparsely Populated Areas" (SESPA) (von Friedrichs, Gawell, Wincent, 2014; Gawell, Pierre & von Friedrichs, 2014).

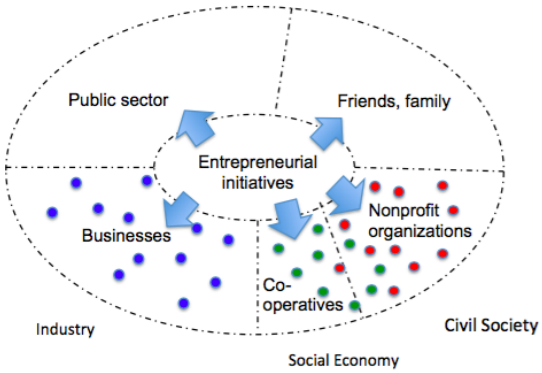
The paper furthermore includes reflections based on two so called livelihood program in rural Ethiopia and Liberia. In these areas, agriculture and different types of food initiatives are essential, but not the only aspects for the development of entrepreneurship and the new ruralities.

Theoretical framework and organising concepts

Entrepreneurship, innovation and economic aspects of development have in recent decades been highlighted in studies of, and politics for, regional and local development (Malecki, 1994; Bygrave & Minniti, 2000; Christensen & Kempinsky, 2004; Tödtling & Trippl, 2005; Arbuthnott & von Friedrichs, 2012). In addition, aspects such as employment, functioning welfare, and attraction highlights have also been recognized (Andersson et al., 2008).

The view on entrepreneurship has expanded and an interest in societal and social entrepreneurship has arisen (Dees, 2001; Mair & Marti, 2006; Nicholls, 2010; Borzaga et al., 2008; Gawell et al., 2009; Berglund et al., 2012). Parallel 'versions' of social entrepreneurship and social enterprises have been observed as entrepreneurial initiatives at times take on the form of a business, co-operative or non-profit organization of some kind. This can be illustrated as follows:

Figure: Different versions of social entrepreneurship and social enterprises.



Source: Gawell 2014 and 2015.

This increased interest calls for reflections about the role, or roles, of societal and social entrepreneurship, in particular in relation to local development in which these concepts are increasingly being ascribed a 'vital role' for development (Eikenberry & Kluver, 2004).

Soci(et)al entrepreneurship is increasingly being seen as a glocal phenomenon since local aspects many times are intertwined with global aspects. Social entrepreneurship, and the concepts societal entrepreneurship can be used synonymously with community entrepreneurship.

Social entrepreneurship is understood in relation to the development of different local and regional settings. As Berglund et al. (2012) discusses, "the understanding of societal entrepreneurship signals that the shape it takes is sensitively dependent upon context", which Welter (2011) also confirms by saying; "context matters".

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It is not however, only the setting in itself that matters for entrepreneurial initiatives. Creativity and interplay meet different types of opportunity structures – or lack of opportunity structures that rather ought to be characterized as challenging, or even depriving structures. And changes of these structures, may support or resist the development of entrepreneurial initiatives and thereby the development of the new ruralities.

In addition, different types of policy initiatives with aims to intervene and support a sustainable livelihood or even prosperous development, can be present in these regions.

RESULTS

In all the three settings, a mix of arguments ascribe entrepreneurship's role for development, even cherish the concepts for different reasons (Gawell, Pierre & von Friedrichs 2014). The arguments are, though, slightly differently framed. At times it is clearly related to economic development. Other times it is rather related to self-sufficiency in general or self-sufficiency of food. This is in line with current theoretical discussions, even if the different versions and thereby the different 'logics' of the versions are noticed and elaborated on specifically. In the programs in these settings, arguments related to the different spheres of the versions are not very specific and rather mixed up. They are furthermore only to a certain extent thoroughly aligned with the 'logics' of each sphere – neither social nor economical.

In none of the settings elaborated on in this paper, the issue of upward or downward economic trends are addressed as opportunity or challenge structured. Different types of initiatives seem to be expected to develop - no matter of the particular trends of the context even if we know that entrepreneurial initiatives are heavily influenced or even dependent on the (economic) opportunities.

The initiatives in the studied areas aim for prosperous development in general. But assessments are rather based on needs and perceived necessities – without an explicit problematization of the relation between these conceptualizations. This is particularly obvious in the livelihood programs in the Ethiopian and Liberian settings.

CONCLUSIONS

The complexity of 'entrepreneurship', 'rurality' and 'development' calls for further problematizations of theoretical assumptions as well as assumptions of policy initiatives – both as for social and economic aspects of the phenomena or risk becoming vague concepts sometimes with a positive outcome and sometimes the opposite. These different approaches have for instance to be sensitive to trends that can be characterized as head-wind or tail-wind. Social entrepreneurship can be a lush ingredient in rural development – during the right circumstances. But the circumstances can also be a challenge for any initiative.

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New Farmers in Portuguese Agriculture:

The Role of Younger Farmers

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***Abstract* – In Portugal the number of holdings decreased 26% between 2003 and 2013. The results show a lower rate of replacement of younger farmers. The key variables by young farmers in the enlarged EU 27 are better than in Portuguese agriculture. The younger farmers show an evidence for strong revolutionize in the productive orientation. Greater attention must be paid to the present state of rural youths and not only to youths farmers.**

Keywords: younger, farmer, CAP, RDP

Introduction

In Portugal the small-sized farms continue to prevail, the average area increased since 1999 rising from 9.3 hectares to 13.8 hectares in 2013 as a result of the absorption of small farms by the larger ones. The average size of Portuguese farm is 5 hectares smaller than the average farm on European Union (EU). The small farmers < 5 hectares represent 72% of holdings and 9% of Utilized Agricultural Area (UAA). The agricultural household population lost 15% since the census of 2009. This decline in agricultural population along with the decline in the number of holdings with an increase in holding size can be an effect of technical change.

This paper aims to analyse the role of the economic crisis on employment in agriculture and the effects of agricultural policies on the development of agricultural employment and the changes on Portuguese agricultural structure. The question to be answered is whether agricultural policies help the entry of new farmers or if the economic crisis is the driving force behind new entries.

Methods and sources

In this article we report the results of of survey data for farm households in the EU and along the CAP program. We explore the impacts of the CAP measures to encourage and support new entrants. The sources are: National Institute of Statistics (INE); European Network for Rural Development and the National Reports of Rural Portuguese Program.

Theoretical framework and organising concepts

A considerable volume of research and studies have recently been carried out related to the labour migration and payments made by governments to stimulate agricultural activity, either in United States or in EU. The impact of agricultural policies is complex and country-specific. Sometimes the policies may have great environmental impacts but a relatively little direct effect on regional income and employment. The same policy can have different effects according to the region in which is applied and according to the time period, some works show a positive effects, others show a negative effect on rural employment (D'Antoni and Mishra,2010; OCDE, 2010; Mattas et al. 2010 ; Berlinschi et al., 2011; Olper et al., 2012; Petrick and Zier 2012).).

Results

According to the data from Eurostat, in EU-27 only 6% of the EU's farm holders are under the age of 35 and 53% of the farm holders is ageing (> 55 years old), so there is a significant decline in the number of holdings in EU27 during 2003/13 and this decline was more important after the beginning of the EU economic crisis, mainly in holdings belonging to younger farmers.

The replacement rate and the holder replacement rate indicate that the absence of youths in EU farming is a highly consolidated structural problem. The so called "holder replacement rate" (farms < 35/famers > 65) yields 19 % for the EU-28 and if we consider the total farmers age > 55 years the rate decreased to 11%. For Portugal the figures are lower than in the EU, with 5% and 3% respectively. Beside the very lower replacement rate in Portugal, there was a large number of entries of young farmers in the period 2007/10 as a result of the beginning of Proder Program. However, in 2010/13 we observed a decreased in absolute numbers of younger holding < 35 years old at the same time of the declining of holding at all classes of age. These results show that the new entrant don't remain in sector, i.e. there is a high mortality of holdings farmers. To measure the role and the relative importance of the young farmer in EU we analysed a set of variables (Regidor, 2012). Younger farmers show higher levels than the EU average for all set of variables studied. It is important to refer that the values by variable and by younger Portuguese farmers are higher than the average values in EU-28 from 2005 to 2010 but in 2013 the values were lower than the EU average. All the evidences seem to indicate that the key variables are better for young farmers than for farmers in general and the differences are significant and positive for young holdings. The Portuguese farmer income under 35 years is similar to the EU-27 at

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same classes of age and higher than the famer income (all age). The data show that in EU 27 (2013) the number of assisted young farmer under the 112 measure on total younger holders < 44 years reached only 6% and for < 35 years the values reached 20% in EU and 76% in Portugal. For the measure 121, if we consider the number of holders <44 years, in 2013 the number of young holding supported by measure 121 under the period 2007-13 represented 4% of the younger holders in EU 27 and for Portuguese region that value was 9%. For < 35 years old the rate increased for 14% in EU-27 and to 36% in Portugal. In many countries a very high amount of young farmers have applied for the 121 measure to improve their farms, i.e. 44% of total applications were from new entrants. In Portugal, this value reached 51%. Under the measure 131, "Early retirement", there was an important increased but the variability on application of this measure across EU 27 is very large. The weak impact of this measure on new entry in Portugal can be deduced from the reduced number of hectares releases. It is clear the importance of this measure but the results in Portugal are not obvious and they are of difficult reading. If we made a comparison between the unemployment rate and the number of applications in the last period, an increase could be explained by the unemployment rate but also can reflect the change of regime at same time the increased in last period RD Program may be due to the need of countries to attain the targets and, in some cases, to changes in legislation to facilitate the applications. The data showed that there was not a linkage between the rate of replacement and the number of young assisted under the measures 112 and 121 In the estimate of the "weight of modernization subsidies in attracting new entrants" (Regidor, 2012:19), we observe that the weight of measure 121 on new entrants had an important significance for some countries and for others the effect was very small. In Portugal the application on measure 121 represents 36% of younger farmer. The highest differences between the structures of younger famers and the farming population are at the education level. About 65% of young farmers at the time of application had secondary education, and about 35% higher education Note that about 90% of candidates had no agricultural training. This fact is relevant because on one hand revealed that agricultural non-tertiary education is not to be used by the applicants to be young farmers. However, given the higher level of qualification, the entry of young farmers in agriculture cause certainly an asset in the growth and productivity of the sector and change the productive orientation for higher value-added sectors. The productive orientation of young farmers is more evident when compared with the farmer supported by PRODER. The increasing in PRODER supported fruit culture is largely represented by young people (69%).The fruit culture had a significant weight on PRODER for younger famer with 27% of application followed by vineyards farms for the production of quality wines (9%) The investment made by young farmers is lower than expected. The main areas planted with fruit crops by young farmers were in the North of Portugal (1803 hectares) with almond (732 ha) and apple trees (710 ha). It should be noted that almost all of the blueberry acreage under PRODER belongs to young farmers. The growing area allowed the foundation for the development of a grower's organization of soft fruits.

CONCLUSIONS

Portuguese young farmers supported bet on innovative and productive activities, such as horticulture and fruit growing, they see an opportunity in agriculture that lacks in other sectors of activity. The data show that Portuguese young farmers supported have good levels of academic training; they settled mainly in poor rural area. The productive orientation of younger farmers tend to be innovative and applied for competitive Portuguese advantage. Besides the CAP policy there are no solution for renewal generation. Other complementary measures as public services and in field of territorial development should be created or reinforced in rural areas to encourage young community to set up businesses in the countryside. The mortality of farmer seems to be important but there are no studies about the degree and their causes

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Alternative Food Networks and Short Food Chains:

Estimating the Economic Value of the Participation in Solidarity Purchasing Groups

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***Abstract* – Solidarity purchasing groups (*Gruppi di Acquisto Solidale*, GAS) are common Alternative Food Networks in many towns in Italy. They buy goods collectively directly from producers, at a price that is fair to both parties. Through an in-person survey, we analyse the characteristics of their participants and we estimate the value they attach to their participation. A stated preferences methodology was employed on a sample of 151 members of GASs in Torino (Italy) and other neighbouring towns to estimate the value consumers buying in such groups attach to this particular channel, in comparison to the conventional supermarkets. GAS members do state a preference for buying with their organization rather than at a supermarket even when the prospected prices are substantially higher for the purchase through the GAS.**

Keywords: Solidarity Purchasing Groups, consumers' choices, stated preferences, alternative food networks

Introduction[3]

Among the Alternative Food Networks, ethical purchasing groups are common to find in many towns in Italy. Called Solidarity Purchasing Groups (SPGs) – in Italian Gruppi di Acquisto Solidale (GAS) – they are set up by groups of consumers who cooperate to buy food and other goods collectively directly from producers, at a price that is fair to both parties. Within the group, the choice of the products and the farmers usually follows some guidelines as to the respect for the environment and the solidarity between the members of the group and the producers.

The main motivation of members for participating in SPGs is arguably not a monetary one, i.e., it is not lower prices. Ethical motivations and environmental concerns are typically proposed among the goals of the Groups. Nevertheless the budget constraint is always operating, and it is of interest to measure how much the ethical and environmental motivations are able to overcome the budget constraint. This is tantamount to measure the value members attach to their participation to the SPG. The aim of this study is to analyse the characteristics of consumers choosing to participate in those groups to estimate the value they attach to their participation. This estimate can provide an indicator of how strong the motivation is and, hence, of the solidity of the organisation itself, which is of interest to evaluate the perspectives for these alternative food networks.

Methods and sources

We analysed four SPGs in the Province of Torino (Italy): Salvagas, Gas di Avigliana, La Cavagnetta and Roccafranca, among which 151 members were surveyed. They have different sizes, as they have 25, 156, 96 and 136 member families or persons. The first one is in Torino, the others in the Province.

A questionnaire was submitted to SPG members in the meetings during which they distribute the ordered food. The questionnaire included a first part in which respondents were asked about their participation in the SPG, about the tasks they are performing in the SPG, and on their motivations. To estimate their willingness-to-pay (WTP) for the participation to the SPG, an elicitation question was asked with a dichotomous format. The respondents were asked whether they would still buy at the SPG if their prices were to increase by a certain percentage (randomly assigned to each questionnaire among 20, 30, 40, 50%). Those who responded they would still buy with the SPG were further asked for the reasons. The last part of the usual questionnaire included information on the socio-economic characteristics and on the characteristics of the households.

Theoretical framework and organising concepts

The theoretical setting is the same used by Corsi and Novelli (2015) to estimate the value of the relational good in the direct purchase from farmers. The participation to the SPG has a value for the consumer if the utility he/she obtains from the transaction is greater when performed within the SPG. Therefore, for a consumer optimally choosing his/her bundle of goods X for a price vector p_1, $U(X,\alpha_0,Y) < U(X, \alpha_1,Y)$ where X is a vector of desired quantities of n goods composing the bundle, Y is the consumer's income less the expenditure on X goods, α_1 and α_0 indicate the participation or not, respectively, to the SPG.

In terms of the indirect utility function v, if the consumer is given the alternative of buying the same quantities at price p_1 but at a supermarket ($\alpha = \alpha_0$), or still at the SPG, but at a higher price p_{bid}, he/she will still buy at the SPG if:

$$v_1(p_{bid}, \alpha_1, C, Y-(p_{bid} - p_1)X) > v_2(p_1, \alpha_0, C, Y)$$

To implement an empirical analysis, following the random utility theory (McFadden 1974 and 1976), it is assumed that the indirect utility functions are composed by systematic component functions of observable variables, and by random

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components, known by the consumer but not by the researcher. The above equation can then be written as:

$v_1(p_{bid}, \alpha_1, C, Y-(p_{bid}-p_1)X)+\varepsilon_1 > v_2(p_1, \alpha_0, C, Y)+\varepsilon_2$

Hence, the probability that a consumer is willing to accept a higher price p_{bid} for remaining with the SPG is:

prob(remain with SPG) = prob $[v_1(p_{bid}, \alpha_1, C, Y-(p_{bid}-p_1)X) - v_2(p_1, \alpha_0, C, Y) > \varepsilon_2 - \varepsilon_1]$

Assuming a linear functional form for the utility function and a normal distribution for $\mu = \varepsilon_2 - \varepsilon_1$, the probability of a positive difference has been estimated by maximum likelihood techniques.

RESULTS

Table 1 reports the descriptive statistics of the variables considered. They are calculated on the valid observations (106) after dropping incomplete questionnaires.

Table 1.

	Mean	Std.Dev.
Lower prices in SPG	0.547	0.500
Gender (F)	0.642	0.498
Age	48.3	10.4
Education (yrs)	16.1	2.6
Main buyer	0.887	0.318
N. family memb.	3.25	1.03
Children < 14	0.802	0.920
Profess.	0.142	0.350
Self-empl.	0.094	0.294
Clerk	0.689	0.465
Manual work.	0.038	0.191
Income < 1200	0.075	0.265
Income 1200-2000	0.321	0.469
Income 2000-3000	0.340	0.476
Income > 3000	0.264	0.443

Table 2 reports the answers to the elicitation question. As predicted, the share of those remaining with the SPG even with a price increase is decreasing with the amount of the price increase itself. Nevertheless, the shares remain very high even with substantial price increases: when a price increase by 50% is prospected, still three quarters of the respondents would remain with the SPG.

Table 2.

Price increase (%)	N° yes	Tot. N.	% yes
20	26	30	86.7
30	23	27	85.2
40	20	29	69.0
50	21	28	75.0
	90	114	78.9

The results of the estimates of the probit model of the probability to stay with the SPG are not overall statistically significant, which implies that the WTP of SPG members is not systematically influenced by their observable characteristics. Nevertheless, apart from the price increase (whose effect is negative as predicted), there is some weak evidence that those that presently pay food less in the SPG than elsewhere are more willing to pay for staying with the SPG. Also, more educated members and clerks are more willing to pay. The marginal effects suggest that every 1% increase in the price paid in the SPG relative to other channels decreases the probability to stay with the SPG by 0.7%; if the respondent presently pays food less than in other channels he/she is 14% more likely to accept to stay with the SPG even with a price increase; every additional education year increases the probability by 2.6%; clerks are 16.8% more likely to accept to stay relative to non-labour forces.

From the estimate, a WTP equation has been calculated, that yields the WTP based on explanatory variables. Using this WTP equation, the individual WTP of the respondents has been calculated, which allowed also calculating the relevant mean and median.

The average WTP is 76.9%, with a standard deviation of 22.2% and the median is 76.3%. In other words, the median SPG member would still buy at the SPG even with prices up to almost 76% higher than alternative channels.

CONCLUSIONS

We have estimated the value for ethical purchasing groups of the participation in the groups. The results show that group members state their willingness to continue to purchase with the group even when facing substantial increases in the prices, up to almost 76%. This suggests that the individual ethical motivations are extremely strong, and that participation to the SPGs has not a monetary reason.

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Family Farm's Features Influencing on Socioeconomic Sustainability:

An Analysis of Agri-Food System in Southeast Spain

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***Abstract* – The family production structure in rural areas is increasingly recognized as one of the elements that can promote sustainable development. In particular, the concept of multifunctionality in farming is widely used to illustrate interrelationships among economic, social and environmental goals. Taking farming in southeast Spain as a reference, an empirical analysis was done considering several indicators of socioeconomic performance. The results found show that together with positive economic factors, other characteristics related to proactivity for innovation, the trend towards more ecological production, better educated farmers and whether they will inherit the farm have a positive influence on a relatively young age structure, mean income, employment rate and multiculturalism in the agricultural area analyzed.**

Keywords: Family farming, rural development, socioeconomic sustainability, multifunctionality, southeast Spain

Introduction[2]

Family farms play a key role in long-term maintenance of the economy in rural agricultural areas due to their knowledge of local production and ability to adapt, as well as the know-how handed down over the generations. Moreover, the motivation of family farmers often goes far beyond maximizing their profit, to encompass social and ecological aspects that benefit their community (Roberts et al., 2013).

This role is widely and implicitly recognized by the concept of 'multifunctionality' associated with farmers (i.e. providing commodity and non-commodity outputs) in development programs and sustainability strategies, such as European Union rural policies (Mölders, 2013). Nevertheless, while ecological themes have been receiving most of the attention in analyses of these issues, there are fewer studies concentrating on socioeconomic goals and achievements.

The present study attempted to analyze the role of the family farm in socioeconomic sustainability, taking as a reference, the agro-food system in southeast Spain. Production in this zone is based on the small-scale family farm that has developed over more than five decades, and is strongly endogenous, i.e. there has been no outside public planning or political support (Aznar-Sánchez et al.., 2011). To achieve this objective, we studied the influence of sociocultural variables and the economic configuration of family operations on a diversity of socioeconomic sustainability indicators in this area.

The analysis carried out intended to contribute to the literature on family farms and rural sustainable development.

Methods and sources

Sample. A total of 55 family farms, chosen by random cluster sampling, were surveyed (personal interviews) during the 2014-2015 fruit and vegetable growing season (September to June). The family business survey design is made up of: a) social facets of family farm management (age, education, family relationship, inheritance of the business, who participates in decision-making, number of workers, whether family or hired, gender and nationality), b) economic characteristics of the farm (size, income, crop specialization, innovative character, and influence of other businesses in the farming sector), c) environmental facets (agroecological practices, environmental innovation and efficiency in natural resource management).

A first regression analysis was carried out of the equations corresponding to the socioeconomic indicators, including all the explanatory variables. Thus we started with a general model as follows:

$$Yi = \beta 0+\beta 1X1i+\beta 2X2i+\beta 3X3i+\ldots+\varepsilon i \; ; \; \varepsilon i: N(0, \sigma 2) \quad (1)$$

where Yi represents each of the socioeconomic indicators i, Xji is the value of each of the explanatory variables, and βj is the parameter to be estimated using the data. The selected socioeconomic indicators (Yi) are:

-Age structure: the average farmer age.

-Income: income per worker (paid and family workers) over the national legal minimum wage.

-Employment rate: average number of workers per cultivated area (hired and family workers) over the national average in agricultural sector.

-Multiculturality: number of nationalities per family farm (hired and family workers).

Theoretical framework and organising concepts

The characteristics typifying family organization as a production unit in rural environments involves meeting sustainable development goals. In particular, farming is recognized as an economic activity which provides multiple benefits to society, from satisfying basic needs to promoting rural amenities (Hediger and Lehmann, 2003). Agriculture provides a number of market and non-market benefits, such as environmental protection, food security, cultural heritage, rural employment and socioeconomic development of rural areas. All of these aspects also constitute the concept of multifunctionality, and have a clear relationship with sustainability (Mölders, 2013).

However, the interpretations of both concepts and the role of farming in both has been the subject of wide discussion In spite of this, the OECD (2001) makes a

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practical conceptualization considering sustainability as a goal-oriented element of agriculture (mainly related to the use of resources without diminishing its capacity for future generations), while multifunctionality is a characteristic of the production process that has implications for achieving multiple societal objectives (OECD, 2001; Mardsen and Sonino, 2008). For the purposes of the present study we maintain this theoretical framework.

RESULTS

Table 1. Estimated results

Variables	Age	Income	Employ-ment	Multicul-turality
Dec_makers		-3.1416** (0.019)	-.1749* (0.092)	.2172* (0.074)
Women	1.1830* (0.057)		-.3762* (0.066)	
Education	1.5085** (0.021)	0.6819* (0.068)		.3540** (0.035)
Generation	-3.9785** (0.031)		-.1852 (0.365)	
Inherit	8.3671** (0.017)		-1.2739 (0.142)	
Scale		1.1295*** (0.007)	-.1291** (0.009)	.6135*** (0.000)
Specialisation		-2.5236** (0.017)	-.1071 (0.379)	.1560* (0.053)
auxil_sector	6.7060*** (0.000)	1.3655** (0.040)		.1091** (0.041)
RD_ proactivity	.8374** (0.036)	.8054* (0.057)		.0534 (0.747)
env_ certification	.1112* (0.067)	.1624*** (0.001)	2.7407*** (0.002)	
env_ innovation	.0863* (0.074)			
Constant	30.1513 (0.005)	-7.6948 (0.442)	3.6202 (0.014)	.0316 (0.974)
R^2	0.3260	0.4480	0.2790	0.8195
F	0.0068	0.0001	0.0505	0.0000

In parentheses: *p*-values. Significance level: *p<0.1; **p<0.05; ***p<0.01.

We consider the following main results:

- Average farmer age is determined largely by the dynamism in this sector (Aznar-Sánchez et al., 2011), where factors such as inclination toward innovation, influence of the local agro-food cluster and education of the farmers, are very influential. Other factors related to the role of women and possibilities of transferring the farm to future generations also have a positive impact (Farmar-Bowers, 2010). Environmental concerns also have a positive role in maintaining a relatively young population in the activity (Gómez-Limón and Sánchez-Fernández, 2010).
- Income of workers and family members in these farms is determined by economic variables such as the larger scale and specialization of production, especially when working with productions that have environmental quality certifications, as also suggested by other studies in this sector. Proactivity toward innovation to improve competitiveness and the farmer's education are important as well, as it also relates to future changes in types of farming (Aznar-Sánchez et al., 2011).
- Mean employment per farm decreases as mean size increases, but increases because of environmental certification of crops which requires more manual labor (Céspedes-López et al, 2009). Here, where family members are more prominent, including female participation, mean employment diminishes, which is associated with a larger share of work being done by parents and their children.
- The multicultural component on these farms may be considered high and the education and number of decision-makers influences it positively. There are also economic factors related to increased scale of farms and the existence of a local auxiliary sector, since many foreign workers have also been working for auxiliary and marketing companies, increasing attraction for immigrants of different nationalities (Galdeano-Gómez et al., 2013).

CONCLUSIONS

Multifunctionality and sustainability are aspects associated with family faming imply a close relationship between capabilities and potential (i.e., multifunctional character) and the socioeconomic goals of sustainable development. The present paper analyzed these issues taking the specific case of farming development in southeast Spain.

The results show that, together with positive economic factors related to the trend toward larger-scale farms and the existence of a cluster of local auxiliary industries, there are also characteristics related to proactive innovation, the trend toward more ecological production, better educated farmers, and leaving the farm in inheritance which positively influence a relatively young age structure, mean income, employment rate and multiculturalism in the agricultural area studied.

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Motives for Food Choice of Consumers from Central Mexico

Angélica Espinoza-Ortega[1], Carlos Galdino Martínez-García, Humberto Thomé Ortiz & Ivonne Vizcarra Bordi

***Abstract* – Social studies of eating habits have less than thirty years, the main advances has taken place in the Francophone and Anglophone schools. In Mexico, for the first time, the analysis of food choice has been addressed. The objective of this work was to identify segments of Mexican consumers from the motives for their food choices, through the Food Choice Questionnaire, and through multivariate factor and cluster analysis. The results show that there are signs of different consumers, Mexican consumers have other priorities, particularly in terms of taste, in general expressing low sensitivity to issues of health and nutrition, even more so towards animal welfare and products that are friendly to the environment.**

Keywords: Food choice questionnaire, México, consumers.

Introduction

Social studies on human food consumption are recent with just over thirty years, with the largest advances in the Francophone and Anglophone schools, and to a lesser degree, the Spanish school.

In contemporary Western societies, the distance between the consumers and the preparation of their own food makes the global agri-food industry and its distribution system as symbols of a current void (Díaz and Gómez, 2005; Álvarez, 2008), increased suspicion on the manipulation of food by these industries (Aguilar, 2007), and generating interest for differentiated foods where consumption is not ruled by economic aspects, but also by values as health, quality, tradition, culture, the environment and ethics (Espeitx, 1996).

This creates an eclectic gastronomic condition that is fragmented, unequal, postmodern, and strongly anomic (Alonso, 2005), which gives way to a new consumer, less uniform, better informed, and more demanding. Food trends are apparently contradictory. On one hand, there is globalization and its homogenizing effects, and on the other hand, local foods that regain identities (Mili, 2005; Gómez, 2008).

This has led to the proposal of four agri-food systems: *1) Traditional*, *2) Modern*, *3) Late modern or post-modern*, and *4) An incipient phase* that has not been named where biotechnology plays an important role. These trends are established from work undertaken in western countries, since studies on consumer behaviour in other regions is incipient.

In Latin America, economic development and demographic and socio-cultural changes have promoted phenomena both in the polarisation of livelihoods in their societies as well as changes of lifestyles in different social strata. Therefore, studies are needed on the effect of these changes not only in food consumption, but also in the symbolic elements of that consumption.

In Mexico, the study of food consumption has followed diverse approaches (Ortiz et al., 2004): *1) as a matter of the state*; *2) from an economic perspective*; *3) from anthropology*, particularly focused on indigenous cultures, and *4) from the nutrition and health field* (Aboites, 2010). A good number of reports are centred in the study of eating patterns, but from the composition of the daily diet, aimed at individuals, families, or groups (Ortiz, et al., 2004), emphasising economic aspects and the urban – rural dichotomy (García, 2014). Those works do not address the role of the consumer and their motivations, therefore research that studies motives in the choice of foods is needed (Gómez, 2008).

This work had the objective of knowing the motivations of Mexican consumers in selecting or preferring their food through a segmentation exercise, applying the Food Choice Questionnaire.

Methods and sources

A total of 1202 questionnaires were applied. 338 questionnaires are enough for infinite populations. Interviewed subjects were randomly selected, and all were over 18 years old (Fotopoulos et al., 2009). Data were collected in two food fairs and two weekly food markets in central Mexico.

Questionnaire comprised two sections to collect quantitative and qualitative information. The first section considered socioeconomic aspects (Fotopoulos et al., 2009), weight and height were also included to determine Body Mass Index (BMI).

The second section collected information on food items, based on the Food Choice Questionnaire (FCHQ) (Steptoe et al., 1995), with 11 variables: Place of purchase of foods, Weight control, Sensorial aspects, Attitude towards natural/ industrial contents, Health care, Economic aspects, Environmental and animal welfare sensitivity, Social sensitivity, Convenience, and Culinary identity. Answers were recorded through a unipolar scale of five points of the Likert type, ranging from 1 = never to 5 = always. Each variable has three items, for a total of 33.

A multivariate factor analysis was performed to identify the relationships among the items of the Food Choice Questionnaire (Steptoe et al., 1995, Fotopoulos et al., 2009). A Varimax orthogonal rotation was used to ease the interpretation of the obtained factors (Field, 2013).

Obtained factor loads were used in a hierarchical cluster analysis in order to identify food consumer groups (Steptoe et al., 1995; Fotopoulos et al., 2009). Non-parametric Kruskal-Wallis and Mann-Whitney tests were performed to identify statistical differences ($P<0.05$) among groups and for the socioeconomic characteristics.

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THEORETICAL FRAMEWORK AND ORGANISING CONCEPTS

The theoretical frame of the work is Sociology of food.

RESULTS

Results of factor analysis produced ten factors that explain an accumulated variance of 61.78%. Factors were named after the items that are part of each one.

1. Care for Weight and Health. The items that build up this factor are related to the search for foods low in calories, low in fat, and that help for weight control, as well as by the interest in reading the nutritional information; *2. Social sensitivity*. Composed by the search for Mexican food with a local origin, interest in buying in open air and farmers' weekly markets as well as buying directly from farmers; *3. Practicality*. Consisting of aspects related to foods easily found in markets and shops located near the house or workplace; *4. Economic aspects*. It is noteworthy that the factor related to the economic aspects, is not the most important and falls to the fourth place. Nonetheless, it reflects the care for food prices that lead to the search of low price products and a good quality/price relationship; *5. Not industrialised*, named to, which indicates a positive relationship between the items "I avoid buying in supermarkets" and "I avoid buying packaged foods". Usually, it is in supermarkets where industrialised foods are mainly sold; *6. Hedonism* concentrates the aspects related with taste and smell of foods, as well as the purchase of products that look pleasant; *7 and 9. Traditionality in food*, are these factors linked to. The first one avoids the consumption (whether in a restaurant or at home) of international fast food, which was named Traditionality A. The factor that favours the consumption of traditional Mexican food in the street was named Traditionality B. *8. Familiarity* is related to daily life and practicality in preparing foods, that is dishes that are repeated because they are easy to prepare; and *10. No sugar*; that indicates the consumption of foods that contain sugar is avoided.

Cluster analysis identified four groups named as: Traditional, Healthy, Conscious, and Careless. The four groups presented highly significant statistical differences ($P<0.001$) in relation to the 10 factors analysed. The Traditional and the Conscious groups are the most similar but they showed statistical differences ($P<0.001$) between them in respect to their attitude towards weight control and health. The Healthy group was totally different from the Traditional and Conscious groups in respect to the 10 factors analysed.

The Careless group, although sharing some aspects to the other three groups, was the cluster that presented the lowest score for the Care for Weight and Health factors, Social Sensitivity, and No Sugar. In relation to the Economic Aspects, the Careless group presented a higher score than the Healthy cluster, but similar to the Traditional and Conscious groups.

In order to have a better idea of the characteristics of each group, the variable Sensitivity towards the Environment and Animal Welfare was added in spite of the fact that those items were not considered by the PCA. It enabled the naming of the groups and to define their characteristics.

There were differences among groups in relation to the variables age, marital status, and education. In terms of sex distribution, the four groups are different, but the Careless group has a larger proportion of males and young people. The variables for Occupation and Body Mass Index were not different among groups.

CONCLUSIONS

Choices in food consumption constitute a truly sign system. That is, they constitute a functional unit in a communication structure that surpasses the conscience of actors in the presence of a single word or verbal dialogue. Therefore, they have to be read or given a sense (what do they produce) and a significance (what do they say) (Alonso, 2005), in order to analyse what is being expressed during eating (Espeitx, 1996). In this work, Mexican consumers reflect a certain loyalty to flavours related to traditional cuisine, and in general, being less concerned with aspects related to their health and nutrition and much less sensitive to animal welfare and products that are friendly to the environment.

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The Amaranth Localized Agri-Food System in Mexico City:

Rescuing Traditional Crops for Territorial Development and Food Security

Laura Martínez[1]

***Abstract* – The rescuing of traditional crops with huge nutritional potential, such as amaranth, remains a concern for researchers given the latest agricultural and malnutrition problems in Mexico. The localized agri-food systems (LAFS) approach suggests that territories development, urban or rural ones where traditional crops like amaranth are produced, depends highly on the interrelationships among actors from the localized agri-food system. Amaranth is a native Mesoamerican crop that possess a huge historical and cultural background, it has been widely used in pre-Hispanic food diet; also, Mexican amaranth production is currently in a super plus condition which implies that healthy food needs can be satisfied with local production. Amaranth agro industrial activities are of great importance in rural territories of Mexico City, where this crop is harvested, transformed and merchandised.**

Keywords: amaranth, food security, localized agri-food system, territorial development

Introduction[2]

Global food dynamics have lately shown a paradoxical new trend in which antipodal subjects like hunger and obesity cohabiting in the same regions, resulting in a massive malnutrition burden and food security becomes a transcendental concept for this matter. For achieving a certain food security status, territories need to look into their own native agricultural resources for their revaluation. Some grains, with at least a minimum level of self-sufficiency, may be potential alternatives to diminish food security issues and improving territories where these grains are harvested, transformed, distributed and even merchandised. This is the case of amaranth grain in Mexico City. Given the fact that territory development where this amaranth grain is produced depends highly on the linkages among actors within the localized agri-food system, there is the wonder of knowing: Which are the actors of localized agri-food system, how have they intervened in the process of the amaranth revaluation in recent years? Does amaranth grain has the potential of improving territories where it is produced as well as contributing to the actual food security state of Mexico?

Therefore this presentation aims to analyze how actor's collective actions from the amaranth Localized Agri-food System in Mexico City may have contributed to the rescue of amaranth traditional crop given its historical, agronomic, productive and economic characteristics and how amaranth itself could help to diminish malnutrition and food security issues in Mexico.

Methods and sources

To achieve the objective mentioned before literature review, monographic and statistical data information will be used in order to introduce ourselves into the dynamics and analysis of agro-industrial activities and food security. Then we will find the identification of the economical, nutritional and productive potential from an amaranth self-sufficiency and food security perspective. After that, the characterization of actors and networks whose collective actions could develop the amaranth sector can be performed from a LAFS's perspective, using the next proposed classification: actors from i) productive infrastructure; ii) scientific and technological structure, iii) government and institutional structure and iv) inter-structural actors (Sabato & Botana, 1968).

Theoretical framework and organising concepts

The features that define an element cannot be explained in isolation; it needs the analysis of the interactions and the behaviour of its parts or actors from a systemic perspective. The set of actors and networks are study objects of main interest in the LAFS's approach. This theoretical perspective establishes that LAFS are "systems created by production and service organizations [...] whose features and operation are highly related to a specific territory […] producing a specific agri-food organization form within a spatial scale" (Muchnik and Sautier, 1998:4). Therefore, LAFS is composed of a set of small organizations linked to an agro industrial unit that generates a link between territories to industrial activity as well as urban with rural areas.

Territory development, urban or rural one where traditional foods, such as amaranth, are produced, depends highly on the interrelationships among actors from the LAFS. Describing these actors and networks can be analyzed from the proposed classification.

Background

According to the Food and Agriculture Organization of the United Nations (FAO), in 2015 the number of hungry people around the globe reached 842 million people. These people do not have access to an adequate supply of safe nutritious food so they are impeded to have a healthy and productive life. But hunger is not the only health problem mankind is facing: obesity is in almost 18% of the adult population worldwide.

Food security condition depends on agronomic, biological, economic and social

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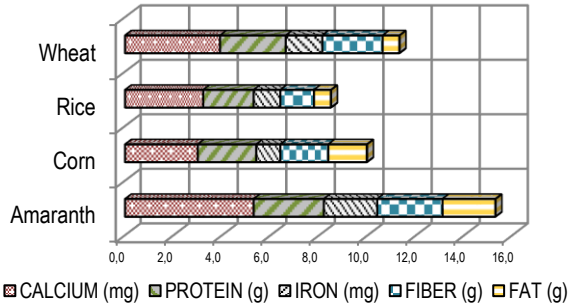
conditions and can be affected by multiple elements. Around the globe there are "ancient" grains, like quinoa, chia, millet, sorgo and amaranth, which possess huge nutritional benefits and may be used in a wide variety of forms. These grains considered by some as "super grains" should be recovered and brought into dietary plans as healthier options. Some of these grains such as amaranth (cultivated since 5000 BC) are already contributing to food security and territorial development of certain regions where these crops are harvested, transformed and merchandised.

RESULTS

In this graphic we can observe that amaranth grain has nutritional values way superior than those possessed in most common grains consumed, what proves the hypothesis that amaranth is a nutritional (gluten-free) option to face hunger and obesity.

GRAPHIC 1 NUTRITIONAL VALUE OF AMARANTH IN COMPARISON TO OTHER GRAINS



Source: Made by the author with data from Porr (2012), Kent. N.L. (1998) and Self-nutrition data (2016).

Actors and actions from the LAFS can be pointed out as follows: i) Productive structure: More than 80 amaranth agro industrial organizations are all over the country, but nearly 50 per cent of them are located in Mexico City. Therefore amaranth agro industrial activities are concentrated in the centre region of Mexico. ii) Scientific and technological structure: These actors have been working on innovations and projects to boost the production of amaranth; technology transfer related to food production on degraded soils and desertification; establishment of training areas for technical assistance, harvesting manuals etc. iii) Government and institutional structure: technological transference programs and plans for agricultural rural crops, like amaranth, have been implemented., iv)inter-structure actor: scientists, ONG's, college professors, researchers, amaranth producers, firms and general public have gathered in civic associations to promote and re-evaluate amaranth activities, e.g.: "Biggest alegría" a Mexican candy made out of amaranth (Puente Mexico, 2014).

CONCLUSIONS

The actors actions within the LAFS have been of great importance in transforming an merchandising added valued amaranth, socio-cultural events like the Annual amaranth and olive Fair (since 1971), associative action with universities, research centres and public institutions in order to improve technological agro industrial capabilities and enhancing best production practices. These systemic actors have succeeded in preserving amaranth crop as part of the gastronomical culture in the region because of their vision of having a collective identity and a high level of embeddedness. Also, due to the recently effort driven by several actors all along the system, amaranth grain has been recently incorporated into the National Crusade Against Hunger, one of the most significant political efforts to fight hunger in México. But, why rescuing and re-evaluating amaranth crop? Due to amaranth's capabilities for adaptation to adverse agronomic conditions, nutritional properties as supplementary food in the Mexican diet, cultural value, productive and economics benefits to producers, amaranth crop is an alternative for rural development and a complementary alternative in food strategies against malnutrition. Amaranth agro-industrial activities represent multiple economic benefits and constitute an important source of income for a large amount of families that have made of the amaranth production their primarily livelihood. The "super grain" amaranth nutritional characteristics; surplus condition; potential food, medical and industrial uses, historical and cultural importance are just a few reasons that make the rescue of amaranth crop an alternative more than adequate to contribute to food security status and the development of territories where amaranth is produced.

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La Producción del Queso de Prensa en 'la Pequeña África de México' (Mexico)

(The Production of Pressed Cheese in Mexico)

Fernando Cervantes Escoto[1], Fabiola Sandoval Alarcón[1], Alfredo Cesín Vargas[2] & Abraham Villegas de Gante[3]

***Abstract* – El objetivo de esta investigación fue analizar la trayectoria tecnológica y la transmisión del saber-hacer en la producción de este queso. Se realizaron entrevistas a profundidad a actores clave de la cadena productiva del queso de prensa que se elabora principalmente en el municipio de Cuajinicuilapa, Guerrero. Se encontró que el queso tiene un reconocimiento histórico y un valor simbólico que data de más de 100 años, donde la artesanalidad y la tradición siguen vigentes, impartiendo al producto un sello de originalidad. Se concluye que aunque se han adoptado a lo largo del tiempo algunas modificaciones, como el uso de leche entera en vez de descremada y, el empleo de cuajo sintético en vez de natural, el queso de prensa de la Costa Chica, es uno de los que más conservan la tradición del proceso en México.**

Keywords: Queso de prensa, quesería artisanal, pequeña África, Sial, artesanalidad

***Abstract* – This study analyzes the technological trajectory and the transmission of knowledge regarding the production of pressed cheese, mainly produced in the municipality Cuajinicuilapa, Guerrero. The pressed cheese has a historical recognition and a symbolic value that dates back more than a 100 years. The craftsmanship and tradition remain, giving the product a seal of originality. Some modifications have, though, been adopted; like the use of whole milk instead of skim, and the use of synthetic rennet instead of natural. Yet, in Mexico, the pressed cheese of Costa Chica is the one which has preserved the tradition of this process the most.**

Introduction

En un contexto de apertura comercial, donde las políticas neoliberales han beneficiado a quienes venden un producto exitoso, de moda, a los que elaboran bienes de bajo costo y a aquellos que se han podido insertar en el mercado internacional y en los canales de comercialización dominantes, en ese escenario los pequeños productores primarios situados en territorios rurales con altos niveles de marginación, han quedado excluidos y recluidos a mercados locales. En este trabajo se analiza el queso de prensa, un queso mexicano genuino con historia ancestral en su elaboración, donde el territorio en que se produce y la tradición en el saber-hacer le han conferido a lo largo del tiempo características y atributos únicos que le otorgan tipicidad y genuinidad, aspectos que lo diferencian de otros productos del mismo género, es decir, de otros quesos.

La región de la Costa Chica forma parte de los estados de Guerrero y Oaxaca y se caracteriza por ser una franja costera con una amplia vocación agrícola y ganadera, y por la presencia de una importante población afromexicana, se le conoce con el nombre de "La Pequeña África de México" (Manzano, 1991:15).

Methods and Sources

Para identificar el origen del queso de prensa de Cuajinicuilapa, se realizó una revisión bibliográfica y se empleó la metodología de historia oral y el método genealógico, además de la trayectoria tecnológica para conocer los cambios que ha experimentado la forma tradicional de producción. Las mencionadas, son herramientas que forman parte de la propuesta metodológica del SIAL (Grass et.al., 2012: 35). Se llevaron a cabo entrevistas con informantes clave y queseros de las localidades Cuajinicuilapa, El Tamale, San Nicolás, El Quizá, Colonia Miguel Alemán, El Pitahayo y San Marcos (Aguirre, 1958:15).

Results

El origen de la elaboración del queso de prensa está referida a una familia, y su descendiente viva con mayor edad es la Señora Justina Mendoza. La señora "Tina" tenía entre siete y ocho años cuando ayudaba a su padre y a su tío en la elaboración del queso. Cuenta que a las nueve de la mañana ya habían terminado de ordeñar. Después llevaban la leche en cubetas desde el corral hacia la casa, que no estaba a más de 20 metros, y la vaciaban sobre canoas de madera que eran largas y tenían unas agarraderas de donde amarraban la tela para colar la leche al vaciarla. En la misma canoa había unas tablas sobre las que se "rallaba" la cuajada. Descremaban parcialmente la leche, ya que la familia Mendoza vendía crema; posteriormente se le agregaba el cuajo natural y se dejaba en reposo.

Una vez maciza la cuajada, se cortaba en forma de cruz para que brotara el suero. Era el tío Amador quien "arreglaba" la cuajada; la rompía, la hacía bola para quitarle el suero, la salaba y sacaba cuarterones de cuajada que dejaba reposar sobre tablas de madera, posteriormente la metían en la marqueta (molde) y se le daba prensa. El suero no era aprovechado, se regalaba a los vecinos o se tiraba.

En casa de los Mendoza elaboraban queso de prensa y sacaban cubetas de crema que vendían en la localidad de Ometepec, hasta donde se trasladaban en carretas tiradas por caballos. La gente buscaba la crema a la cual llamaban "jocoque". El tío Amador era quien tenía más ganado; Beatriz y Fausto tenían menos y se prestaban entre ellos la leche algunos días para poder hacer más producto. Los hermanos Mendoza eran de San Marcos, Guerrero, población en la que aprendieron y comenzaron la elaboración de queso.

En 1950, a la edad de 18 años, la señora Tina se casó con Abel Marín y la pareja compró a la familia Miller

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unos terrenos situados en la localidad de El Tamale. Ahí continuaron con la producción de queso de prensa, además de otros productos como pan, también faenaban reses y marranos para la venta de carne; tenían una pequeña tienda de abarrotes donde la gente hacía trueque por huevos y otros productos. Al principio sólo tenían una vaca, pero con el tiempo el ganado aumentó; los hijos de la señora le ayudaban en la producción del queso. Usaban una especie de prensa bastante rústica, de sistema de compresión por gravedad; empleaban el peso de piedras para lograr una fuerza determinada, para luego utilizar las de compresión mecánica; la prensa era de madera.

La comercialización del queso se llevaba a cabo en Ometepec, sin embargo, llegar hasta ahí requería utilizar distintos transportes. Cuando no se vendía el producto en Ometepec lo llevaban a San Marcos. La señora Tina siempre contó con personal, proveniente del cercano municipio de Xochistlahuaca, que le ayudaba con la producción diaria y en las ocupaciones del hogar.

En 1970, el señor Abel falleció y en 1973 la señora Tina compró un terreno en la cabecera municipal de Cuajinicuilapa, donde construyó un hotel con el dinero que le fue otorgado por un seguro de vida de su esposo. Hasta la actualidad radica en esta localidad, y la producción de queso es continuada por sus hijos. La señora Justina también recuerda que en esos tiempos no se vacunaba al ganado, éste estaba sano y la familia, que consumía la leche cruda, nunca se enfermó. La señora Justina terminó la entrevista con lo siguiente:

"El chiste del queso de [prensa] es que hay que estar dándole prensa. Bien prensado para que salga bueno. La leche debe cuajarse y arreglar la cuajada para que no agarre mal sabor, mal olor, se tiene que arreglar rápido, cuando se sala se puede dejar una hora, dos horas; si no se honguea y agarra mal sabor. Las demás personas así lo hacen, pero no tienen la experiencia y por eso es barato" (Comunicación personal)[4].

El comienzo de la comercialización del queso de prensa al mayoreo está referido a una sola persona llamada Renato Pérez. El señor Renato es originario del municipio de Teloloapan, Guerrero, que forma parte de la región Norte, que colinda con Tierra Caliente al norte del estado. El señor Renato proviene de una familia de comerciantes y llegó a San Marcos en un viaje de negocios acompañando a su padre, en el año de 1952. En 1959 fue presidente municipal de San Marcos, periodo en el cual gobernaba el general Caballero Aburto.

Don Renato se casó en 1961, a la edad de 28 años; puso una tienda de abarrotes y fue ahí donde unas personas que venían de Cuajinicuilapa le fueron a ofrecer el queso de prensa. Al darse cuenta que a la gente de la localidad le gustaba ese queso y que se vendía bien, estableció las relaciones comerciales con los queseros cuajinicuileños quienes lo proveían, no en cantidad suficiente, pero sí de manera constante a su tienda. Al principio le llevaban el queso, posteriormente él mismo iba hasta las queserías a comprarlo. El Sr. Germán Herrera, habitante de la localidad Colonia Miguel Alemán, recuerda que de niño solía ver pasar a Don Renato en su camioneta, cargada de queso de Cuajinicuilapa.

Don Renato siempre le compró queso a los hermanos Marín; contó que el de ellos es limpio, de muy buena calidad, porque saben hacerlo y es bueno. Él compraba y guardaba queso pero no mucho porque no siempre tenía dinero para adquirirlo. A la edad de 14 años don Renato aprendió las técnicas para almacenar queso, de mano de los señores Romeo Cuevas y Alejandro Cuevas, oficio al que se dedicaban; compraban toneladas de queso, lo guardaban y comercializaban. Sobre la forma en que Don Renato aprendió a almacenar queso dice:

"El queso es mucho muy delicado, con una basura en la pieza si se la deja se le marca un pedazo grande y malo, por una basurita, por eso hay que tenerle mucho cuidado. Donde yo lo guardaba era [tenía] un mosquitero a modo de que no se metiera ninguna mosca, es una forma de guardar. El queso fresco se coloca en una tabla limpia y se pone un ventilador y al tercer día se voltea la pieza, y a los otros tres se voltea del otro lado y después cada mes se voltea una vez, así se seca, y así lo puede tener 8, 10 meses, un año. No se le echa a perder; esa es una forma de guardarlo. Otra es emparafinalo. El enchilado no es para guardar, sino para que no se le siente la mosca." (Comunicación personal)[5].

La producción en la región deriva de un conjunto de 30 queserías, las cuales generan aproximadamente 1.5 toneladas por día; 77% se clasifican como muy pequeñas ya que procesan un rango de 10 a 500 litros de leche diarios, con un promedio de 217.37 L, el 10% se ubican en la categoría de pequeñas, con un rango de 501 a 1000 litros de leche de proceso al día, con una media de 866.66 L, y el 13% se clasifican como medianas, procesando una cantidad mayor a 1,000 litros diarios, con una media de 1,712.5 L.

CONCLUSIONS

Con base en los testimonios de los informantes clave se puede afirmar que el queso de prensa o costeño del municipio de Cuajinicuilapa, Guerrero, se elabora desde principios del siglo XX. Aunque lo comenzó a producir la familia Mendoza Morales en el municipio de San Marcos, en la actualidad no se logró encontrar descendientes de la familia que estén elaborando el queso en esa localidad. El saber hacer, se trasladó de San Marcos a Cuajinicuilapa, donde permanece hasta la actualidad. La trayectoria tecnológica indica que aunque se han adoptado a lo largo del tiempo algunas modificaciones, como el uso de leche entera en vez de descremada y, el empleo de cuajo sintético en vez de natural, el queso de prensa de la Costa Chica, es uno de los que más conservan la tradición del proceso en México.

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[4] Sra. Justina Mendoza en entrevista para historia oral en el Hotel Marín, Cuajinicuilapa, Guerrero.

[5] Sr. Renato Pérez en entrevista para historia oral en su domicilio ubicado en el municipio de San Marcos, Guerrero.

TERRITORIAL GOVERNANCE AND LOCALIZED AGRI-FOOD SYSTEMS

Session 5. Territorial Governance and Innovation in Local Agro-Food Systems

Convenors: Giovanni Belletti[1] &
Javier Sanz Cañada[2]

Territorial governance is a key element of Localized agrifood systems. The concept of territorial governance is relatively new and complex. It implies the existence of joint place-based approach and multi-level coordination processes in a context of information asymmetries. These partnership processes imply networks of vertical and horizontal relationships of cooperation among different local stakeholders, namely farms, other enterprises belonging to the local system and public sector bodies (such as local administrations and development agencies), aiming at the creation and development of collective institutions devoted to ensuring quality control and organisation, and at setting-up of joint economic strategies. Territorial governance can be seen as a collective territorial intelligence that transcends the sum of individual actions and is mobilised via projects and networks for innovation, training and dissemination of knowledge. Studies on Localized agrifood systems focus on the great variability of governance structures of agrifood systems worldwide, which, in turn, are linked to the wide range both of anchorage factors and the patrimonialisation processes of identity-based foods.

According to this perspective, papers presented in Session 5 deals with many territorial governance and innovation processes at organizational, technological, quality management, marketing and public policy levels, such as:

* Organization proximity, local associations, cooperatives and mutualisation processes;

* Innovative environments and management of territorial externalities;

* Local collective dissemination and adoption of innovations and knowledge;

* Vertical and horizontal coordination among economic agents associated to the management of quality and creation of territorial quality labels;

* Innovative approaches to rural and sectoral policies at regional and local level;

* Innovations for linking local agro-food systems, natural and cultural heritage, gastronomy and tourism.

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Governing Fishing Communities in a Post-Industrial Economy:

The Case of Carril (Spain)

Alfredo Macías Vázquez[1]

***Abstract*– In a post-industrial economy, value creation is based on proper management of the friction between material and immaterial resources. In the case study of the shellfish community of Carril, while rent-seeking strategies of purification companies and wholesalers allow them to capture a growing share of the added value associated with the significant collective symbolic capital accumulated historically, aquaculturists drain their common material resource by crop intensification and the replacement of native species to achieve higher yields to compensate for their decreasing incomes. It is necessary to further explore how local communities could direct their collective action towards a coordinated management of material and immaterial resources.**

Keywords: governance, symbolic capital, collective action, shellfish, Carril

INTRODUCTION

In a post-industrial economy, it is as important to understand "material" productive processes in the local community as the processes through which global value chains "expropriate" or "co-opt" common immaterial assets. This paper explores and politicizes the interrelation between value and power, addressing the struggles between different actors to achieve control over the stock of common immaterial value that can be converted into capital and profit. How do peasant communities address the growing pressure to manage cultural representations linked with their differential socio-territorial niches in post-industrial capitalism? What are the consequences of this increased complexity for their agency, collective identity, and for the sustainable exploitation of common material resources?

These issues are explored through the case of a community of shellfish gatherers in Carril (Galicia, Spain). Here, the expropriation of the collective symbolic capital by local bourgeoisies and transnational corporations has led to the deterioration of the collective material resources. In the attempt to offset the devaluation of their income and achieve higher yields, local aquaculturists intensify shellfish production and replace native species by foreign ones, thus threatening the long-term sustainability of the material collective resources and lowering the quality of the product.

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METHODS AND SOURCES

First, we elaborated and analyzed statistics on prices and productivity. Then, we carried out a total of ten structured interviews with key social actors in the shellfish economy of Carril including local aquaculturists, representatives of professional trade unions and the regional administration, entrepreneurs in the businesses of marketing, hatchery and purification, and biologists. Since 2012, we have carried out a long-term follow up of the phenomenon in journals and official reports, analyzing the transformations in the legislative framework concerning fisheries in Carril and broadly in the region of Galicia.

THEORETICAL FRAMEWORK AND ORGANISING CONCEPTS

The literature on collective action and the management of common goods generally focuses on matters of the control and governance of material resources (Van Laerhoven and Ostrom, 2007). Nevertheless, an important conclusion is that the different forms of organisations and production of material goods are based on common local immaterial knowledge which is hard to replicate: implicit, informal practical knowledge, artisanal know-how, networks of contacts, information, cooperation, exchange of favours etc. In fact, the collective symbolic capital is a form of social capital that acquires a symbolic character precisely through inter-subjective reflection processes, where knowledge or the same material products made by communities may be perceived as different by foreign consumers and other social groups (Siisiäinen, 2003).

According to Rullani (2004), in a post-industrial economy the value of knowledge – and by extension of common immaterial values – derives from the combination of three drivers: the value derived from the interpretative capacity of the consumers of the values and significates incorporated into material production; the number of times that these values and significates are propagated and replicated; and the distribution of the value that they produce among the various actors who help to sustain them.

In the area of food production, various instruments exist to modulate the relationship between material and immaterial values. They seek to establish symbolic relationships between the productive processes of a community and links which may refer to its geography (designations of origin or protected geographical indications, territorial labels, etc.), history (local traditions), products (varieties of grapes, olives, molluscs, etc.), qualities (organoleptic properties, ecological or integrated production, sulphite-free wine, etc.), social activities (gastronomic fairs, cooking competitions, etc.) or forms of know-how (artisanal fishing, farming and agro-industrial techniques, etc.). The effectiveness of these instruments is determined by the relationship between value and power in each particular context. In fact, they do not ensure that communities achieve greater control over the valuation process (Ray, 1998). As argued from the theoretical approach for localized agrifood systems (Muchnick et al., 2008), it is

necessary to take into account the systemic weaknesses that do not allow added value to be captured locally.

BACKGROUND

In Carril, the traditional exploitation of clams and cockles is performed intensively in artificial sand banks divided in plots allotted under administrative concession to familial units, some of which have been exploiting them for more than two centuries. Here, local identity does not emerge as a response to neoliberalism or from a process of production of locality. It is the result of the endurance of a successful and sustainable system of exploitation of material common resources.

RESULTS

The high reputation of Carril clams has entailed a significant accumulation of symbolic capital in the last decades. However, different exogenous actors are trying to capture the symbolic value generated by artisanal aquaculturists, causing a gradual decrease in the ability of the community to generate and appropriate value. The growing economic pressure from these actors has forced aquaculturists to intensify production and to introduce new foreign species such as the Japanese clam to maintain their income levels. These changes have resulted in the overexploitation of the environment, lower yields, the overall worsening of the marine ecosystem, the stunting of specimens, the appearance of new pathogens, the decline of the quality, and increased productive costs.

Table 1. Average yearly prices of carpetshell clams in the auctions of Ría de Arousa, 2008-2014 (€/kg.)

	Carril	Cambados	Arousa Island
2008	10,1	14,1	12,7
2009	8,7	12,9	12,2
2010	10,1	13,1	12,5
2011	10,2	13,5	12,6
2012	7,3	11,7	10,7
2013	9,1	12,0	11,8
2014	9,7	12,8	12,1

Source: author from data provided by the Consellería do Medio Rural, Xunta de Galicia.

For the Regional Government, the solution to these problems is the modernization of the sector by promoting expert knowledge against local knowledge, reproducing a logic that conceives rural development as an input provided by exogenous experts. However, the overexploitation practices by artisan aquaculturists are not derived from their ignorance or a cultural resistance to change. Rather, it is a modern response to the higher market control of the value chain exerted by other actors such as local shellfish purification companies, especially after the 2008 economic crisis. Shellfish purification is a fundamental step in the treatment of fresh shellfish due to the high toxicity levels of the estuary. However, local producers accuse purification industries of unfair competition because they import foreign seafood at low prices and then sell it as 'Carril clam'. This is an unwise long-term strategy because it undermines the reputation of the product by lowering its quality. This power abuse relying on a dominant market position pressures local producers to lower prices at the auctions. In addition, the purification of imported mollusks discharges new pathogens to the estuary that have a severe negative impact on local production. These factors have led to a gradual decrease in the ability of local producers to generate and appropriate value. This becomes apparent when comparing the price differentials in native clams between the auction of Carril and other auctions appertaining to the same ecosystem (Table 1).

CONCLUSIONS

In Carril, local aquaculturists are gradually losing agency because of the serious deficiencies in the management of their symbolic capital. On one side, the multiplication of common immaterial values associated with Carril's shellfish is high, but the management of those values tends to blur the distinctive identity of the product. On the other side, profits are not shared equitably, which eases the establishment of rents by exogenous actors who gain an increasing power. This situation is reflected in the growing shellfish price differential between the low prices at Carril's auction and the high prices paid by end consumers.

To advance in the solution of these problems, it is necessary to rethink community governance strategies that allow the sustainable management of fishery resources. Furthermore, governance strategies must be directed at strengthening the position of local producers in the value chain, improving their capacities in the management of collective symbolic capital. In our opinion, these changes should be developed in two phases. First, it would be necessary to enclose the collective material resource through a Protected Designation of Origin. However, labeling strategies are not enough. Second, it would be necessary to establish a dynamic management of the collective symbolic capital, connecting cultural representations of products from Carril with changing consumer desires.

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Territorial Governance.

A Comparative Study of Local Agri-Food Systems in Mexico

Gerardo Torres Salcido[1]

Abstract **– The aim of this paper is to contribute to the debate of the territorial governance as a tool of local politics. In order to achieve that, some outputs of a research coordinated by the author from 2008 to 2015 in four Local Agri-Food Systems (LAFS) in Mexico are analyzed in a comparative perspective using mixed methods. Although more territorial-based studies are needed, the conclusion is that governance is a useful concept for coping with conflicts, understanding conventions and markets in the territorial contexts.**

Keywords: Local Agri-Food Systems (LAFS); Territorial-Governance; Mexico

Introduction

Although governance is a concept with multiple meanings, scholars tend to agree on the following points: 1) It is an institutional innovation caused by decentralization; 2) it is characterized by growing participation in public policy decisions; 3) it represents a transition from a hierarchical form of governance to organizational networks that combine public-private partnerships; 4) it involves the coordination of multiple territorial levels.

While there is minimum consensus on the characteristics and dimensions of governance, territorial governance in local and rural areas is a contentious concept. This phenomenon could include the following elements: a) the establishment of very large forms of consultation and participation; b) agreements between socio-territorial actors on ways of development; c) public-private-social assessment of projects so they can have a wider acceptance among actors; d) strengthening of measures to retain in the territory valuable actors due their accumulated knowledge or innovative features; and e) avoid sterile confrontations (Torre & Traversac 2011, p. xxi).

Methods and sources

Given the diversity of rural areas, a possible way to strengthen the research on territorial governance is to foster comparative studies of LAFS, which are also scarce in the literature (Correa Gomez, Boucher & Requier-Desjardins, 2006). To this extent, it is proposed a study of those systems based on mixed methods by using: 1) data bases of National Institute of Statistics and Geography (INEGI, Spanish acronym), 2) National Council of Social Policies Assessment (CONEVAL, Spanish acronym), among others government sources, and, 3) analysis with specialized software of 59 semi-structured interviews of the territories under investigation. The territories analysed are: 1) Valle de los Reyes, in Michoacán, characterized by a rapid conversion of the crop sugar cane to the production of berries and avocado; 2) Tlalnepantla, Morelos and El Rincon, Hidalgo, distinguished by the production of nopal (prickly pear cactus) with different organizational and cultural traditions; 3) production of vegetables in greenhouses, for a small family enterprise in Tlaxcala; and 4) the production of coffee in Ixhuatlán del Café in Veracruz.

The specific dimensions to be compared, regarding to territorial governance, are the mechanisms of market coordination; multilevel management; bonds of trust, mechanism of horizontality, conflicts and reaching of agreements; and environmental management.

Theoretical framework and organising concepts

The hypothesis is that there is no single model of governance in LAFS, but it depends on the horizontal or hierarchical relationships that socio-territorial players set to markets according to their geographic and institutional proximity, as well of strengths of the collective action and the innovations in the various levels of Public Administration.

An auxiliary hypothesis is that the study of governance of LAFS is not only possible by a multi-territorial (multilevel) perspective, but also in the context of the supply of regional public goods id. est. the contribution of value appropriation by local agents in order to reduce national or international inequality; or the construction of geographical, institutional and social proximity among producers and consumers to diminish the emissions of greenhouse gasses, which certainly opens new avenues on the economy and territorial sciences .

To test these hypotheses, it is proposed to organize the paper by an accurate review of the emerging debate on territorial governance, based on the Territorial Innovation Models (Moulaert, 2007). These are understood as theoretical and empirical models of local development. The debate was originated around the industrial district concept launched by Alfred Marshall in the late nineteenth century. As mentioned above, another key concept is territorial governance, as a tool for contrasting similarities and differences in managing conflicts, conventions and markets in different territories.

Background

This proceeding is a result of the collective projects 181616 and IT-300113, "Governance of LAFS in Mexico", funded by National Council of Science and

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Technology (CONACYT, Spanish acronym) and UNAM

RESULTS

This paper proposes to build indicators of territorial governance through fieldwork, quantitative data and stakeholder interviews. The data was analysed in four dimensions of territorial governance: 1) coordination; 2) social and relational capital; 3) territorial conflicts; and, 4) environment. These dimensions represented the framework through which we were able to build 28 comparative indicators (such as public and social agreements and conventions, social trust bonds, of consult mechanisms, conflicts and environmental managing, among others) intended to characterize the territorial governance by assigning a binary value: null if the community got actions relative to the indicator and 1 if it had. The sum of the measures allowed us to build categories of governance related to strengths and weaknesses of the aforementioned dimensions.

The results suggest that territorial governance in LAFS allows the coordination and strong social ties amongst stakeholders. Moreover, they also show that governance depends on geographical and institutional proximity. For example, in the case of Tlalnepantla, Morelos, the solid coordination and social ties provided the producers with a strong presence in the commercialization of nopal (prickly-pear cactus) in Mexico City. On the other hand, the familiar characteristics of agriculture and the weak ties within the community determine that tlaxcala's small enterprise of cuitlacoche mushroom and vegetables production has a low qualification in social capital, which produces a negative impact in commercialization.

In the case of Valle de los Reyes, Michoacán, specialized in blackberry production and Ixhuatlán del Café advocated to coffee production, the relations with transnational enterprises determine a more vertical coordination that is centred in the needs of international markets. It is remarkable that in Valle de los Reyes we encountered a model much more close to the Clusters than to the LAFS theories. However, coordination between stakeholders and social ties could increase the capacities to appropriate and anchorage blackberry production.

Finally, the studied systems need further research in order to achieve sustainability. All of them have problems in various fronts, such as water use agreements, chemical fertilizers and pesticides. However, the systems of coffee and blackberry are likely to be more caused by international market pressure.

CONCLUSIONS

There is not a single type of governance. The study of four territories shows that the model of governance depends on the particularities of bio-cultural contexts, the proximity of the markets and the way in which they cope with conflict.

However, the dimensions and indicators of territorial governance can provide insightful information on two different aspects. Firstly, they allow us to construe a characterisation of the different types of territorial governance. On the other hand, they provide us with the chance to understand how decentralised coordination management, networks and consultation mechanisms can help local stakeholders' demands and the implementation of public policies.

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The Social Construction of Quality in Localized Agri-Food Systems:

The Wine Arrangement of Montpeyroux, France

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Abstract **–The objective of this paper was to dialogue with the Localized Agri-Food Systems LAFS/SYAL approach analysing how physical, institutional, cultural and relational factors interfere and interact in the constitution of quality-based agrifood arrangements. A case study was hence accomplished in a wine arrangement in Montpeyroux, South of France. The results showed that the constitution of this arrangement resulted from the synergistic and complementary action of these factors and that a territorial quality income was emerged from the collective action through the activation of tangible and intangible assets, enabling innovations.**

Keywords: Localized Agri-Food Systems LAFS, SYAL, clusters, wine quality, terroir.

Introduction

The approach of localised agri-food systems (LAFS/SYAL) has brought new perspectives for the analysis of local productive arrangements, complementing and expanding the theoretical background on clusters and industrial districts. In addressing physical, institutional, cultural and relational factors, the SYAL approach has enabled a more dynamic view of the processes underlying the creation, persistence and evolution of these arrangements. However, studies on this topic have privileged only some of these factors. The objective of this research was to discuss this framework and yet analyse how these factors are linked and integrated in the consolidation of localised agri-food systems, aimed at qualifying local products.

Methods and sources

A wine arrangement located in Montpeyroux in the South of France was selected. Here arrangement means a group of activities geographically localised around a central product, the wine. We adopted the SYAL approach to analyse this arrangement due to the relevant theoretical body it brings, for analysing a complex social phenomenon through several aspects. The research was accomplished between October 2011 and January 2012 involving 16 private wineries and a cooperative with 120 small winegrowers concerned with the production of "terroir" wines.

Theoretical framework and organising concepts

As physical factors were considered those related to the production environment like soil, grape varieties, climate and other natural elements that could influence different levels of production and qualification of wines, endorsing the existence of a specific terroir. These factors may become barriers or opportunities, thus shaping the strategies of production envisaged by local actors. The institutional factors considered were those related to the contingent nature of economic action and were expressed through formal and informal rules linked to systems of production and qualification of wine (North, 1990).

With regard to cultural factors, the collective representations, such as mental perception systems and action logic (individual and collective) drive strategies of production, social relations and shared values, consolidating and strengthening collective platforms (DiMaggio, 1997; DiMaggio & Powell, 1983; Pecqueur, 1992; Mollard, A., Pecqueur, B. & Lacroix, A., 2001). The relational factors, here analysed through the theoretical framework of social networks, were based on the assumption that individuals in productive arrangements are not atomised but entertain personal relationships among themselves and weave bonds of friendship, loyalty and partnerships that are generally recurring (Borgatti, Everett & Johnson, 2013; Granovetter, 1985; Uzzi, 1996; Jackson, 2008)

To analyze the relationship between the actors and between them and their platforms, we adopted two types of network: affiliations and adjacency. In the first we sought to evaluate the degree and manner in which a particular event or platform involves the participation of local actors; in the latter, we sought to measure the relationship between actors, expressed through ties of trust, partnership or advice.

Results

The results showed that the constitution of the Montpeyroux wine arrangement resulted from the synergistic and complementary action of physical, institutional, cultural and relational factors. The low land productivity of the soils for grape growing was overcome by the reputation of producing high quality wine, related to a local terroir. This reputation was acquired due to a social construction of the local actors, following the logic of actions based on collective platforms rooted in territory valorisation, terroir and wine quality as well as by the resilience in continuing as a small town specialized in the production of appellation wines. Local networks, focused on fostering and maintaining the reputation of the Montpeyroux arrangement, held actors together within a

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local/common quality platform allowing them to participate in the wine market where the terroir positioning become progressively essential for small producers.

Among the physical factors, the most influential in the current conformation of the Montpeyroux wine arrangement were the types of soils (fertility, relief, and water) and local climatic conditions (microclimate), which have set technological trajectories directed at the terroir instead of productivity. With regard to institutional factors, the production rules linked to appellations (cahier des charges) restricts the wine productivity to between 40 and 50 hl per hectare, which makes the Montpeyroux region convergent with this regulation given the local low productivity of the vineyards. The need for specific capacitation in viticulture for private winemakers, legal barriers linked to the acquisition of lands for wine production and cooperatives' rules applied to grape growers (prohibition of establishment as a private winery and exit barriers due to contractual restrictions) represented relevant institutional factors.

In the context of cultural and cognitive factors, the logic of collective action proved to be convergent and were fed back by collective platforms towards the continuity of Montpeyroux as a wine arrangement focussed on quality wines linked to terroir. This synergy between collective action and common platforms has been enhanced by a favourable relational context evidenced in network analysis. In this sense, the analysis of relational factors expressed by individual bonds of trust, advice and partnerships demonstrates low contribution to the cohesion of the actors in general. Rather, the collective platforms expressing quality models linked to production were those that best contributed to the current conformation of the wine arrangement of Montpeyroux, expressing high degrees of centrality and closeness (Table 1).

CONCLUSION

The Montpeyroux case contributes to the debate of productive arrangements in general and reinforces the theoretical Syal principles in particular, based on the following considerations: a) the creation of territorial quality income arises from the collective action of the agents when they activate their tangible and intangible assets through innovations that allow the qualification of their products; b) these innovations occur when and where the collective action is embedded in strong collective platforms, social capital and territorial identity, and constantly reinforced by social networks.

In the light of the Montpeyroux case, it was observed that the analysis of a productive arrangement through SYAL approach, by taking into account physical, institutional, cultural and relational factors, could enable a better understanding of the different aspects affecting these systems. However, the integrated analysis accomplished here should be enhanced or better validated through further studies involving other situations and different types of arrangements, in order to evaluate the level of generalisation to SYAL's theory.

Table 1 – Characteristics of ties in production models in an affiliation network in the wine arrangement of Montpeyroux, France, in 2012

Production model	*Centrality*	*Closeness*	*Betweeness*
AOP Wines (general)	100,0	100,0	32,6
AOP Montpeyroux	94,1	92,6	25,6
IGP	64,7	67,6	9,3
Rational Production	52,9	58,1	6,4
Organic Production	47,1	55,6	4,4

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Innovation and Collaboration Networks in the Local Agro-Food System of the "Sierra Mágina Olive-Oil PDO" (Andalusia, Spain)

Maria Laura Cendón[1], Javier Sanz-Cañada[2] & Delia Lucena[3]

***Abstract* – Protected designations of origin (PDOs) contribute to promoting an institutional network of local agro-food development that transcends the processes of identification, promotion and valorisation of identity-based food products. The present paper aims to analyse these innovation and knowledge dissemination networks at local level, using Social Network Analysis (SNA) techniques to establish, by way of a hypothesis, whether Regulatory Boards (RBs) play a key role in articulating the organisation of Local Agro-food Systems (LAFS) and in constructing territorial governance.**

Keywords: Local Agro-Food Systems, Social Network Analysis, Protected Designation of Origin, Regulatory Board, olive oil

Introduction[4]

Protected designations of origin (PDOs) can eventually contribute to promoting an institutional network of local agro-food development that transcends the processes of identification and valorisation of identity-based food products. The Local Agro-food Systems (LAFS) created around these PDOs can contribute to generating an environment of territorial governance (Cendón et al, 2014) through development of inter-professional organisations at local scale based upon the valorisation of differential quality (Sanz-Cañada & Macías-Vázquez, 2005). Among the activities of the Regulatory Boards (RBs), we can highlight promotion of innovation in terms of quality, dissemination of tacit knowledge and development of training programmes. These innovation and knowledge networks, based on relations of trust among the agents of a LAFS, constitute a focal element of territorial governance relations when, besides, they are associated with other agents of local development (Leader groups, local associations, town councils, etc.).

The present paper aims to analyse these innovation and knowledge dissemination networks at local level, using Social Network Analyses (SNA) techniques. SNA is the process of investigating social structures through the use of network and graph theories. The SNA techniques are used to establish, by way of a hypothesis, whether RBs play a key role in articulating the organisation of LAFS and in constructing territorial governance.

Methods and sources, Theoretical framework and organising concepts

The concept of territorial governance implies implementing processes of networked collective organisation in which there are processes of coordination and multi-level collective action among the stakeholders, enterprises and local institutions. The processes are all favoured by geographical and organisational proximity (Torre & Traversac, 2011). The principal source of innovation of local olive-oil systems in Andalusia involves dissemination of tacit knowledge, often based upon inter-personal relationships (Hinojosa-Rodríguez et al, 2014), whereas there is a high level of investment of fixed capital in Sierra Mágina's oil mills. Methodologically, our research involves three different types of SNA: i) technical innovation and best practices (agricultural and agro-industrial); ii) innovation in business management and marketing; iii) networks of direct collaboration among oil mills (joint investments, joint promotion, etc.).

We conducted surveys in all the oil mills (most of them grouping small farmers in milling co-operatives) present in the Sierra Mágina Region (48) (whether or not they belong to the PDO) in order to quantify the networks of advice and innovation by means of SNA. In particular, we estimated to whom enterprises' demands for advice are addressed, and we weighted these demands according to their frequency and segmented them into technical and organisational-commercial aspects. Likewise, we estimated an indicator of relationships of direct joint collaboration among mills (projects involving promotion, joint investments, etc.). We also conducted semi-directive interviews with privileged local agents (28), who appropriately interpreted the quantitative results: joint activities and projects between oil mills and other enterprises and institutions, the degree of adhesion to the PDO, the networks set up by the oil mills with the institutions, etc. SNA is employed to generate binary matrices and to calculate indicators of networks' structure and centrality, which enables us to study the features of size and connectivity of the networks, as well as the degree of centrality of local institutions and of the enterprises in the local knowledge dissemination network.

Results

Sierra Mágina region is highly concentrated and specialised in olive-oil production, presenting a high degree of mountain olive monoculture. In Sierra Mágina there are 48 oil mills, 58% of which belong to the PDO. A total of 62% of the companies are cooperatives, which besides, are substantially bigger than the small private enterprises. In Sierra Mágina and its surroundings there is a dense institutional network of olive-oil producers: RB, public administration, Research and development institutions, professional associations, etc. For reasons of space, we will now only show the graphs relating to the network of technical innovation (Graph 1).

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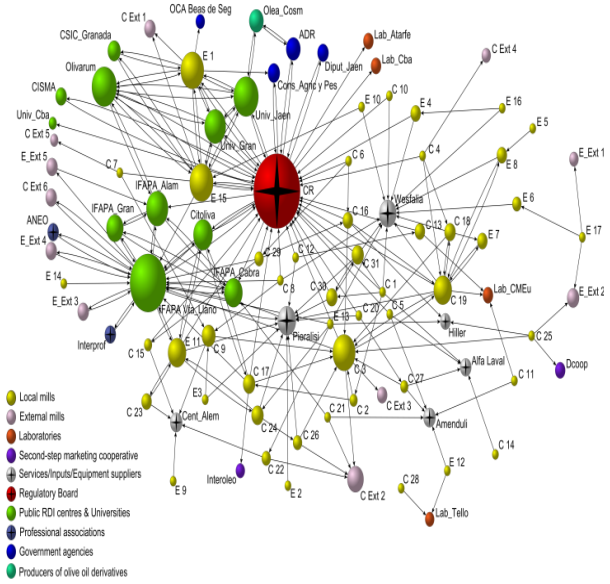
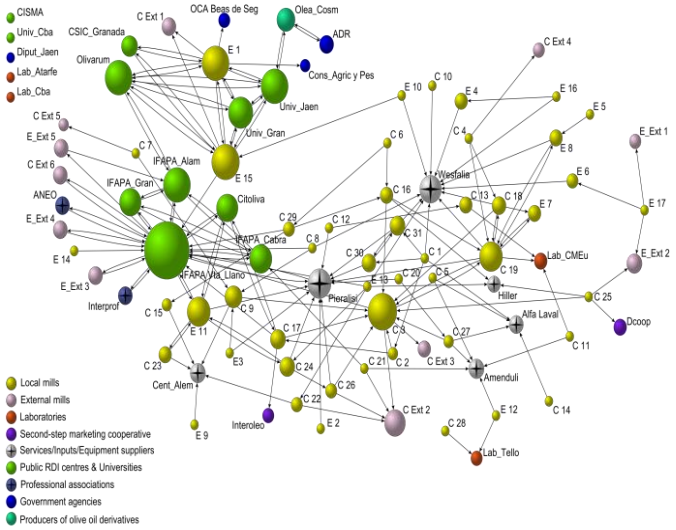
Graph 1. Network of Technical Innovation according to importance and type of stakeholder: Sierra Mágina PDO.



This network comprises 90 nodes (enterprises and institutions) and 613 lines, which means a high level of relational density, with a mean input degree of 6.8 (on average, almost 7 agents consult each node), although there is a high spread: some nodes are not consulted by any actors, whereas the RB reaches a maximum value of 104. The RB stands out as a source of knowledge and innovation, constituting the most consulted actor, the one with access to the whole network and the actor that best mediates in relationships among nodes that are not in direct contact with each other. The degree of connectivity of the enterprises not belonging to the PDO is significantly lower than that of the PDO companies. If we perform a simulation by means of SNA, in which we eliminate the RB, the network will be broken up, becoming smaller, with less connectivity and isolated nodes (Graph 2). Moreover, we verified that these high values for centrality and mediation, along with those from the simulation, are also repeated in the case of the network of management and marketing advice, albeit with somewhat less intensity. All of this confirms the role played by the RB in articulating the local governance of the LAFS. Apart from the RB, another group of agents playing a relevant role in mediating with the rest of the oil mills is the group of mills with the highest input degree. These are companies that are clearly oriented towards the bottled olive-oil market (compared with generalised sale of bulk oil), who have won awards for quality, actively participate in fairs and events and who are closely related to the institutional framework. The group is made up of companies dedicated to ecological production, small private companies that are highly oriented towards differential quality, but some large cooperatives are also involved. Advances have been made in some local cooperatives that have over-come the traditional issues relating to organisation and professionalization of staff that habitually arise in Andalusia's local olive-oil systems, and efforts are therefore directed towards management and marketing, and even towards exports.

Graph 2. Simulation of the Technical Innovation Network according to type of actor.



However, the network of direct horizontal collaboration among the oil mills is relatively smaller and less connected than the previous two networks. Apart from the scarce tradition of Andalusia's olive growers in collective action, "failure of governance" to solve a conflict that arose on setting up a second-step marketing cooperative, has meant that this network has had very little relational density.

CONCLUSIONS

The Sierra Mágina PDO has contributed to the creation of an inter-professional organisation at local level in which the conditions are provided to promote the local governance of the LAFS. A dense cognitive framework is created which transcends the actual process of product qualification. The RB takes on a key articulating role in the organisation of the LAFS and in the construction and strengthening of territorial governance: it constitutes the main pole of dissemination of knowledge and innovation and also makes a decisive contribution to configuring the connectivity of networks. Nevertheless, a deeper development of direct horizontal collaboration among mills is needed to reach a high threshold of territorial governance.

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The Role of EU Regional Networks in Supporting Research and Innovation on Geographical Indications and Local Agri-Food Systems:

The Case of the Association of the European Regions for Products of Origin

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***Abstract* – The presentation analyse how a network of regions at EU level can support the development of Localized Agri-Food Systems – LAFS/SYAL approach in policies elaboration, thanks to the key role of Regional Administrations in innovation and territorial development. It focuses in particular on the EU innovation strategy. The case of the Association of the European Regions for Products of Origin (AREPO) will be reviewed.**

Keywords: EU network of regions, Geographical Indications (GIs), Local Agri-food Systems (LAFS), EU agricultural research and innovation, interactive innovation model.

INTRODUCTION

The key role of Regional Administrations in innovation and territorial development will be analysed, in order to demonstrate how a network of regions at EU level can support the development of SYAL approach in policies elaboration, considering in particular the EU innovation strategy. The case of the Association of the European Regions for Products of Origin (AREPO) will be reviewed.

BACKGROUND

Regional administrations represent a key-player in territorial development. Being in closest proximity to their territories, regions are best suited to understand citizens' needs. Furthermore, the implementation of territorial development policies at regional level has the advantage of a major flexibility and adaptability to those needs.

Starting from the late 80s, the Europeanisation process has contributed to strengthen regions' role as key actors in territorial development. The implementation of the European Regional and Cohesion Policy and EU Structural Funds have fostered the activation of European region at EU level, creating a direct link with the European Commission (EC). As a consequence, regional authorities became increasingly aware of the EU's impact on their practices and competence areas, and progressively adapted their politico-administrative structures, acquiring new competences to influence EU decision making process (Bolgherini, 2006). As a result, in the 90s regions started to open permanent representation offices in Brussels and built EU wide thematic networks of regions to support their agenda. EU regional thematic networks have been fundamental in strengthening the direct link with the EC, allowing European Regions to influence the EU policy making (Tatham, 2008).

In the wake of the 2008 financial and economic crisis, the European Union placed innovation at the heart of its Europe 2020 strategy for smart, sustainable and inclusive growth (EC, 2010a). Within its flagship initiative Innovation Union, the EU considers innovation as the best way to boost job creation and economic growth in the quest to build stronger, cleaner, and fairer economies (EC, 2010b:2).

In this new push for innovation, regions have increasingly become relevant actors. Two policy trends contribute to the rising role of regions. First, the paradigm shift toward smart specialization favours regional development strategies based on the mobilisation of regional assets for growth, bringing innovation to the core of regional development agendas. Second, there is a growing recognition of the regional dimension in national innovation strategies in harnessing localised assets and improving policy impacts (OECD, 2011:31).

The European Innovation Partnerships (EIP) aims at pooling expertise and resources by bringing together public and private sectors not only at EU and national level, but also at regional level. In particular, the European Innovation Partnership for Agricultural productivity and Sustainability (EIP-AGRI) introduced the interactive innovation model which focuses on forming partnerships using a bottom-up approach and linking all the relevant actors (farmers, advisors, researchers, businesses) in Operational Groups.

In this context, associations of regions at EU level have a great potential in supporting and strengthening this model with a multiplier effect.

The Association of European Regions for Products of Origin (AREPO) is an example of EU regional network, created in 2004 to promote and defend GIs and quality products as tools for rural development and territorial planning. It is a consolidated network that includes not only regions but also producers association. Its structure allows generating negotiated and comprehensive policy guidelines, thanks to the exchanges between producers and regional administration in each region and between different regions from different Member states. For this reason AREPO represents a great potential in the implementation of the interactive innovation model in the sector of origin and quality products.

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A direct cooperation with the European Research Group (ERG) SYAL would allow to involve research institutes and universities actors in a process of knowledge co-creation and appropriation in the sector of quality products and products of origin.

Furthermore, the two networks together could play an important role in setting the EU strategic agenda for agricultural research and innovation, assuring that it includes the research needs and issues related to LAFS and GIs.

AREPO's role would be to facilitate the exchange between regional administrations, producers associations and universities/research centres, in order to foster knowledge exchange and cooperation, and to create adequate tools both to influence research priorities at EU level and implement research results in regional policies and producers' strategies.

One of the first results of the collaboration between AREPO and the ERG SYAL is the position paper on "Localised agro-food systems and quality products in the long-term strategy for European agricultural research and innovation by 2020 and beyond".

Methods and sources

The position paper is the results of a stock taking process concerning the high-level seminar on "Innovating and Organising Research, Education and Training for Sustainable GIs", held by AREPO on September 2015, in the framework of the Week of DG AGRI Stakeholders at Expo Milano. The workshop gathered together stakeholders from the research, education and training sectors in order to exchange experiences and practices and to define future priorities for the development of sustainable GIs.

The conclusions of the seminar have been collected and consolidated through the organisation of an online workshop and of a working group AREPO-SYAL that has contributed to the redaction of the position paper.

Theoretical framework and organising concepts

The position paper focuses on the primary sector and its links with the food chain and rural development. Furthermore, it establishes relevant links to the bio-economy strategy. It argues that Localized agri-food systems and quality and origin products can contribute to sustainable bio-economy, thanks to their innovation potential in the governance of the food system at local/regional level and in the sustainable use of resources.

The first section introduces the concept of Localised agri-food systems highlighting its possible contribution to the transition to a sustainable bio-economy and its essential role in research and innovation, thanks to its interdisciplinary and dynamic nature.

The second section describes the valorisation of origin and quality products, introducing the concept of the "virtuous" circle, able to close and effectively achieve the reproduction and renewal of the resources used in a "complete" and sustainable production process.

Results

The position paper underlines that GIs and LFSs still need support and funding at the European level on research and innovation. The existing research should be extended and should explore new issues and targets by enlarging the scope also to localized agro-food systems and rural development dynamics. New disciplines should be mobilised to address the challenges determined by the complexity of these products and to tackle all opportunities they offer to agriculture and rural development.

Research and innovation should support the improvement of those products and their LAFS, and use them as case study to extend good practices to other sectors, especially concerning their governance and collective organisation.

Furthermore, quality products and GIs have certainly a role to play within the transition to sustainable bio-economy, since they embody the principles described in the 4th SCAR Foresight Exercise (EC 2015a).

Conclusions

The enormous potential of Localized Agri-food Systems (LAFS) and of the valorisation of origin and quality products for the sustainable development of rural areas is still underutilized in the European Union. This requires strengthening EU policies directly or indirectly related to quality schemes and assuring that EU Agricultural research and innovation strategy includes the research needs and issues related to LAFS and GIs, in order to unlock their potential for a sustainable rural development. Collaboration between AREPO and SYAL would foster the linkage between regional administrations, producers associations and universities/research centres, creating adequate tools both to influence research priorities at EU level and implement research results in regional policies and producers' strategies.

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Individual Strategies and Collective Action:

Producers Associations Dynamics in the Amazonian Region of Ecuador

Luis Orozco[1]

***Abstract* – This paper focuses on the dynamics of producers associations in the Amazonian (north-east) region of Ecuador. A colonization process has characterized this region over several decades, as well as the presence of oil extraction activity. Agriculture is mainly for subsistence, however several associations have emerged in order for producers to find new sources of revenue. These associations face the classical collective action problems. This paper presents a preliminary work in which we identify: What type of associations better succeed in achieving common goals? What are their main characteristics? In fine, associations with "strong" charismatic leaders, where the common goal is to access new markets are more likely to succeed than associations formed around short terms goals such as the search for public funds.**

Keywords: Collective action, producers' associations, farmers' characteristics, Amazon, Ecuador.

INTRODUCTION[2]

This paper focuses on producer associations' dynamics in the Amazonian region of Ecuador. A vast colonization process has characterized this region since the 1960's (particularly the northeast part), as well as an important presence of oil extraction activity. Within these two contexts, agriculture has been long time destined for subsistence or addressed to local markets. Recently, there has been a strong movement for collective action in order for producers to reduce cost, mutualize infrastructure, achieve economies of scale and be able to weight in negotiations with downstream actors. This paper explores the dynamics of producer associations in this region, propose a typology of producers associations and study the individual determinants for producers) to join such organizations.

METHODS AND SOURCES

Almost all of Ecuador's oil revenue comes from the Amazonian provinces of Orellana and Sucumbíos. These regions remained for a long time very isolated from the rest of the country. The agrarian reform of 1964, promoted a process of colonization in exchange for access to land. The opportunity to access the property attracted many poor farmers who obtained pre-defined land plots of 50 hectares (Gondard & Mazurek, 2001). The colonization of the Ecuadorian Amazon region happened at the same time with the first oil concession in 1968. This area however remained isolated and with low living conditions of settlers. Many collective actions started to take place since the 1990s to demand action on the part of oil companies and the state to improve the living conditions in the two provinces. The environmental degradation, made public by the Texaco-Chevron trial, has played a structuring role in the coalitions of actors. Producers associations started to appear in the 1990s in both provinces.

The arrival of Rafael Correa to power in 2007 started a state policy of reinvestment in the Amazon and increased government spending. The oil revenues, and the government's renegotiation of operating contracts with private companies largely financed this policy.

THEORETICAL FRAMEWORK AND ORGANISING CONCEPTS

There is a large theoretical framework to understand collective action in rural areas. The logic to cooperate for a common goal (Olson, 1965) and the establishment of incentive mechanisms and sanctions to avoid opportunistic behavior (Ostrom, 1990) are well established concepts in the literature. Localized Agricultural Systems provide an interesting framework to study collective action in rural areas, especially in Latin America, as institutions are not very present, and were subsistence agriculture goes along with the need to access new markets (at the national and international levels) (Muchnik et al., 2007).

Previous works in Ecuador have shown, in the case of the banana sector, how individual strategies lead them to individualistic behaviors that harm the collective action (Cepeda et al., 2007). In times of low prices, producers sell their product within the framework of the producer's associations, which guarantees stable prices all year. When prices rise, farmers break their commitments and sell separately for a better price (Cepeda et al., 2007). Weak control mechanisms within associations allow for free riding behaviors.

In addition, these collective movements succeed thanks to the existence of a strong leader. This "managers" of collective action, or "community leaders" (Grundwald and Pirotte, 2005) play a key role in the formation, governance and resilience of organizations, as well as the access to a large range of resources and networks.

BACKGROUND

The first part of this study consisted on a series of semi-structured interviews (67 in total) with heads of producers associations, public authorities related to agriculture and heads of rural communities. This fieldwork took place between February and July 2015 (Boyon, 2015). This work allowed us to map

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the different organizations, and networks of organization that exist in the areas of Pacayacu and Dayuma in the northeast of Ecuador. We were also able to better understand the dynamics of such organizations and the participation of their members in the common activities.

The second part of the study consisted in exploring an original dataset carried by the governmental organization PRAS (Programa de Reparación Ambiental y Social) on 655 rural households in the area of Pacayacu (one of the studied areas). The objective is to test the determinants for individual farmers to join a producers association, using a probit model with selection bias (Van de Ven and Van Praag, 1981). The idea is to shed light on the individual characteristics on joining a producers' association, distinguishing the factors of joining "any" association from those of joining a "producer's" association.

RESULTS

The different types of organization analyzed share many things in common and differ in many aspects as well. This is due in part to a complicated and changing system for registering them as legal entities. Therefore, it is not possible to analyze them from a "legal status" point of view. However, the proposed typology consists in separating, first, the associations mainly formed by indigenous communities (shuar or kishwa) (type 1); second, the "peasant" organizations who exist mainly for short-term objectives such as the acquisition of a public support (type 2), and, third, associations whose main goal is the processing and marketing of their products (type 3).

The associations formed by members of an indigenous community have the particularity of having good cohesion and an important role of women. They are mainly centered in the production itself and exist within the indigenous communities. The second type of association regroup different associations that consider themselves "peasants" (even in the cases where they do not carry any agricultural activities) that exist in order to represent specific communities in the acquisition of funding or support projects for agriculture. These associations present several problems, mainly related to their short terms goals. Once the public grant is obtain/refused, the absence of a common goal, makes this associations to go into decline until a next project or government support becomes available. These associations rely heavily on the actions of their leader who is usually present in different networks (social, political, etc.) and is able to gain knowledge about the available public support and to convince the members to regroup.

Finally, associations whose main goal is to process and market their products have clear objectives, all oriented to a specific (or a set) of product(s). They do not limit their presence to the communities they live in, but to a larger territory in order to achieve higher volumes. The public support they search is mainly oriented to processing tools and transport. The leadership depends on a group of people, usually the founders, which share common goals and the vision to access new markets. Some of these organizations have implemented training and quality specifications to improve their products as well as their chances to weigh in the negotiation with clients.

CONCLUSIONS

This paper presents the preliminary results of a study the dynamics of the producers' associations in Ecuador. These associations present the classical problems of a collective action, which are identified after providing a typology of organizations. The presence of free riders and opportunistic behavior appears as a major threat for the collective action, whether it concerns changes in prices or the acquisition of public funding. However, the existence of common values and rules (Ostrom, 1990) as in organizations type 1 and 3, and the existence of strong charismatic leaders (Grundwald and Pirotte, 2005) (type 2 and 3) help to reduce such threats. Further work will focus on identifying the individual characteristics of producers that chose to join these organizations.

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Public and Private Strategies for Business Profitability and Territorial Development:

Sustainability of an Olive Grove in the Province of Jaen (Spain)

Manuel Parras Rosa[1], Francisco José Torres Ruiz[2] & Manuela Vega Zamora[3]

***Abstract* – The province of Jaen is the world's most important olive-growing region. Nonetheless, approximately 96.6% of the province's territory used for olive cropping would not be profitable without subsidies from the CAP. This aid is applied to the so-called traditional olive groves. Even considering CAP subsidies, 23.46% of Jaen's olive groves do not cover production costs. Our study refers to the "traditional non-mechanised" or "mountain" olive grove". Within the context described, our research proposes a series of strategies aimed at increasing income for Jaen's producers per kg of olive oil produced and/or reducing the high production costs involved.**

Keywords: olive grove, Jaen (Spain), profitability, sustainability, policies.

Introduction

In the province of Jaen, 60 million olive trees are grown, representing 20% of olive-oil production worldwide.

Due to the income and employment generated, olive groves constitute a strategic crop for Jaen. However, in general terms the olive-oil sector, involving cooperatives that play a vital role in Jaen's production due to their 75% market share (15% of world production), is poorly oriented towards the bottled oil market, selling 80% of its production in bulk. In Jaen there are four second-degree cooperatives (DCOOP, Jaencoop, Olivar de Segura and Oleocampo), one unit for collective sales –Interoleo Picual Jaén- and three PDOs –Sierra Mágina, Sierra de Cazorla and Sierra de Segura-, all of which play a crucial role in promoting the olive-oil market in the territory; however, their turnover on the national and international bottled oil market is low.

In the last few years, a series of research projects (see below) have highlighted the strong dependence of Jaen's olive groves on the aforementioned CAP subsidies, as well as the struggle for survival of many of these groves, despite the aid currently provided. These are the so-called traditional groves, both irrigated and under dry-farming regimes, characterised by low-density plantations and by "traditional non-mechanised" or "mountain" olive groves.

The present study proposes a series of strategies aimed at better orienting Jaen's producers towards the market, in order to obtain high income and/or to reduce the high production costs involved. Furthermore, we analyse the public strategies needed to make determined olive groves in Jaen sustainable.

Methods and sources

Our research method consisted of critical review of the existing literature on olive-grove profitability in general, and specifically, in Jaen. Moreover, the present paper proposes determined private and public strategies intended to attenuate the dependence of olive groves in Jaen upon CAP subsidies, at a time when these are being reduced.

Theoretical framework and organising concepts

Analysis of olive-grove profitability constitutes one part of our research; the other part refers to public and private policies. With regard to the former, a series of studies has focused on calculating the profitability of olive groves. To this end, an olive-grove typology was created to establish costs and incomes for each olive-grove class, or type, as is the case, among others, of research by AEMO (2010), CES (2011), Sanz Cañada et al. (2014) and Colombo et al. (2015). As for the second part of the study, a series of strategies are proposed, which are not mutually incompatible, to increase the profitability of Jaen's olive crops, particularly of the less productive ones (Sánchez and Gallego, 2011) and (Colombo et al., 2015). These measures can be classified into three strategies: reduced costs-increased income, diversification and differentiation.

Results

Previous studies conclude that 90% of Jaen's surface area dedicated to olive cropping would be unprofitable without CAP subsidies for price levels of 2 Euros/kg.; this price is acceptable for normal harvests of around 1,600,000 tons in Spain and a global level of 3,000,000 tons of olive oils. Studies referring to the province of Jaen coincide in the strong dependence of most of Jaen's territory and olive farms on CAP subsidies, highlighting the risk of abandonment of the so-called "mountain olive groves".

To reduce costs and increase income, the following measures, among others, have been proposed: crop intensification where possible, even intensification of the dry farming crops or deficiently irrigated ones (Sánchez and Gallego, 2011), shared crops and assisted crops (Colombo et al., 2015), creation of units for centralised purchases and services, olive-oil cooperatives integrated within existing co-ops, increased irrigation, setting up management bodies for croplands in the existing cooperatives, promoting

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companies providing olive oil-related services, territorial contracts for rural areas, etc.

In relation to diversification, a proposal has been made to make olive crops compatible with other ones, to use olive groves for other purposes in order to increase the supply of pubic goods and services for use by farmers and by society, and to make advances in concentric distribution, i.e., integrating initiatives aimed at making use of sub-products and waste from olive groves and olive-oil production, involving a valorisation thereof; examples of these sub-products are olive pomace, olive stones and the remains from pruning for production of thermal and electric energy, pellets, bio-ethanol, industries producing active carbon, enzymes, etc.

Lastly, in the differentiation section, proposals have been made for transformation to ecological olive groves, potentiation of the role played by the Protected Denominations of Origin (PDOs) or valorisation of the social and environmental externalities of traditional cropping systems, through the creation of services associated with valorisation of olive-growing heritage within an environmental and cultural framework; in this context, tourism, gastronomy and leisure-pedagogic activities can add a high level of profitability to the production chain, by means of a long-term strategy.

Nonetheless, although the above mentioned strategies are relevant with regard to promoting greater competitiveness for Jaen's olive groves, they must be complemented in many case by public policies because otherwise, production could be abandoned in vast areas, which would have a particular impact on Jaen's mountain olive groves. In this sense, these policies can contribute to maintaining these olive groves due to the environmental and territorial functions they perform and consequently, to the benefits they provide to society in the shape of public goods. In this respect, we propose CAP subsidies for the mountain olive groves, as well as establishing and certifying a profitable model of olive cropping that is compatible with conservation of biodiversity; we also propose positioning this production model as an added value that is profitable on the olive-oil market as one of the objectives of the project "Alive olive groves. Towards the adequacy and certification of olive groves reconciled with life"4. In our opinion, this model should be supported within a "greener" CAP framework for olive groves.

Conclusions

The most relevant conclusion of the present paper states that a vast amount of Jaen's olive groves strongly depend on CAP subsidies and that, regardless of whether certain strategies are adopted that tend towards greater market orientation in order to provide higher income per kg of olive oil produced, there is also a need for actions aimed at reducing the high production costs, specifically for the mountain olive groves and for "traditional non-mechanised olive groves". To make these sustainable, there is a need for public aid, which is perfectly justifiable due to the role these olive groves play in the rural environment, as they do not only constitute a source of income and employment but, within the framework of agricultural multi-functionality, they are fundamental because they provide public goods and healthy quality products to the population; furthermore, they shape a territory and a culture, and play a key role in territorial and social cohesion and in maintaining the population in rural areas that present high environmental and landscape vales and contribute to fighting erosion and climate change and to preserving biological biodiversity.

[4] Research project from LIFE (2014-2020) program, an European Commission convocation, with reference number LIFE14 NAT/ES/001094.

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Short Food Supply Chains:

A Latin American Perspective from the Territorial Approach and Valorization of Identity and Bio-Cultural Assets.

Marta Arosio[1]

***Abstract* – In Latin America and the Caribbean (LAC), Short Supply Chains (SSCs) are beginning to gain recognition as a relevant and growing phenomenon, linked to the local, cultural heritage and biodiversity and, to a lesser extent, to agro-ecology and solidarity economy (CEPAL, 2014). The main question of this paper is: which kind of Short Supply Chain (SSC) can contribute to a higher level of small scale producers and entrepreneurs' inclusion, stimulating new dynamics and connections between urban and rural areas in the Latina American and the Caribbean (LAC) region?**

Keywords: territorial development, cultural identity, Short Supply Chains (SSC), small scale entrepreneurs/producers inclusion, biocultural assets

Introduction

The main intent of this paper is to better understand whether and which kind of Short Supply Chain (SSC) can contribute to a higher level of small scale producers and entrepreneurs' inclusion, stimulating new dynamics and connections between urban and rural areas in the Latina American and the Caribbean (LAC) region. Firstly, it is important to briefly introduce the context in LAC within which SSCs are set and which strongly influence their development. LAC region is subject to serious territorial inequalities. Although in the last years territorial gaps have been decreasing, they still are a severe issue in LAC, constituting a challenge for the region development. Substantial improvements have been registered in some of the development dimensions but this has not always been reflected in a parallel decrease of territorial gaps (RIMISP, 2013) since a considerable number of LAC countries is subject to territorial polarization (Berdegué et al, 2012). Another important trend is the increasing recognition of family farming as relevant for food security, agricultural employment generation, biodiversity, cultural traditions conservation and thus poverty mitigation (FAO 2014). It provides between 27% and 67% of the agri-food production at the country level occupying between 12% and 67% of farmed areas (FAO, 2014). On the other hand, we have been assisting to a rural transformation characterized by a transit from a rural economy where agriculture represented the main working activity to a one where the relevance of non-agricultural incomes in the family farming is constantly growing. Another important aspect is the growing middle class which in the last decade increased more than 50% in the region (Ferreira et al., 2013). Against this background, how can SSCs constitute an element of inclusion? Among the different types of SSCs in LAC, this paper will mainly focus on the "territorial markets" characterized by strong linkages with territories, biocultural valorization and a comprehensive basket of products and services.

Methods and sources

The employed research strategy will be a synthetic analysis of the case study of Chiloé[2] as a territorial market. It will be set within a specific theoretical framework which will help to understand how it is possible to implement a process which prioritizes SSCs with cultural identity valorization from a territorial approach. The literature selection was realized through personal research, by the analysis of previous studies on the topic and the applied research works realized by RIMISP. Some of these studies are based on primary data directly collected from the authors.

Theoretical framework and organising concepts

The employed theoretical frame is the Rural Territorial Development with Cultural Identity approach (RTD-CI). RTD leans on two related pillars: productive transformation and institutional development. The former aims at linking the economy of a territory with dynamic markets implying changes in employment and production patterns. The latter encourages cooperation processes between local actors among themselves and with external actors aiming at modifying formal and informal rules which reproduce marginalization in the productive transformation processes (Schejtman & Berdegué 2004). One of RTD aspects is CI and its valorization in rural areas. RTD-CI is based on the idea that the involved actors should share a common view which, leaning on identity and cultural elements, can transform weaknesses into strengths. For a better conceptualization, three elements which strongly influence SSCs development need to be otulined:

- A comprehensive territorial strategy centered on the valorization of a basket of products and services which implies the mobilization of collective actors and their coordination for a common objective (Fonte&Ranaboldo, 2007).
- Capacity building processes addressed to local territorial stakeholders training and thus empowerment.
- Governance.

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[2] Chiloé is the largest island of the Chiloé Archipelago off the coast of southern Chile.

RESULTS

Analyzing the case of Chiloé it is possible to better understand how the development of inclusive SSCs within a territory can be stimulated by a RTD-CI process with the final objective to boost small scale producers and entrepreneurs' inclusion. At the beginning of the process, Chiloé was clearly identifiable as a "contradictory" territory. It was characterized by contrasting development trends: the salmon industry represented the largest dynamic sector with a 20% annual growth rate from 1990 until 2006 (Ranaboldo et al. 2009). On the other hand, the territory counted on high-valued biocultural assets which represented an important touristic attraction. Industrialization and modernization processes caused the erosion and loss of traditional elements which are vehicle of identity. On the other side, territorial biocultural assets were acquiring a renewed touristic, cultural and heritage value (Venegas, 2011). As a result, production, distribution and touristic dynamics were not sustainable for the territory and did not benefit and include local communities. Against this contradictory context, a new tendency affirmed itself creating a wide basket of services and products according to an integral territorial strategy. The cultural valorization process in Chiloé started from productive transformation. The final aim was to create integrated SSCs contrasting the trend of exports thus valorizing territorial cultural assets. A strong emphasis was put on agricultural products and rural tourism. One of the most important results was the recognition of the archipelago as one of the seven world pilot Globally Important Agricultural Heritage Systems (GIAHS). This seal is an intiative started in 2002 by the Food and Agricultural Organization of the United Nations (FAO) to "safeguard and support the world's agri-cultural heritage systems"[3] standing out for biodiversity conservation, agriculture, cultural landscapes, traditional knowledge application etc. The process has been brought forward by local and international institutions led by the Center of Education and Technology in Chiloé with a strong inclusion of local communities. The seal implemented an important shift in a territorial context characterized by weak organizations affected by exogenous forces and it led to small scale producers' inclusion within the value chain.

CONCLUSIONS

GIAHS recognition did not represent the final result for a comprehensive system based on inclusive SSCs and the valorization of territorial biocultural assets. It represented the beginning of a territorial brand which has been allowing the reinforcement of territorial governance leading to the escalation of the model. Chiloé, as territorial market, experienced both a productive and institutional transformation process reaching the development of inclusive SSC dynamics within an integrated logic. Throughout the productive transformation process, the territory managed to shift the production and distribution pattern from an industrial economy centered on exports to the creation of a value chain which valorizes territorial biocultural assets with a high inclusion of local actors. As regards the institutional transformation process, the governance process which resulted in the interaction and cooperation among local actors between themselves and with international and national organization, was one of the key elements for strategy success. Lastly, it is essential to underline the importance of local stake-holders capacity building process without which the model scaling up would not be possible.

[3] http://www.fao.org/giahs/en/

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Territorial Governance and Social Innovation:

The Cases of Artisan Cheese and Rice in Mexico

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***Abstract* - During the eighties, a structural change and macroeconomic adjustment was generated in Mexico as a result of trade liberalization policies implemented by the government that transgressed food production in the country. In order to analyze this new productive condition, understanding all kinds of efforts made by actors in the basis of society and proposing policy guidelines for development, localized agri-food system (SYAL) approach can be used and concepts such as governance and social innovation must be taken into consideration. In this paper we present research and exploration results of two agrifood systems cases in which certain strategies have been followed to achieve development: artisanal cheese production in the state of Hidalgo and rice production in the state of Morelos, México.**

Keywords: territorial development, governance, social innovation, SYAL of artisan cheese and rice.

Introduction

Globalization process in food markets have favored production concentration and large producers and distributors groups have benefited from it, therefore the rural production share in agri-food value chain has fallen lately. The added value of an agri-food product through social innovation, that creates differentiation and certification on the product itself, may lead to some opportunities to overcome rural underdevelopment. Under these conditions, territorial actors, which belong to most vulnerable social groups, generate innovation which is strengthened by governance process; this innovation contributes to generate local initiatives to achieve development and overcoming priority issues.

In this research we consider theoretical approach of governance and social innovation within localized agri-food systems (SYAL), as well as cheese and rice production contextual data. During the case study of indigenous producers of Hidalgo's artisan cheese and morelenses (a gentilic given for the natives of the state of Morelos, México) rice producers, we focused mainly on cooperation process and negotiations with others system's actors that have enabled progress in local development, leading us to some final conclusions. The question that motivates this paper is: Can SYAL approaches contribute, through the study of governance and social innovation, to the formulation of local public policies aimed to overcome poverty and diminish negative implications of trade liberalization in rural areas?

Methods and sources

The research was conducted by reviewing and analyzing statistical and documentary information in order to define the framework in which selected agri-food systems are involved. To establish organizational paths, productive and linkage strategies, field work was done and qualified informants were interviewed as part of the qualitative analysis methods used to explain substantial elements that, while adding value to rural production, can fortify collective actions and local governance process.

Theoretical framework and organising concepts

The SYAL approach emerges in response to the massive and standardized food production public policies. Paradoxically, these standardized production and consumption have led to a return for specific and specialized food products; this was determined due to the environmental, food security and safety crisis (Torres et al., 2011). In this research we integrate and understand governance concept as a political and institutional element that may provide answers to solve issues inside territories. The governance is incorporated in the institutional environment that also generates significant arrangements for territorial evolution and transformation. Hence, SYAL can be acknowledged as a form of local development in which territorial governance enables coordination and negotiation between local actors in order to generate a dynamic of benefits and local producers and consumers' value appropriation. For an integrated and complete analysis we include social innovation (SI) concept as the merge generation and appropriation of technologies used to solve local society's problems in pursuance of better livelihoods inside territories. This SI concept enriches SYAL approach because it takes into consideration process and relationships that come from local to global and vice versa.

Results

The results from empirical research highlighted the importance of SYAL approach application in order to identify the characteristics of case studies actor's territorial linkages, collective action strategies, the elements of social cohesion, innovative practices and the way system's actors coordination inside the socioeconomic and institutional networks, and also considering new historical and cultural frameworks. Analysis of

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SYAL diversity, located even in the same country, induces the creation of knowledge about boundaries, constraints and opportunities within institutional context toward local development, so this approach may be a useful tool while formulating rural development policies.

The artisan cheese productive organization integrated for indigenous women hñähñús (otomi people) in the agri-food system can be explained considering a highly concentrated dairy production, on one side, and a marginalization condition of small producers and family farming, on the other. The study is located in an indigenous territory, which is among the poorest of the country, where emigration has become a survival strategy. Here, a social innovation takes place: a dairy production organization, that adds value to artisanal cheese, has been created out of collective actions and participation from reunited families, now that migrant members have returned to their homelands. Governance strength comes from cooperation and trust relationships in which common organization (organización ejidal in Spanish) are based on. The organization has linkages with government programs designed for rural women that, by providing financial assistance, have main objectives like: improving cheese factory facilities, the introduction of technological innovations for increasing quality and efficiency of traditional productive models and the development of a collective commercialization brand. With these kinds of efforts, local capacities are seized, jobs are created and females, as formal heads of the organization, have increased women's empowerment.

Domestic rice production in Mexico has dropped drastically during the last decade, which has created a high food import dependency. In order to respond to this issue, rice producers and their organizations that integrate the localized agri-food system, have continued to create new governance forms that grant them an adequate national market position and institutional breakthroughs, such as the appellation of origin (AO) obtained in 2012.

The appellation of origin was the result of cooperation, organization and network creation, among the essential actors of the agri-food system, such as: producers associations, government actors, local policy makers and research and educational institutions.

The participation of research institutions was of particular importance, especially because they provide information and reports that supported rice agronomic, milling and culinary quality, as well as its socio productive characteristics and peculiarities. This information was used by local government agencies that helped rice producers, so they could achieve the rice appellation of origin, an acknowledgement that has been given by the Mexican Institute of Industrial Property (IMPI).

CONCLUSIONS

Of all the learning and lessons these cases have provided, in this paper we can draw our attention to the importance of social innovation, an element inside producers organizations that can contribute to the exploitation of local capacities for system's actors benefits. The governance processes among territorial actors, built up from rural producers needs and as part of local institutional arrangements, enabled the rice appellation of origin.

Sadly, the continuum of current liberalization policies may threaten the achievements of these cheese and rice rural producers. Therefore, the identification and promotion of innovative practices that have already been developed by these producers is not only a matter of great importance, but also it has to be supported by those actors who design and manage public policies. Then, the specific needs and demands of rural producers may finally be heard and satisfied.

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Governance Practices in Cheese Production Systems:

Its Contribution in Strengthening Institutions for Promoting Territorial Development (Sonora, Mexico)

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***Abstract* - Globalization, the dominance of transnational corporations, the standardization of food products, agricultural policy and the challenges facing the environment, represent a series of obstacles to the development of SIAL. The aim of this work is to identify governance practices that small-scale producers of artisanal cheese of the state of Sonora, Mexico, implement in solving their problems. To meet this objective, two approaches were combined: the institutionalist approach and the territorial approach, highlighting governance practices from a SIAL perspective. The methodology included analysis of three strategic projects by means of interviews, with the aim to identify relevant elements of territorial governance.**

Keywords: institutions, territorial development, governance, LAFS, artisanal cheese.

Introduction

Faced with a series of obstacles for the development of Localized Agri-food Systems (SIAL) presented at the international, national and local context, small farmers have implemented various governance practices that allow them to advance in the processes of territorial development.

Taking as an example the experiences where the actors decide to recover and increase the production of food or typical differentiated products, Sanz (2014) highlights the importance of historical, cultural and governance structures for territorial development momentum factors.

In this sense, the objective of this work is identify the governance practices that small-scale artisanal cheese producers of the intermountain area of the State of Sonora, Mexico, implement in solving their problems; and how they contribute in strengthening their institutions and production systems to boost territorial development. Specifically the questions are: What are the characteristics of governance practices implemented by local actors? What are the formal and informal rules that contribute to strengthen institutions and promote territorial development?

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Methods and sources

The methodological stage consisted in the selection of three strategic projects, scheme under which, from 2007, the Federal Government promotes the integration of production for adding-value chains, linked to bovine milk production chain for the production of artisan cheese supported by "Financiera Rural", in its Hermosillo Agency; it was developed in two stages.

The first consisted of the search and systematization of secondary sources of information and the review of logbooks provided by the institution, where basic information of each strategic project is concentrated. In a second stage, in order to identify governance practices, three interviews were conducted through a semi-structured questionnaire to representatives and principal managers of Financiera Rural, i.e. the promoters of the strategic projects.

Theoretical framework and organising concepts

In order to achieve our goal, we used a theoretical framework which includes the institutionalist perspective (Hodgson 2006; North 2003,) emphasizing organizational issues, and the territorial approach (Torre and Traversac 2011; LEADER II 2001). Also our framework allows highlighting governance practices in a SIAL perspective (Muchnik 2006).

Background

Farming in Sonora is mainly oriented to breeding cattle to supply the industry American fattening. In this sector, the production of milk and cheese plays a complementary role despite the decision-making capacity and ownership of the added value, and increased use of family labor. For development of a LAFS, the dairy chain offers a more comprehensive and accessible range of opportunities to add value and diversify production in the rural communities.

The cheese-making activity in the central region of the State of Sonora, where the three case studies are located, has a long tradition and well defined territorially markets. Knowledge gained raves generations, dating from the seventeenth century with the arrival of Jesuit missionaries, who passed on their knowledge to ópatas indigenous know-how that has been passed down for generations and adopted by existing producers.

The region is located in the free zone of brucellosis and bovine tuberculosis, which encourages consumer confidence. The territory share geographical proximity, historical, cultural and demographic dynamic elements, which receive support of public entities for productive projects, training and technical support, as well as the collaboration of research institutions, such as the Centro de Investigación en Alimentación y Desarrollo (CIAD).

In the study region, artisan cheese production has aroused the interest of several researchers, who, from a perspective on LAFS, analyze the dynamics of organization and governance processes developed by actors that interact in the territory, where identifying characteristic elements of the first stage of a LAFS, as well as participation, organization, cooperation, knowledge acquisition, all result from the implementation of innovations in the processes. It is argued that it presents an auspicious conditions for its development, due to the existence of history, identity and knowledge sharing among production units, which are limited to a specific territory.

However, some authors agree that no progress has been made in a second stage, which corresponds to the activation of territorial resources; it has not taken advantage of the geographical proximity and organizational proximity they have.

The violation of the rule of pasteurization of milk to ensure product safety, is not considered as a threat to the productive activity, although the artisanal cheese throughout the State of Sonora lacks hygienic quality. This is not an obstacle for the consumer network including doctors, nurses, lawyers, microbiologists, engineers and academics (Ochoa 2013). The consumer assumes the risk, prevailing symbolic value and organoleptic quality to rationality.

RESULTS

In the analysis of the evolution of the strategic projects, different results are observed as seen in Table 1. The case with highest rates of production is the Suaqui Grande, which is at the same time the productive system where most characteristic elements of territorial governance were identified, based on a family type cooperative.

During 2010-2014 period, the production in Suaqui Grande growth up (47.39%), in contrast to the state level, which has a negative balance (-16.92%); also La Colorada municipality, where the Ejido Cobachi is located, presents a negative growth (-5%) and the municipality of Ures, holds an increase (22.32%).

Table1. Volume of the production of milk in DDR 142-Ures and 145- Mazatán

	Production (thousands of liters)		
	2010	2014	Variation%
Sonora	129.355	108.112	-16.92
DDR 142	7,308	9,468	22.81
URES	4,553.820	5,862.499	22.32
DDR 145	5,244	5,414	3.24
La Colorada	1,142.477	1,087.995	-5.00
Suaqui Grande	537.940	1,022.586	47.39

The characteristics of governance practices implemented by actors in the three projects are more related to organizational proximity than to geographical proximity and explain the differences in the evolution of each one. Based on organization composed of households, according to what states the project leader, cooperatives is what has strengthened the organization of the Union of Societies "19 Suaqui Grande". The agreements that were taken from the beginning, as the monthly meetings, have not an aim of discussing policy issues, but are based on the premises of participation and consensus in decision-making. They are prevailing and have been institutionalized.

The results are productive diversification, the return of the settlers to live in the production unit, as well as the implementation of good animal management practices and grazing by some partners. All these processes have as result an increase in rates of lambing, in livestock productivity and in recovery of species of native plants that were already extinct.

CONCLUSIONS

Institutions determine how people behave, how is regulated human interaction and how is defined the organization of the LAFS. In the artisan cheese production systems analyzed, practices implemented by actors in the productive and organizational processes, are identified as elements of territorial governance, such as leadership, participation, cooperation, coordination and consensus in decision-making, based on family-type cooperatives. It has contributed to the strengthening of the LAFS and to productive diversification. These factors may become the axis of an activation process that can overcome safety issues and marketing.

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Session 6. General Session on Localized Agri-Food Systems. Lock-In and Transition for Localized Agri-Food Systems in a Changing World

Convenor: Francois Casabianca[1]

This general session on localized agri-food systems deals with a wide variety of topics such as:

• The potential of the LAFS (Localized Agri-Food Systems) approach to provide a vision of historical trajectories at local level

• Lock-in processes

• The analysis of territories and the localization (delocalization – relocalization) of activities

• The limits of supply chains approach.

• Innovation processes within LAFS situations, knowledge systems and learning processes

• The role of territories as subsidiary level for sustainable development

• LAFS' potential as social pillar for sustainable development.

• Technical and gastronomical cultures to be transmitted (how and by whom) to future generations.

• LAFS and solidarities in crisis time.

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'The New is Simply the Long-Forgotten Old';

Transitioning Back to Local Food Movements

Susan Machum[1]

Abstract - This paper argues that the emerging local food movement represents a revival of past food provisioning practices. Using a comparative case study design and interview data from local farmers, the paper considers the relationship between small-scale producers and local food consumers in pre- and post-industrial food systems. It concludes many of the dimensions associated with localized agri-food systems are the long-forgotten farming practices of four to five generations ago. While in the past these practices were common, today they represent niche markets and privileged knowledge.

Keywords: small-scale farming, alternative food network, marketing, consumers, case study

Introduction

'New' food regimes are gaining a lot of attention. Typically they are characterized as farm production practices that involve growing organically for local markets. Farms participating in the alternative food movement are diversified operations producing quality products — often for niche markets. In general they represent short supply chains in that there is usually direct contact between the farmer and the consumer (see Allen, 2006; Starr, 2010; Marsden et al., 2000; and Renting et al., 2003 for a general overview).

Food produced within the alternative food system (AFS) is understood to be socially and ethically better as well as nutritionally superior to food grown in industrial-scale operations for global markets. In fact, the 'alternative' stands in sharp contrast to the industrial food model that is characterised as high volume, low cost mass production intended chiefly for export markets.

The goal of this paper is to reflect on the relationship between AFS pursued today and the practices in place before industrial agriculture took hold. The research question: Is the local food movement (or AFS) fundamentally different than production and provisioning practices pursued in the pre-industrial era?

Methods and Sources

This research employs a comparative case study design. It is largely theoretical but it does draw on interviews with farm families over the past twenty-five years. Most recently twenty farmers participating in AFS were interviewed in May-June 2014 in New Brunswick, Canada.

Theoretical Framework and Organising Concepts

The paper uses a political economy approach to consider the evolving relationships between food producers and consumers. From the outset it acknowledges that our intellectual thinking is deeply embedded in theoretical binaries — and this is particularly true when examining food regimes. For example we often speak of local and global, production and consumption, organic and industrial, whole/raw foods and pseudofoods, post-productivist and productivist, new and old, paid and unpaid, productive and reproductive labour, etc. when discussing dimensions of the food system (Hinrichs, 2003). Linear models of progress also drive theorizing; these models suggest we logically proceed from one step to the next. In terms of food supply chains the emphasis is on production, distribution and consumption; when examining historical processes the sense of 'progression' has us moving from traditional, to modern, to post-modern societies (Rist, 2008).

These ideological binaries have led us to distinguish between production and consumption practices. In terms of production, rural sociologists have been studying the social class position of farm families but in recent years there has been growing interest in food consumption practices (Warde, 2016). Our research tendency is to emphasize either the production or the consumption side of food system. The aim here is to look at the interplay between the two.

Taking the work of Veltmeyer (1986) as the starting point, we can articulate the criteria used to discuss 'the social relations of production', namely:

- What is your relationship to the means of production?
- Do you buy or sell labour power?
- How much control do you have over your own labour power?
- What is the source of your wealth (your labour power or the labour of others)?

The typology of capitalist, petit-bourgeoisie and subsistence (or sustenance) farmers emerges from answers to these questions.

While a significant amount of research exists on food consumers and food consumption (see Warde, 2016), no clear similar criteria has been established to define, what we might call, 'the social relations of consumption'. Social relations of consumption would capture one's access to and buying power within the marketplace. If we followed Veltmeyer's (1986) lead we could ask the following types of questions to build a food consumer typology:

- How much 'consumption' power do you have? — or how much control do you have over discretionary spending?
- How much access to credit do you have?
- Where are you making your purchases?

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- Do you do your own buying or are others buying for you?

Engaging with these questions could lead us to three broad sets of food consumers: elite consumers who are able to purchase the best food money can buy; middle income consumers who can make food choices; and poor people who have limited food budgets.

RESULTS

Farmers' production strategies are directly related and influenced by their distribution activities. Farmers oriented to global export markets need high volume to both meet market demand and compete. But within the AFS, farmers are often seeking to position themselves against the global supermarket. Instead they seek to develop a meaningful relationship with the people who will eat the fruits of their labour.

Farms catering to the local market tend to be medium to small-scale operations and they tend to produce a variety of products in order to meet consumer demand. In this respect they are very much like the farms of yesteryear — relatively small-scale and diverse. Most importantly farmers within these operations are keen to interact and develop strong customer relationships with their clientele to achieve a strong customer base. The goal is to have 'regular' or repeat customers buying week after week.

To build a reliable customer base farmers need to have products that consumers want. What farmers in the AFS have been doing is growing foods using sustainable practices and branding them as organic and local to meet consumers expanding interest in such foods. Of course, organic, local foods were the standard during the pre-War era. And while farmers now are using very creative marketing strategies, in many respects these techniques parallel those of an earlier era: farmers are selling — and/or delivering — their products directly to those will eat them. Historically this occurred through farm gate sales and bartering or trading with neighbouring farms and households. Today it occurs via community supported agriculture (CSA) initiatives, farmers' market stalls, roadside stands, u-picks and other direct marketing techniques. While the exact technique may differ, the fundamental principles do not — farmers and consumers within the AFS are building meaningful relationships, they are each regaining and preserving tacit knowledge around food production and consumption that had been lost, and they are seeking alternatives to industrialized 'social relations of consumption'. How they are doing this strongly resembles past practices.

CONCLUSIONS

The growth in the local food movement represents a renewed interest among consumers in knowing where their food was grown, by whom, and under what conditions. While food certification programs such as 'fair trade' branding and 'certified organic' (Brown, 2013) provide some assurances around the use of ethical and sustainable practices, the most effective and accurate knowledge about farming production practices is learned via face-to-face interactions with farmers. Short supply chains are being constructed and framed as a 'new' or 'alternative' strategy for food provisioning. Yet these were the very practices of food consumers in the pre-Green Revolution era. Our ancestors of four to five generations ago were growing their own food, sharing and bartering with their neighbours, selling 'extras' in local farmers' markets and to small, locally-owned grocery stores. In this respect, present day farm marketing strategies embody the message in the Russian proverb: *the 'new' is simply the long forgotten-old*. Of course, there are nuanced differences. For example, past generations were not communicating to their customer base through the Internet and nor were customers paying for their products before they were grown, as is the case with Community Supported Agriculture initiatives. But the basic premise of 'know they farmer' through the establishment and nurturing of short-supply chains does indeed encapsulate the food provisioning practices of our ancestors. By emulating past practices farmers and consumers of the 21st Century are transitioning back to the local food movements that were *de rigueur* in the pre-World War II era. The new is not so new after all.

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Taking Account of Demand:

What Impact on Local Agri-Food System-Based Territorial Development in Latin America?

Denis Requier-Desjardins[1]

***Abstract* – Local Agri-Food System (LAFS) definition as a local productive system with territorial anchoring underlines the existence of food consumption patterns based on the place-related qualification of products linked to food cultural heritage. It entails therefore, at least implicitly, a reference to the character of demand for the products supplied by these productive systems. However, until now, this demand issue has not been really tackled by LAFS literature, particularly in Latin America. This contribution intends to, firstly, characterize for Latin America the link between LAFS's and demand, stressing the role of new patterns of urban demand and, secondly, identify what conclusions can be drawn from this characterization about rural local development path sustainability.**

Keywords: Latin America, demand, income distribution, urban middle class.

Introduction

This contribution intends to, firstly, characterize for Latin America the link between LAFS's and demand, stressing the role of new patterns of urban demand and, secondly, identify what conclusions can be drawn from this characterization about rural local development path sustainability. Until now, this demand issue has not been really tackled as such by LAFS literature, at a general level and particularly in Latin America.

Focusing on the characteristics of demand is important from two points of view:

- First territorial qualification of LAFS "basket of goods" needs an acknowledgement of quality by consumers and we need to know who they are
- Second LAFS is now seen as the basis of a methodology aiming at the definition of a strategy of territorial development by activation of specific resources. Is it a methodology which is available to all territories or is it constrained to some of them? The dynamics of demand is a limiting factor which should be taken in consideration

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Methods and sources

We shall proceed as follows:

Since the beginning of the century, an array of case-studies (Blanco, 2008; Boucher, 2004; Boucher, Reyes, 2014, Cerdan et al., 2012; Correa et al. 2006; Hernandez and Trivelli, 2011; Peerez Centeno, 2007; Poméon et al., 2008: Raimundi et al. 2011; Rodriguez Borray and Rangel Moreno, 2003; Velarde et al, 2010; etc.) has been carried out on specific LAFS in various Latin American countries.

Although demand has not been systematically scrutinized in these studies, we can find herein scattered information or hypotheses on this matter. We intend to gather them in order to see if they design a scheme for the characterization of the demand for LAFS products.

Then we shall put this scheme in the more general framework of the current relationship between food consumption patterns and income level strata and social classes in Latin American countries.

Theoretical framework and organising concepts

The analysis will be based first on the economic theory of quality, which stresses the role of demand in the process of characterization of quality linked to specificity.

It will also retain the approach of territorial development as a strategy based on the activation of specific resources, which allows for identifying a territorial quality characteristic.

It will finally mobilize recent analyses concerning the evolution of income distribution and consumption patterns in Latin America.

Background

Local Agri-Food System (LAFS) definition as a local productive system with territorial anchoring has underlined since the beginning of the century the existence of a place-related qualification of products linked to food cultural heritage and know-hows, seen as specific territorial assets. Several case-studies have been carried out in Latin America. Likewise LAFS approach ("enfoque sial") has been considered more recently as the chore of a territorial development strategy based on the activation of specific resources. This strategy is theoretically available to all types of rural territories, for example as an alternative to development based on agribusiness. Nevertheless some factors may constrain the feasibility of this strategy, among which demand for those qualified goods and services.

Results

We shall show that demand for these products refers to specific groups of people in Latin American societies, namely national tourists and urban middle class.

These groups has been reinforcing all along the first decade of the century. But, given the actual crisis the continuation of this trend is not sure. Therefore, regarding the alternative character vindicated by LAFS approach, seen as a proposition for a strategy of rural local development, we shall assess in what measure the links with demand sketched previously contribute to determine both the opportunities for strengthening territorial development dynamics associated with LAFS in Latin America and LAFS capacity to change food consumption patterns in the wake of "nutritional transition" in Latin America.

CONCLUSIONS

In conclusion we raise the following questions:

- Given the likely stalling of middle class reinforcement process in Latin America until 2012, is LAFS market still expanding?
- Does this context likely to deepen the competition between potential LAFS territories and corresponding selection effects of these territories?
- Is LAFS an alternative path of rural or agricultural development or only a modality among others for some places?

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New Tools for the Analysis of Localized Agri-Food Systems

Cristina Salvioni[1]

***Abstract* –We apply the Iterative Geographically Weighted Regression (IGWR) method to regional samples of olive farms in Italy to identify spatial regimes in production functions at the farm level. This method allows us to use farms' geographical coordinates to proxy for the effects of the interplay among a variety of latent unobserved factors, which gives rise to structural differences across space. The empirical results confirmed the existence of local technology clusters of farms, i.e., groups of farms that follow a similar local production econometric model.**

Keywords: production function, olive production, spatial heterogeneity, geographically weighted regressions, local technology cluster

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Introduction

In this paper we discuss how spatial data analysis can assist researchers and policy makers in the identification and better understanding of localized agri-food systems. The aim of the paper is to use farm level data to identify local technology clusters, i.e., groups of farms that follow a similar local production econometric mode.

Methods and sources

In agriculture we observe variations in production technology arising from locally-specific solutions that satisfy the environmental or social conditions within which farms operate. For example, soil types and climate can influence the choice of varieties grown; therefore, cultural practices and yields differ. This means that the same stimulus may provoke a different response on different farms or in different parts of the study region due to the interactions among site-specific environmental variables and farmer decision making about technology that in turn depends on farm and farmer characteristics.

In this paper we apply the Iterative Geographically Weighted Regression method (Billè et al. 2015) – to the olive production in three Italian regions to endogenously identify local clusters of farms that are homogeneous in terms of production technologies. This study relies on data collected by the 2012 Italian Farm Accountancy Data Network (FADN) survey. The FADN sample is random and stratified according to the criteria of the geographical region, economic size and type of farming. The field of observation is the total number of commercial farms.

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Theoretical framework and organising concepts

The local production function used by farmers operating in a territory results from the choice of locally-optimal technology from a given menu of technologies as a consequence of a process of localized technological change (Stiglitz and Atkinson 1969; Nelson and Winter 1982; Antonelli 2008; Acemoglu 2015). This view is consistent with evolutionary theories (Nelson and Winter 1982; Dosi 1988) according to which firms cannot be assumed to operate using a single common production function. The technology prevailing in the local technology cluster is the efficient solution to the specific techno-economic problems experienced by the firms operating in the cluster.

Background

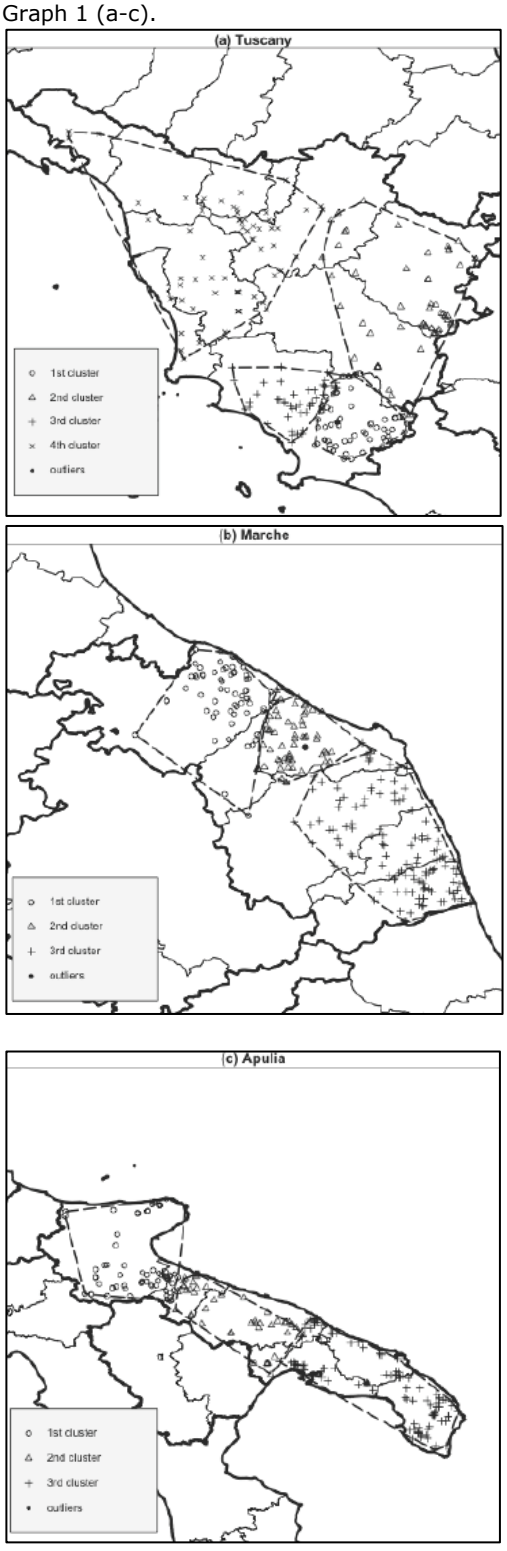
In the case of olive production, the technology adopted to grow trees depends on a large and complex bundle of dynamic interactions among socio-economic and ecological systems. For example, different microclimate conditions, soil formations and elevation levels have led to the development of location-specific varieties, each with different productivity levels, agronomic needs and adaptability to irrigation and mechanization. The territorial anchorage of the production of these location-specific varieties is further strengthened by social and marketing considerations because farmers choose varieties on the basis of not only agronomic characteristics but also the aptitude for preserving local production knowledge, and ability to guarantee the production of high-quality oil. It follows that the underlying production technology is not the same for all olive farms; rather, it is location specific, and the group of farms sharing the same technology can be termed a local technology cluster. In fact, it is difficult, if not impossible, to collect all the information needed to define the boundaries of the local technology cluster. A solution is offered by the application of the IGWR method that uses farms' geographical coordinates to proxy for the effects of the interplay among a variety of latent unobserved factors, which gives rise to structural differences in production across space, e.g. the varieties grown.

Results

Our results (Graph 1 a-c) confirmed the existence of local technology clusters, i.e., groups of farms that follow a similar local production econometric model, allowed us to determine the boundaries of these clusters and analyze the characteristics of olive farms in each cluster. The high degree of overlap between the clusters identified by the iterative procedure and the maps of the geographic distribution of local cultivars and PDO cross-validates the suitability of IGWR to account for the spatial heterogeneity in technology that arises from the adaptation of production techniques to variables that are not usually collected by agricultural surveys at the farm level such as

varieties grown, climatic data and certification rules.

Graph 1 (a-c).



CONCLUSIONS

The presence of several spatial regimes of production is related to the existence of a variety of latent unobserved factors, which are closely related to the spatial location of the observed farms (e.g., climate, soil types, varieties, regulations). The interplay among these factors gives rise to structural differences across space that, in turn, justify the existence of different technical regimes. Agricultural surveys usually do not collect sufficient information on the variables potentially affecting the production technology choice. Our method of analysis exploit the information contained in the geographical coordinates of the farm to endogenously identify spatial production regimes. The empirical results confirmed the existence of local technology clusters of farms, i.e., groups of farms that follow a similar local production econometric model.

Our approach, by estimating local production functions accounting for both spatial spillovers effects and spatial heterogeneity, opens new perspective for the assessment of the economic and technical efficiency of farms operating in localized agri-food system and a better spatial targeting of policy measures.

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Sheep Breeding System in Southern Albania

Between Political Transition and Market Integration

Florjan Bombaj[1], Dominique Barjolle & Theodosia Anthopoulou

***Abstract* – Our paper addresses the dynamics of sheep breeding and the dairy industry systems in a mountain area of Southern Albania (municipality of Vithkuq, Korça District), after the fall of communism in 1991. In 1991 the agrarian reform led to very small farm holdings and land fragmentation. This reform led to a massive out-migration of the active population in lowlands and abroad causing a degraded local socio-productive system. Nevertheless, a tendency in the last years to increase the herd size accompanied by some entrepreneurial farming and collective action initiatives are observed aiming to improve farm productivity and market integration. The main question to discuss is how to support stockbreeding farmers to activate their territorial specificities in a market integration perspective and how to better valorize their products.**

Keywords: Localized Agri-food Systems, small ruminants farming, dairy sector, activation of territorial resources, Albania

Introduction

The Albanian mountainous areas have territorial specificities and a high potential in terms of typical local products. After the fall of communism in 1991 the population from these areas migrated massively to the lowlands or abroad (Lerin & Marku, 2010). In these areas the livestock farming system is dominant and during the transition period has deeply changed but without land concentration phenomena. The dairy industry takes an important place in the Albanian agri-food sector (MAFCP, 2014). A significant increase in livestock production at the national level is observed during the period 2012-2014 when the small ruminants are experiencing a 22% increase compared to 2012. The Albanian mountainous areas are well known for their typical Mediterranean pastures which explain the predominance of small ruminants in these areas (Çili et al, 2013). As the farm size is very small and the alpine pastures very rich, livestock farming is considered as one of the main sources for the population who lives in these areas. The municipality of Vithkuq is a mountainous territory which has a long tradition in agro-pastoral systems. As at the national level, this territory suffered by a demographic desertification after the fall of communism and recent data show a sharp increase in the herd size as well as new dynamics in terms of modernization of the local dairies (Çili et al, 2013) and value chain reorganization. The increase in the livestock production has caused increasing demand for greater pastures.

In the municipality of Vithkuq the management of the mountain pastures and the resource use access affects the farming systems of the local breeders (Bombaj et al, 2016). In this context this article tends to respond to the following research questions: a) What is the current sheep breeding production system in the considered territory after the fall of communism in 1991 and what are the current mountain pastures management issues? b) What activation of the territorial resources for a better valorization of their local products in a long-term market integration perspective?

Methods and sources

The study area comprises a total of 13 villages with a surface of 243,6 km2. Combining statistics and preparatory talks, the selection of villages was done according to the number of families in each village, herd size, proximity and ties with the three dairies identified in the exploratory phase. Our method was conducted in four stages: 1. Exploratory phase with literature research and choice of the study area. 2. Sample characterization. 3. Fieldwork phase (semi-structured interviews with key informants, questionnaires to breeders and dairy processors, available statistic data) 4. Results analysis.

Theoretical framework and organising concepts

In disadvantaged rural areas, the LAS (Localized Agri-food Systems) helps to understand industry activity concentration and spatial dynamics generated by food microenterprises, usually considered as backward, informal/ illegal and not competitive in the global market (Beber & Cerdan, 2010). In the mountain areas, where livestock breeding is major source of income, it is important to characterize the breeding practices related to the use of natural resources while understanding the logic and constraints of farmers regarding the production and market's issues (Cochet, 2011).

Results

In the municipality of Vithkuq with nearly 11 500 dairy ewes on 18 549 ruminants, the dominant farming system is based on sheep farming. According to our survey we identified 6 self-consumption farms; 12 "mixt" farms and 21 specialized farms. The livestock system is based on sheep farming. All farms are characterized by the on farm processing milk. The self-consumption farm is characterized by the self-consumption of the milk and cheese produced on farm and with very occasional or no milk sale. The intermediate farm is characterized by the self-consumption of the cheese produced on farm plus some milk and meat sale and often has multiple activities. The specialized farm is a specialized livestock farm and they sale the majority of the milk and meat production. The milk is sold to the nearest

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dairy of every farm. The sheep milk represents 60% of the total milk produced on the territory.

The increased demand for both dairy and meat products (sheep cheese and the lamb meat) has caused a sharp increase in the herd size but also new dynamics in the local production systems.

The summer pastures are one of the major economic sources for the local breeders of the territory and transhumant coming from other region of south Albania. Recently an increased demand for these pastures is observed. The demand has increased not only by the dynamics of expansion of the local breeders, but also due to an increased need by some great transhumant coming from other regions of Albania. Both local and transhumant shepherds need to pay for the use rights. The total pasture surface area is 5 350 ha. During our surveys we have identified three types of pastoral resource management: a) state pastures (28% of the total pasture surface area need to pay for the right use); b) private pastures (16% of the total pasture surface area need to pay for the right use); c) the village pastures (56% of the total pasture surface area in common use). The access to the summer pastures is one major factor that influences the farming systems of the local breeders. The competition between local breeders and transhumant, coming from outside the region, for the summer pastures causes some conflicts because the summer pastures boundaries are not well defined neither respected by the transhumance coming from south Albania.

In the territory there are three operational dairies with different technological equipments in cheese production and transformation capacities. The milk market is oligopolistic and according to the local breeders the prices applied by the dairies owners for the milk are very low and don't cover their production cost.

TABLE 1. PASTORAL DYNAMICS OF VITHKUQ

YEAR	TOT POP	HERD SIZE	TOT MILK PROD (q)	TOT MEAT PROD (q)
2005	2,939	17,920	27,500	1,605
2014	1,660	18,549	25,200	2,497
Diff in %	**-56%**	**+4%**	**-9%**	**+55**

Source: Çili *et al*, 2013; Matka, 2015; Author's calculation.

The three dairies centralize the majority of the milk sold by the farmers, exclusively raw milk. In 2014 the total milk production has decreased by 9% compared with 2005 while the herd size has increased 4% compared with the same period. The meat production, dominated by the light lambs, has increased by 55%.

In most of the remotes villages the breeders tend to be more meat oriented because milk has a low price and does not always cover the productions costs. The local breeds are adapted to the topographic and climatic conditions of the environment giving a double orientation milk/meat production.

The municipality of Vithkuq is rich in natural resources and it corresponds to a coherent agro-pastoral zone with a rich flora and fauna of pastures giving quality products such as meat, milk, cheese, honey that are known for their typical characteristics and geographical origin throughout the region of Korça and the country. Anyway initiatives of territorial activation resources, like a new local collective management of the summer pastures or the transmission of the know-how of the cheese production to the young breeders, in the territory are non-existent. As a specific territorial resource the summer pastures of Vithkuq are considered by the local and national actors as crucial for an endogenous local economic development.

CONCLUSIONS

In the Municipality of Vithkuq the dominant farming system is based on sheep farming. The increase of the dairy products consumed in the local market is accompanied by an increase of the livestock production. This has created an increasing demand for greater pastures that are managed in an unclear way. The management of this resource affects the local farming system and some conflicts generated by the summer pastures use rights are observed. The bargaining power in the milk value chain is asymmetric and the current dynamics of the value chains does not position the local products in a niche market capable of engaging a virtuous circle for a good remuneration of the producers and for the reproduction of the natural resources. The main issue is to identify the right levels and coordination mechanisms that can help farmers to better organize them to sell their milk, the sheep cheese and the lamb meat at a fair and reasonable price for their activity while valorizing and respecting the proper use of the pastoral resource.

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Farmers' Markets in the Basque Country:

Economic and Social Impact Assessment

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Abstract – The relevance of local farmers' markets (LFM) as marketing channel for small farmers has reduced in the Basque Country during last decades, due to the rise of new marketing channels, the change in consumption patterns and other processes related to local and global food systems. The main aim of our research is to make an assessment of the economic and social impact of LFM over local economy in the Basque province of Gipuzkoa (northern Spain). The methodology is based in the SEED&NEED&FEED approach. The scope extends to ten different LFM. Three different surveys have been done among farmers, consumer and neighbors. Expected results include economic and social value of the impact of LFM.

Keywords: Farmers' markets, economic impact, social impact, valuation

Introduction

Traditionally, LFM in Gipuzkoa (Basque Country, in Northern Spain) have not just been the marketing channel for closer rural environment: they have been also instruments for social and territorial dynamism, as spaces where relationships, habits and traditions have been built, constructing social and cultural heritage of these areas. In addition, markets also accomplished other functions, as: setting prices of reference for some farm products; permitting the reversion of added value to small farms, improving rural economies in sustainability terms; valuing the relevance and quality of local food); favouring the knowledge of seasonal food; reducing transport costs, etc.

However, this reality has experienced major changes during last decades. These markets have been substituted by other marketing channel and spaces of socialization. All these transformations have forced LFM to remain as folkloric events, in spite of the efforts of farmers and other local agents (as municipalities or provincial governments) to support them. In this context, it is relevant to make a diagnostic of the current situation of LFM, analysing their real impact on economy and society of the province. More precise knowledge of the reality of local markets would permit a better definition of priorities and required actions to impulse them within the marketing framework of local farming sector strategy. The main research questions are: which is the economic impact of LFM? How do LFM determine local social relationships? Has the governance model any consequences over the performance of LFMs?

Methods and sources

The research methodology is based in the SEED&NEED&FEED (Sticky Economic Evaluation Device & Neighborhood Exchange Evaluation Device & Food Environment Evaluation Device) approach (Marketumbrella.org, 2015), adapted to the specific context of the Basque Country. Besides, it has been necessary to complement this quantitative empiric study with other qualitative research, based on semi-structured interviews with a group of key informers: farmers, food craft producers, farmers' representatives, local associations, technical staff of municipalities, experts, etc. In addition, a quantitative measurement of the attendance of consumers to LFM has been made through RMA tool (Rapid Market Assessment) developed by the Oregon State University (Lev, Brewer and Stephenson, 2008).

The scope of our research implies ten LFM of different towns of Gipuzkoa (two of them located in the main city, Donostia- San Sebastian (capital, 180,000 inhabitants), that are held daily or weekly. Three different surveys have been done, to farmers, consumers and dwellers, to obtain information about the characteristics of participating stakeholders and to identify the main consumption patterns present in these markets: age and gender of sellers and buyers; volume of sales; purchasing motivations; participations in other marketing channels, etc .

Previously, a revision of specialized literature on the methodology used in the research has been made, underlining the following references as main contributions to the research on this topic: Brown and Miller, 2008; Hughes, Brown, Miller and McConnell, 2008; Alonso and O´Neill, 2010; Carey, Bell, Duff, Sheridan and Shiels, 2010; Ostrom and Donovan, 2013; Steinkoph, 2015.

Theoretical framework and organising concepts

The theoretical framework of this research is based in two main approaches. First, the farmers' markets are analysed according to the concept of holistic marketing, developed by Kotler (Kotler and Keller, 2006). The second approach that sustains our framework is agroecology (based in Altieri and Nichols, 2000). In this sense, alternative marketing channels based on short supply side

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chains could reinforce the adoption of agro-ecological patterns by farmers. However, the agro-ecological approaches have not been sufficiently aware of difficulties related to marketing issues. The concept of economic impact is approached by input-output analysis framework.

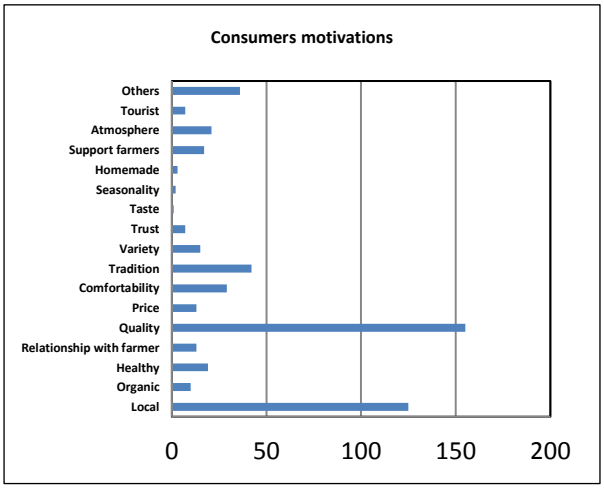
Background

Gipuzkoa is one of the three provinces of Basque Country region or Comunidad Autónoma and it is the smallest province of Spain in terms of surface. However, it is densely populated (374 inhabitants per square kilometer, with more than 700,000 inhabitants) and has one of the highest GDP per capita of Spain (31,352 euros per inhabitant in 2014). The relevance of primary sector has been reducing during last decades (0.6% GDP and 1.2% of employment), and its structure has the main characteristics of the mountain areas farming: small size farms, aged labour and ownership, predominance of livestock (though other activities like vineyards and horticulture are also present).

In this context LFM have been traditionally relevant marketing institution. However, and according to the simultaneous loss of relevance of farming activities, these markets have been immersed in a declining trend.

Results

The obtained results give us an economic value of the impact of this marketing channel, including direct and indirect effects. The declared sales per farmer give a volume of 2 million euros of sales per year. However, the declared purchased by consumers will increase considerably this amount (first estimation multiply it by eight or more, which is coherent with previous researches).



In addition, it is possible to define the current profile and the personal vision about LFM of different participating agents: farmers, food producers, shoppers and consumers. An example is shown in the previous figure, which resumes main motivations for consumers to purchase in these LFM.

Conclusions

The study confirms the social and cultural role of LFM for the communities where they are located. However, the research also suggests the necessity of rethinking their current model of governance and addresses some alternatives for the direction and the intensity of the adaptation to the new socioeconomic conditions. The ad hoc methodological adaptation has permitted the generation of a working tool for next LFM socioeconomic impact measurement and for the assessment of the impact of taken revitalization actions.

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Session 7. Geographical Indications in Localized Agri-Food Systems

Convenor: Filippo Arfini[1]

In this session focus and discussions are on the interplay of LAFS (Localized Agri-Food Systems) and GIs (Geographical Indications). Contributions provide a world-wide overview of the different implications that LAFS generate on the most representative outputs of local territories: the GIs products.

The issues and the concepts that characterize GIs -- as quality, marketing strategy, consumer communication, social impacts, evaluation methods - will be discussed by referring to new world wide case history.

The discussion will offer a new opportunity to reinforce the links between LAFS and GIs demonstrating as LAFS concepts applied to GIs products represent the correct framework to manage these products in a public good logic generation.

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Producers' Strategies for an Italian Protected Designation of Origin Product

Between Economic Crisis and Quality Consumers' Expectations - the Short Food Supply Chains

Maria Cecilia Mancini[1] & Filippo Arfini[2]

***Abstract* – Short Food Supply Chains (SFSC) are considered a tool for promoting local economy and meeting the quality requirements of local consumers. This paper analyses the case of one Geographical Indication (GI) world-wide marketed product also traded through Short Food Supply Chains. The case of Protected Designation of Origin (PDO) product Parmigiano Reggiano shows that SFSC is an important trade channel not only for consumers but also for rural development. Parmigiano Reggiano dairies involved in SFSCs are more resilient compared to other dairies without direct sales. The case also shows that a strong coordination and governance action by the PDO-Consortium is required.**

Keywords: Protected Designation of Origin (PDO), Short Food Supply Chains (SFSC), producers, quality consumers, economic crisis

Introduction

In recent decades, localized food systems (LAFS) and Short Food Supply Chains (SFSC) have been developing in many different forms (e.g. delivery schemes, farmers markets, on-farm direct sales) both in EU and non EU countries as a form of reaction to global supply chains (Santini et al., 2013).

Consumers concerns on food quality play a major role in this trend: more variety of products, safety and traceability, better taste, freshness, not concealed by a package, healthiness and environmental concerns (less footprint, less chemicals) are key reasons for buying from local producers (Sainte-Marie et., 2012).

The overall financial and economic crisis also had an impact on the development of SFSC on the one hand, producers have to find alternative ways to hold their consumers base and, on the other hand, consumers look for new food purchase and consumption patterns, able to meet quality expectations at fair prices and the increasing sensitiveness towards local food and rurality.

Methods and sources

The aim of this paper is to analyse how and if some new initiatives based on the SFSC model meet consumer needs and help the sustainability of the production systems. The first part reviews the different organisational approaches adopted by SFSC, to face the new challenges of the market and propose a theoretical framework to identify and classify some ideal SFSC organisational models. The second part of the paper analyses the case study of Parmigiano-Reggiano cheese in its SFSC strategies. The authors analyse their mid-term economic and social sustainability.

Theoretical framework and organising concepts

In focus is a review of the Short Food Supply Chains (SFSC) organisational approaches.

Marsden et al. (2000) and Renting et al. (2003) analyse the relational mechanisms between producer and consumer on the basis of the geographical distance between the place of production and the end market.

Some authors (Aubry and Kebir, 2013) argue that geographical criteria are not sufficient and they stress the role of organizational dimension rather than the geographical proximity. These criteria lead to a new classification: direct channels, lacking any intermediate steps, (e.g. sales in the farm, direct sales in an extra-farm space, farmers' markets and e-commerce); short channels, with one intermediate step (Brunori et al., 2012) and specialized retail chains, counting a variable number of intermediates.

Classification of chains may go through other criteria (Fabbrizzi et al., 2014). One of them is the type of the relationship between producer and consumer (Sonnino and Marsden, 2006), being individual or collective relations. Farmers' markets and Community Supported Agriculture (CSA) are examples of relationship between collective entities (Martinez et al., 2010). In these cases, setting up horizontal networks between producers or consumers imply social relationships based on trust and these ties go beyond the single trust relationship of consumer-producer (Fritz and Martino, 2009).

Results

Parmigiano Reggiano is one of the most representative Protected Designation of Origin (PDO) products of the long-standing Italian gastronomic tradition. In the twentieth century there was strong growth thanks to the foundation in 1934 of the Consorzio del Formaggio Parmigiano Reggiano (CFPR), whose mission has always been to protect the typical nature of the product, the designation and the brand. In the face of the recent international financial crisis Parmigiano Reggiano cheese producers are facing increasing

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production costs and declining prices due to retailers' strategies. The Parmigiano Reggiano Consortium and producers have responded to these problems by rationalizing supply, by the promotion of the export of the product, renewing the financial support for the promotion of export of Parmigiano Reggiano and promoting technical and marketing innovation for many years to come. At the same time, CFPR is supporting the setting up of some forms of SFSC inside of the PDO area: some of these SFSC are formalised in institutionalised projects (i.e. Eno-gastronomic routes), some others are finalized to support producers to sell directly in the dairy outlet.

In this framework the CFPR support the standardisation of Parmigiano Reggiano outlet introducing a format for the shop, branded gadgets, branded cloths, promotional material, training courses aimed to improve the skills for shop employed, and to elevate the services to consumers etc. The impact of this strategy is remarkable since in the Parma province, the cheese dairy factories with direct sales moved up from 30% to 36% of the total cheese dairy factories in six years (2007-2012). More important is the implication in terms of sustainability for the Parmigiano Reggiano chain. In the observed period all the cheese dairy with outlet are still in activity while many cheese dairy factories without direct sales have closed their activity. Thus dairy outlets are an important innovation that require to elevate the skills and the function of dairy workers.

CONCLUSIONS

The analysis shows how SFSC have positive impacts on the sustainability of the Parmigiano Reggiano dairy, contributing to diversifying the economic revenues of the dairies, but also by increasing the reputation of the CFPR and employment of dairy factories. The most relevant result is that direct selling in their dairy outlets allows them to stay in business. This result is largely due to the collective marketing strategy developed by CFPR by introducing common marketing techniques and by displaying information of dairy outlets through the CFPR website. SFSC for Parmigiano Reggiano dairy represent an important innovation especially for coop dairies, where management skills are poor, and where public and intermediate institutions must play a relevant role.

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The Tradition of Copioba Cassava Flour Produced in Bahia Brazil:

A Contribution to Protected Geographical Indication

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***Abstract* – The Copioba cassava flour produced in Recôncavo of Bahia is deemed as good by popular knowledge, however, there were few studies that characterized the production process and what makes this such a special flour. An interdisciplinary action-research project for the characterization of this food, these producers and the chain of production was implemented between 2012 and 2014 in partnership with the Pharmaceutical Univercity and the School of Nutrients of the Federal University of Bahia, supported by the Foundation of Research Support of Bahia (FAPESB), aiming to support the consolidation of a Protected Geographical Indication (PGI). The results reveal that the flour trade still benefits the middlemen; though social organization showed weaknesses and fragmentation. Thus, it has become necessary to develop integrated actions through interdisciplinary and interagency converging efforts.**

Keywords: family farming, protected geographical indication (PGI), cassava flour.

Introduction

The cassava flour named "Copioba" produced in the Recôncavo of Bahia is a regional product that has a strong reputation. Despite popular recognition of the quality of the flour, little is known about the know-how attached to the making of the flour. Geographical Indications (GIs) are qualifications for products and services of higher quality awarded for authentic characteristics that bind them to their original production area. In the world market, which has intensified the cultural, touristic and economic relations between the different continents of the world, GIs appear as development tools on a local, regional, national and international scale.

This study aims to characterize the family farming way of production that is employed by the small scale producers of the cassava flour Copioba. There will be an attention to the relation between producers and traders of the cassava flour, because the last ones take the most important part of the profit. It will look into the strategies that are used by the producers to face the irregular income of the seasonal production of cassava flour, they are still submitted to a smaller and more irregular income. The study will also show the need for public policies to support the producers in the cassava flour Copioba production chain, with inter-institutional cooperation and interdisciplinary work.

Methods and sources

This article is based on qualitative research (ethnographic interviews) and on the socio-demographic survey (application of 90 questionnaires to workers at flour mills on the outskirts of Nazaré-BA).

Theoretical framework and organising concepts

As the article has one approach of field work there won't be a long view on theoretical notes. Nevertheless, it's important to understand the concept of family farming as it is an important concept for the Brazilian's public policies.

In the Brazilian law of 2006 during the Luis Inacio Lula da Silva government it was established that family farming is composed by: farmers whose property is inferior to four fiscal modules (one fiscal module measures 30ha for the city of Nazaré-BA); farmers who prioritize family labor in the production; farmers whose economic activity is the rural production; farmers who manage their business through their family. The cassava flour Copioba family farmers fit in the criteria, their property measures between one and thirty hectares (70% of 32 mills), whereas only one property obtains two fiscal modules. It's important to notice that when inscribed in this criteria the farmers have access to rural credit at the PRONAF - Programa Nacional de Fortalecimento da Agricultura Familiar (national family farm strengthening program). Obtaining the certificate of aptitude to PRONAF and later gaining access to credit to improve the flour mills and obtain more autonomy are the next steps of the project that requires organizational efforts from the producers and partner's institutions.

Family farming is also defined by the production of other agro-alimentary products for subsistence, therefore the farmers have been informed to practice the production of nutriment for subsistence (74%), such as agriculture (67%) and livestock (59%). That multi culture is one important aspect of family farming that promotes diversity of aliments on the table in day to day life. Family farming and its multi culture is also a way of production opposed to agribusiness and landlordism (big agriculture properties cultivated through monoculture).

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BACKGROUND

The production of cassava flour has been historically a hard culture marked by robust work, and by a very simple way of life (that is nearly poverty even if it can't be called poverty because people have always been extracting the necessary subsistence from their own property). The mills are in the rural region of Nazaré-BA, distanced from the city by dirt roads. It was difficult to access the market from the production zone using animal transportation. The production was essentially manual, nowadays there have been improvements due to the advances of technology. Nevertheless, the character of the trader has always been there, peasants sell their flour in 50kg packages to traders who continue being the ones who extract the most part of the benefits from the cassava flour production chain.

RESULTS

There is an asymmetry of power and gains between the producers and the traders, which is historical. In fact the traders come to define the price that the flour will be sold for on the market.

Illustration 1. One small scale trader at the market of Nazaré-BA. Source: Project of contribution to the IGP of the cassava flour Copioba, 2012.

The producers loose their power in the cassava flour production chain when it comes to selling the cassava flour at the free market of Nazaré, where they agree upon which trader will be responsible for the commercialisation of the product. The traders mediate between the producers and the other markets and supermarkets, where the product reaches the consumers. They are both aware of this reality as the interviews reveal, one excerpt of a farmer collected in 2013 states the following:

> "The traders make more money than the people who plant here. They have more profit that us, they do not do anything... There they do nothing and here we have to, from beginning to end, do everything, cassava has to be cleaned, you have to remove the ants (from the plantation), have the land ... "

Besides that, the producers always have control over how much they produce in flour and in roots to sells in natura at the free markets, and their strategy of how much they produce will be observed. As a matter of fact they juggle between the quantity of root produced to sell in natura and the root produced to make cassava flour: when the price of the flour is low they will reduce the quantity of root destinated to flour planted a year and a half before, so the price of the flour will increase and they will consequently increase roots destinated to produce flour, and so the price of the flour will go down again; besides that 'control' of the flour production the farmers also plant other kinds of roots to sell in natura such as aimpim, macacheira and others), they will complement their income with sells of these roots. Unfortunately we observe that by advancing this practice they are still submitted to one logic of floating income, and a market logic that is not determined by them.

In terms of volume of production 32 owners responsible for the production of the mill houses announced that they produce in average 1.030 kg of cassava flour per month, processing 426kg of cassava root from other producers in their mills, and in average 1229kg of their own cassava root production. They received in average R$1,756.00 per month on income from the flour production (they are the owners and those responsible for the mill houses, not single workers who earn per day of labour) which is a significant amount of income. It's remarkable that one day of work at the mill house produces in average 291kg of cassava flour, so we can conclude that the mill house works only few days per month. At the time of the survey the producers sold the manioc flour for R$ 200 the 100 kilos, i.e. R$ 2.00 a kilo, while the trader sold it for R$ 5.00 a kilo.

It is also important to appreciate the social organization of the producers, their associations are weak and fragmented with few members there is little effectiveness in the farmer life.

CONCLUSIONS

With the situations exposed throughout this article we have the occasion to mention further perspectives. To change this unfair reality inter-institutional and interdisciplinary work would be necessary. The project had the collaboration between the EMBRAPA (Brazilian Agricultural Research Corporation) and the EBDA (Bahia's Company of Agricultural Development, that was extinguished in December 2014), and the Union of farmers, this network should be reunited to give one continuation to the started research-action, so that family farmers of the cassava flour Copioba achieves the IGP certification. To do so it will be required that public policies reinforce the productive chain of cassava flour, in order to increase the autonomy of the producers, above all with the transportation and the packing of the cassava flour.

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Qualities Transmitted by Territorial Branding.

Proposal for a New Typology

Marcelo Champredonde[1] &
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***Abstract* – Several ways exist for connecting food to place. From Geographical Indications (with a strong link) to umbrella branding (with weaker links), local actors have a large range of possibilities at their disposal. Territorial branding is very often used in Europe and in Latin America as well for identifying this connection. So, we are facing a great diversity of situations where some link is supposed to be present for justifying a geographical name associated to a food. We explore a new way to classify the foods concerned using some attributes (recent vs ancient activity) or properties (generic vs specific resources) allowing diverse qualifications for the foods. We discuss such classification according to the previous typologies available.**

Keywords: territorial branding, typology, activity, resource, qualification.

INTRODUCTION

During the last century, territorial quality was often referred to Designation of origin creating value for specialty products linked to a given place. Such concepts led to consider a dual quality, according to their objective and subjective components and to define this particular quality as the territorial typicity (Casabianca et al., 2005).

Implementation of territorial brands is observed during the last 20 years in Europe and more recently in Latin America, calling to a new reflection on this large range of situations for foods under umbrella brands using geographical names, and to evaluate the link with the area of production.

As a matter of fact, the first analysis made on cases in Europe gave more doubts and uncertainties on the advantages provided by such brands, on the market place (information given to the customers) as well as for the real effects on the territory.

However, the involvement of various actors in creating Territorial Brands generates the need for accompanying these processes. The multiplication of very diverse signs using geographical names calls for a reflection on the best way to establish a relevant classification of the products under umbrella brands. In fact, within a same area, it is possible to find a large diversity of situations according to the type of quality and the type of link with the territory. In order to face the stakes induced by this diversity, we propose to establish a typology allowing to rank the communication of qualities brought by the Territorial branding.

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METHODS AND SOURCES

We use in-depth analysis of some real case-studies in Corsica (France) and in Sudoeste Bonaerense and Tarija (Argentina) in order to gather the same kind of data in both situations.

We try to position a set of products, well-known as well as more recent, mobilizing the largest diversity among products claiming for a regional branding. And we identify the most relevant dimensions that allow to classify the set of products.

THEORETICAL FRAMEWORK AND ORGANISING CONCEPTS

The initial theoretical framework is provided by a large set of authors dealing with the qualification of local food by the way of Geographical Indications (GI). Such framework is based upon a range of disciplines around quality, typicity, "terroir" products and local development (Salette J., Sylvander, Bérard y Marchenay, Casabianca F., de Sainte Marie, Valseschini E., etc.).

The findings of these works converge on a core concept for the recognition of a Protected Designation of origin, the territorial typicity. This concept emphasizes two complementary aspects: on one hand the reference human group (RHG) building a new ownership, and on the other hand, the property of the type, based on knowledge of several kinds (Casabianca et al., 2005).

Obviously, the situation of Corsica Island (with a strong tradition and a long term localized culture) and the Pampean region in Argentina (with the great majority of the people issued from mainly European migrants and mixed population) are presenting contrasts on the way to characterize food linked to a RHG.

Our proposal of new typology is oriented toward the delimitation of food categories taking into account that the RHG could be localized in the same area or not, with two possibilities of anchorage within a local community or in a migrant culture (Russian, German, Jewish) scattered on a large area. In such case, we observe that the migrant culture is stronger than the local culture (Champredonde M., 2012). We consider also the reservation of the denomination using the name of the area as a GI putting in evidence the quality linked to the area. And the food with only a territorial anchorage with cultural typicity could be an acceptable candidate for a territorial branding.

Contrary to the GI, the Territorial brand may include a large diversity of qualities, beyond the territorial typicity, putting together ancient and recent activities and great or weak influence of the local culture on the product. So, with this first analysis, we observe a huge heterogeneity of links between food and place.

We need to enlarge the territorial factors used in this first approach, including 6 variables. In addition to the product anchorage, (migrant culture vs territory) and the presence of a determined quality (one specialty vs diverse qualities), we consider as main components of the link to the area, the anteriority of the activity on the territory (mature activity vs novelty) and the specificity of the resources (generic vs specific to the territory).

Other components have been evoqued but are not included in the typology we present here for diverse reasons. Environmental issues (in particular biodiversity), the possible combination with organic labelling, and the services provided to the territorial development (Ramos

and Garrido 2014) are of great interest but need a set of criteria to be tested. Market issues are also of primary importance with several aspects as the consumption (local consumption vs export), the formal market access (informal vs formal) with the requirements for this accessibility (sanitary and fiscal control, traceability), may identify some factor of exclusion in labelling products with the territorial brand. This could be explored in further works on this topic.

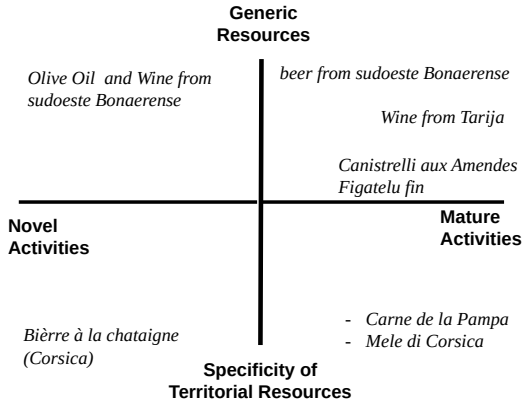
RESULTS

The first field explorations (Sudoeste Bonaerense and Tarija in Argentina and Corsica Island in France) put in evidence that we should consider not only products anciently present on the area (the ones selected by the first grid) but also products recently appearing in the area. The strength and intensity of the link between the product and the area has to be taken into consideration through the specificity of the resources from the area playing a role in their generation.

So the specificity of such territorial resources is covering the biophysical aspects (agro-eco-system, local genetic resources, raw material), the human factors (practices and local knowledge) and the devices and tools in relationship with the area. The generic resources are those available in any other area. When we analyse the specific quality of a given product, we observe a gradient of territorial specificity going from a majority of generic resources up to the predominance of elements showing a high level of characteristics associated to the area.

In the other dimension, we consider the anteriority of the productive activity generating the product to be qualified. We observe a new gradient from novel activities recently appearing in the area, up to the mature activities considered as present in the area since a very long time.

Such categorization identifies clearly the products proceeding from both mature activities and specific resources as potential candidates for GI signs. But the other combinations have some legitimacy when considering the Territorial branding. The products deriving from a novel activity and based on generic resources deserve a special consideration. In this case, legitimacy can be obtained thanks to a high level of quality due to favorable agro-ecological conditions (even if such level of quality could be obtained in other areas).



CONCLUSIONS

The several categories of products we obtained are covering a large range of products with some link to the area of production. We distinguish: a) products with territorial typicity, b) with cultural typicity, c) with cultural anchorage, d) with particular quality (with some generic resource) provided by mature activity, e) novel product deriving from specific resources, f) novel product deriving from generic resources with specific characteristics. As a condition for market access, we are obliged to consider that the informal production (no label, no traceability and informal market) are self-excluding of the use of any branding, independently of the quality of the product. This new typology allows a clarification of the legitimacy of a large range of products claiming for a Territorial branding.

Some interesting contrasts are observed between the European reality and the situation of Latin America. In particular, the legitimacy of the migrant cultures for qualifying as "local" the production of such communities. In the "new continent", products from migrant cultures benefiting of a relative anteriority in the region, may be considered as "local" and be included into the territorial brand (Schiavone E., 2013). Obviously, in Europe such situation is very rare. Another difference is observed about the public policies because the level of protection given by the official signs (as GI) or the requirements for obtaining such recognition are not the same. This difference could also explain the attractivity of the Territorial branding in Latin America.

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Different Roles of Geographical Indications in Extra Virgin Olive Oil Value Chains

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***Abstract* – The objective of this work is to discuss the role of the protection of geographical indications in the extra virgin olive oil sector, a sector largely commodified at international level but with great potentialities of territorial differentiation. Two case studies are analysed following a value chain approach: Estepa PDO (Spain) and Toscano PGI (Italy) extra-virgin olive oils. The study highlights different logics followed in design and use of geographical indications that depends on the structure of the value chains and the problems faced.**

Keywords: extra-virgin olive oil, value chain, Protected Geographical Indication (PGI), Protected Designation of Origin (PDO), supermarket chains

Introduction[4]

In most Mediterranean countries the big supermarket chains market extra-virgin olive oil (EVOO) as an undifferentiated product, thus damaging upstream actors in the value chain, and especially agricultural producers. Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI) in principle allow for improved valorisation strategies, by linking differential product attributes to the particularities of a given territory. The registration of a PDO / PGI can also deeply affect the structure and functioning of the value chain. This in principle can enable local food systems to partly escape price competition. However, in the real world PDO and PGI play very different roles, according to the different situation of the value chains and the country specificities, and to different visions and objectives of stakeholders. In some cases defensive goals prevail (fight against misuses and imitations), while in other offensive ones (build reputation).

Our aim is to analyse different roles of geographical indications through a comparative study of two of the most renowned EVVO of the European Union, Estepa PDO (Spain) and Toscano PGI (Italy).

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[4] This research has been financed by the Spanish National Research Plan: Local Agro-food Systems and public goods. Analysis and valuation models of territorial externalities in designations of origin of olive oil (AGL2012-36537; PI: J. Sanz-Cañada).

Methods and sources

The study was conducted by following a two steps methodology. A desk phase allowed for collecting data about the characteristics of local production systems and the characteristics and performance of the protected GIs. In the second phase a representative sample of farmers, millers, public bodies and other stakeholders were interviewed, in order to evaluate the roles Estepa PDO and Toscano PGI play in their respective value chains.

Theoretical framework and organising concepts

Value chain analysis has emerged since late 80s as a methodological tool for understanding how different activities along a filière (input supply, agricultural production, processing, trade, consumption) are organized and governed (Ponte, 2009). From Porter (1985), the value chain approach has been extended from the firm-level to the meso-level of analysis, and from local scale to international and global scale (Ponte and Gibbon, 2005). The issue of value distribution among different actors in the chain is one of the key issues in agri-food value chain studies, due also to increased power concentration in the downstream phases of the chain. Quality standards, like protected GIs, can be analysed in this context, in order to understand their contribution to the "de-commodification" of agricultural and food products (Galtier, et al, 2013) that is largely due to their effects on governance (Gereffi et al, 2005).

Results

Toscano EVOO PGI[5] was requested in 1992 and obtained in 1998, with the main aim to protect the name against imitations and frauds that were very frequent and detrimental for Tuscan producers. Toscano EVOO is an identitary product for Tuscan farmers and consumers, strongly linked to regional gastronomy and cultural traditions. It also enjoys a strong reputation on national and international markets, and consequently a premium price, that however was more and more eroded by fake Tuscan oils sold all over in Italy and in the world.

Estepa EVOO PDO was requested in 2004 and obtained in 2010. The main aim was to promote the product both in internal and international market where – despite its quality characteristics – it was not known and appreciated by intermediate and final consumers.

Table 1 provides for some basic characteristics of Estepa PDO and Toscano PGI production systems: the olive-tree registered surfaces and the certified extra-virgin oil are similar, but Estepa have only four enterprises that bottle and sell the oil, due to a process of commercial integration of local cooperatives has been achieved. On the other side, Toscano PGI

[5] In the EU, PGI can be granted also to products where some phases of the production process are made outside the delimited area. However in Toscano PGI all the phases, up to bottling, must be in the delimited territory.

has nearly 600. Enterprises in all the phases of the chain have a larger size in Estepa than in Tuscany.

In Tuscany before the PGI registration the production system was very fragmented. After the registration the "Consorzio di tutela" was created, which today plays a relevant role in supporting firms in certification procedures, supports the protection of the name against imitations and frauds, and makes promotional activities and information to consumers in Italy and abroad. The PGI also strengthened the organization of the supply and the position of farmers in the value chain. The obligation to bottle in the delimited area supported the development of some cooperatives, who are now able to supply Tuscan bottled EVOO PGI to big buyers, who in turn got more and more interested in offering this product (big bottlers and many supermarkets chains in Italy and abroad ask for a Toscano PGI with their own label). Most of the production of EVOO is sold by the biggest 3 cooperatives in long domestic circuits and exported; however a lot of small bottlers (millers and also farmers) sell directly the PGI product with their own label, accounting for 25% of the certified EVOO.

Estepa production system was well organized also before the PDO registration, due to the presence of a strong cooperative milling system that delegate marketing to a regional cooperative of second level, Oleoestepa. Despite the PDO, Estepa extra virgin olive oil is primarily marketed as a high quality product used by international bottlers for blending low quality oils. Only 6.3% of total production of PDO Estepa is bottled and sold as PDO on the market, thus maintaining its territorial identity.

Table 2 presents some data about farmers profitability. PDO Estepa producers have lower costs due to mechanization and yields of olives. Even lower prices are remunerative: despite the PDO and the great efforts made for decommodifying, Estepa remains a mass-oriented value chain. On the other side olive-oil production in Tuscany, despite high PGI market prices, is often not profitable for farmers; nevertheless PGI is the best way to try to preserve the cultivation of olive trees in the hills of Tuscany, and therefore to maintain landscape and other multifunctional positive effects.

CONCLUSIONS

The protection of geographical indications play very different roles in the two value chains. In the Tuscan case the PGI allowed for a transition from a very fragmented and traditional system to a more "modern" one, supporting the emergence of collective action (by the strengthening of cooperatives and the birth of the Consorzio di tutela) and improving the participation of farmers in the value chain. Toscano PGI fits the specificities of the Tuscan value chain that encompasses different logics of valorisation, including the full integrated model (farmers that manage in the same firm cultivation, milling, bottling and direct selling).

The Estepa case is very different. Producers were well organized also before the registration of the PDO. The PDO increased quality levels, however the marketing of Estepa PDO EVOO is limited due to a low awareness and interest from Spanish consumers, and also to the strategy of supermarket chains that market the large part of EVOO as distributor brands.

In both the Toscano and the Estepa cases, thanks to cooperatives farmers can benefit from PDO/PGI positive effects. In fact the PDO/PGI *per se* does not allow producers to benefit from the registration of the geographical indication.

Table 1. Main characteristics of PDO Estepa and Toscano PGI systems

	Estepa PDO	Toscano PGI
Year	2015	2013*
Surface registered (Ha)	51.265	62.809
Number of producers	4.500	10.880
Numbers of oil millers	19	303
Number of sellers-bottlers (+)	4	584
EVOO potentially certifiable	31.000	6.311
EVOO certified (tm.)	2.646	3.458
Labels on consumption market	4	>1,000(°)

(*) 2015 not available yet; 2014 is not representative due to exceptional adverse weather seasonal conditions.
(+) Sellers and bottlers: enterprises allowed to bottle the PDO/PGI olive oil and sell on the market. They can be farmers, millers, professional bottlers.
(°) Number of labels authorized by the PGI Consortium.
Source: PDO Estepa and PGI Toscano consortia

Table 2. Profitability for farmers (prices per litre)

	Estepa PDO 2012/13	Toscano PGI 2013/14 (*)
Prices to farmers (paid by cooperatives)	2,54	6,00–8,00
Total production costs	1,51	14,00–16,00
EVOO bottled price	3,69	Not available

(*) Data for Tuscany are not representative for all producers, due to the heterogeneity of situations and variability.
Source: our elaboration on Estepa PDO and interviews

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The Economic Impacts of Geographical Indications:

Evidences from Case Studies

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***Abstract* – Geographical indications (GIs) can be used as tools for the development of sustainable food systems, and stakeholders at local and international levels often require economic data relating to the development of GIs, especially in terms of impact. In this view, FAO has developed a collaboration with experts and Masters/PhD students to analyze the data collected from 10 cases around the world. The analysis provides some clear evidence about the economic impact of GI. This paper synthetizes some results by focusing on three well-differentiated cases.**

Keywords – geographical indication, economic impacts, Manchego cheese, wine from the Vale dos Vinhedos, saffron from Taliouine

Introduction[1]

Geographical indications (GIs) may be implemented as tools for the development of sustainable food systems, particularly in some FAO projects. Stakeholders in the field often ask for economic data on GIs, especially in terms of impact. Nevertheless, little work has been done to collect representative empirical data and to analyze the economic impacts of GIs as a whole in order to draw clear-cut conclusions (Aragrande, 2013). In addition, although the economic impacts of GIs have been well documented by various researchers (Moschini et al., 2008; Josling, 2006; Dinopoulos and West, 2005; Rangnekar, 2004; Jena and Grote, 2010), empirical demonstration of the net benefits of GIs is relatively sparse, especially in countries where GI procedures are more recent (outside Europe). The objective of this paper is to present results from three cases: Manchego cheese in Spain, Vale dos Vinhedos wine in Brazil and Saffron from Taliouine in Morocco. The three cases provide different economic impacts according to their context.

Methods and sources

The methodology was developed in the frame of a collaboration between the Food and Agriculture Organization of the United Nations (FAO) and four Universities, involving professors, researchers, and experts on GI[2]. The methodology is a matter of measuring the capacity of the GI to generate economic effects in terms of price, income for producers and resilience, with qualitative and quantitative data (prices, gross margins and incomes for farmers and market)[3].Ten cases have been selected in which students have collected quantitative and qualitative data during a field research. The collected data have been completed with official data, when available, and then analyzed under a diachronic (before and after GI registration) or synchronic (comparison of two similar products) approach. The three cases presented illustrate the diversity of impacts and the influence of success factors (link to the terroir, governance of the GI system, market and institutional context). Manchego cheese is an old European GI; Vale do Vinhedos wine is an intermediate age GI from Latin America and Saffron of Taliouine is a recent GI from North Africa.

Results

A diversity of economic benefits is observed as a result of the GI process in the three cases.

The Manchego cheese was first registered at the national level in 1982 with the objective to protect their cheese made with the milk from the local and rustic sheep breed, Manchega, which was threatened by extinction. The high quality of the product and the strong commitment among producers are good reasons for the growing reputation through the years. This notoriety allowed this value chain to count on a loyal national market, which used to be the main market for this cheese until the crises in 2008. The resilience of the value chain in the face of market shocks was evidenced in the following years as market share was recovered within only few years while developing export. Besides that, milk producers benefit from a higher price for their milk compared to others' sheep milk. Nevertheless, the number of milk producers and traditional cheese makers has decreased over the years. This might be due to the

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[3] A broader analysis (the mesoor even macro levels) was not considered in the present work, but may be so on a subsequent occasion. This work should lay the foundations for a methodology that can be replicated in the context of a wider study – if the results justify it.

weak and soft Code of Practices (CoP), which allows intensive cheese production, enabling some factories to go towards a more industrialized production to the detriment of the small producers.

Regarding the wines from the Vale dos Vinhedos, producers have registered "Vale dos Vinhedos" twice under two different protections: the first one concerns a PGI recognition in 2002 while the second one concerns a PDO recognition in 2012, substituting the PGI. These two phases have different and sometimes opposite impacts. During the first phase, strong governance has been established among producers while developing a recognition of their origin. Various grape producers have created their own wineries, increasing quality of wines and increasing producers' income. An important territorial development has been verified together with the ecotourism development. Improvements to the local infrastructure and the diversification of the local activities have been done. During the second phase, stricter requirements and innovations regarding the production have been introduced in the CoP with the objective to improve even more the quality of wines and to increase the added value. Consequently, producers under PDO have become more competitive in a niche market with higher prices. The new agricultural practices have been disseminated for varieties that are no longer authorized under the PDO and for other grape-producing regions. Nonetheless, the new CoP implies higher investments and therefore higher production costs that the majority of producers could not afford during these first years, excluding many of them from the PDO system - from 19 wineries under the PGI system to 9 ones under the PDO. Notoriety might be strengthened after the PDO registration and expanding tourism, which is an important market for many wineries in the region through direct sales (about 40% of wineries sales). This contributes to increasing producers' incomes.

The saffron from Taliouine was registered in 2010 thanks to an important governmental plan (Plan Maroc Vert). Organizing the value chain of the saffron from Taliouine was one of the objectives of this plan. The GI was a suitable tool, which has enabled the government to strengthen the organization of the value chain. Important subsidies have been given to producers who were members of cooperatives and to GI cooperatives. The number of producers and cooperatives adhering the GI system has been multiplied by 5 and 7 respectively between 2010 and 2014. The production of Saffron PDO has increased by 360% in the same period. Consequently, a more formalized market is contributing to more transparent trade, mainly done by the cooperatives. The resilience regarding prices has increased: the price paid to producers and the price paid by consumers have been higher than the non-PDO saffron, which has been decreasing along the years. Between 2010 and 2014, farmers' margin has decreased by 34 % for non-PDO producers and only 17 % for PDO producers.

CONCLUSIONS

These three cases illustrate some positive economic impacts as a result of GI implementation. The following positive impacts have been observed in the three cases: higher income to producers, access to new markets, and better capacity of price negotiation and territorial development at different levels. Other impacts vary by case: premium price for a higher quality (milk and grape), higher prices (saffron and wine), resilience to market shocks (cheese) and to prices (saffron).

Nevertheless, some negative impacts have also been verified for the two older GIs: exclusion of small milk producers, traditional cheese makers and smaller wineries. Those impacts are related to the evolution of the Code of Practice that has become too soft for Manchego cheese, favoring the development of more industrialized cheese production, and too strict for Vale do Vinhedos wine, not representing the reality of the majority of producers.

Even if the cases have been identified as the "well-established GI", some impacts can be limited because of the legal national framework and institutional support, markets strategies and governance. These limitations seem to be linked to weak preconditions when establishing a GI.

The lack of available data for some cases hampers a complete understanding of the impacts. Different types of analysis have been done according to the available data, which is a main limitation to any transversal analysis.

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Denomination of Origin and Exclusion:

The Case of the Mezcal of Teozacoalco, Oaxaca, Mexico.

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***Abstract* - This paper studies the way in which the Denomination of Origin (D.O.) of a traditional Mexican alcohol distilled from the agave and called mezcal has been constructed and the consequences of exclusion of producers in the municipality of Teozacoalco, Oaxaca, Mexico.**

Keywords: Mezcal, Denomination of Origin, process of qualification.

Introduction

Teozacoalco, situated in the region of the Mixteca, in the state of Oaxaca, Mexico, has a very long history of producing mezcal, in a traditional and non-industrial way. 80% of the population lives from producing and selling the mezcal. Small producers have built local organizations and mechanism of valorization of their traditional product with deep cultural, natural and historical roots. Despite those factors of territorial anchorage, Teozacoalco producers are excluded from the D.O. because, in Mexico, D.O. are recognized following territorial administrative and political references instead of historical and cultural criteria. The consequence of that exclusion is that they are legally not allowed to use the name mezcal for their product and instead, they have to sell it as "distilled from agave". Consequently, despite having produced the traditional beverage during generations, they lose the opportunity of receiving benefits from the potential overprice tied to the D.O. and from the exportation of their product.

The paper aims to analyze how the way the mezcal's D.O. has been constructed excludes the traditional producers of Teozacoalco; what are the consequences of that exclusion, and what are the strategies of those producers in order to sell their product and to promote a change in the D.O., aiming to be included.

Methods and sources

This research is a qualitative case study with 40 in-depth interviews with key informants: 35 producers, 30 of them in Teozacoalco and 5 in the region Valles Centrales (Central Valleys), included in the D.O.; 2 representatives of the municipal authorities; 2 representatives of the COMERCAM, the regulatory council for the mezcal; 1 official of the Secretary of Agriculture. 20 of the Teozacoalco's producers are members of the organization "Productores de Mezcal Cerro de Amole" (Mezcal Producers Amole's Hill) which plans to commercialize their "distilled from agave". The essay takes into account the productive process and the social organization that aims to obtain value for their product.

Theoretical framework and organising concepts

The research uses the concept of Localized Agrofood Systems (Muchnik, 2012) and the literature on Denominations of Origin to explain complex relationships between nature, knowledge and specific skills developed historically by men in a particular territory, which "localize" the product and provide it with identity. It implies the interaction between natural factors, cultural legacies and the ability to establish and maintain socio-economic and institutional networks.

It uses the literature on D.O.s (Barragan, 2008, Bowen and Gaitan, 2012) and on the processes of qualification (Avelino, 2006, Link et al., 2006,) implying norms and criteria that produces winnings for those who fulfill them but exclusion for those who do not (Busch, 2010).

Background

The Mexican Institute of Industrial Property (IMPI) is the institution responsible for designations of origin in Mexico. The production of *mezcal* as established in the D.O. (Mexican Official Norm NOM070SCFI1994) protects the elaboration of the beverage in some municipalities of seven States of the Republic: Oaxaca, Guerrero, Durango, Zacatecas, San Luis Potosí, Guanajuato y Tamaulipas. Hence, the communities not included in those municipalities, despite their tradition of elaboration of a typical *mezcal* with unique characteristics inherited from a historic link between the producers, their knowledges and their territories, are not considered as "legitimate" producers of *mezcal*.

Results

Political, economic and social factors intervene in the definition and in the application of the D.O. While some are excluded from its advantages (right to use the name mezcal in national and international markets, reputation, overprice), other actors, as producers from protected municipalities and regions become the preponderant actors of the mezcal market and capture most of the state supports granted to mezcal and agave producers. The efforts made by the Teozacoalco's and Mixteca's producers to be included in the D.O., i.e. to promote a change in its design, have encounter the opposition of the producers of the region of the Central Valleys, included in the D.O. and who want

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to maintain their monopole in the state of Oaxaca. They also encounter the opposition of the industrial distillers who want to avoid competence.

Another obstacle for the Teozaoalco's producers is that the reputation of their mezcal, grounded in the traditional know-how and the varieties of agave that they utilize, has led to the usurpation of the name "mezcal de Teozacoalco" by other producers and distillers outside the municipality.

For that raison, they called their organization "Productores de mezcal Cerro de Amole" (Mezcal producers Amole's Hill) to avoid confusion with the fraudulent mezcal called "from Teozacoalco". They lose the benefits of the the good reputation of the real Teozacoalco's mezcal.

Meanwhile the producers of the Central Valleys receive large support from the Secretary od Agriculture, the organization in Teozacoalco received some financial support from the CONAZA, Comisión Nacional de Zonas Áridas (National Commission for the Arid Zones) to build a small factory to process their beverage; this factory may increase their volume but at the risk of losing the traditional way of processing the agave.

When the producers organize to sell their mezcal on the market (as "distilled from agave"), they are faced to the dilemma of producing more in order to answer the demand and thus industrializing their production process, losing their traditional character and high quality. This is the risk present in winning the D.O., as showed by the history of the tequila.

The inclusion in the mezcal's D.O. would result in the payment of fees to the COMERCAM, formalities and procedures and technical regulations they have no advices to help them in facing. Despite those disadvantages, the Teozacoalco producers want to be included in the D.O.

Another risk is the lack of certain kind of agave to elaborate the mezcal because the tequila producers come up to take the plants away, violating their D.O.'s regulatory convention.

CONCLUSIONS

Beyond the case of Teozacoalco, the conception of the D.O.s in Mexico can be questioned since it does not give preeminence to the cultural and historical factors present in the territories of typical products and does not protect who really needs and deserves the protection of a D.O.

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LOCALIZED AGRI-FOOD SYSTEMS AND THE MARKET: SHORT FOOD CHAINS, PUBLIC PROCUREMENT AND TOURISM

Session 8. Short Food Chains and Localized Agri-Food Systems

Convenors: Sarah Bowen[1] &
Mario Pensado[2]

Understanding local (localized) food systems (LAFS/SYAL/SIAL) as an alternative to the globalization and industrialization of the food system, many scholars within this tradition have focused on the "embeddedness" of local food systems and the ways in which they convey values such as care, community, and stewardship (Kloppenburg, Hendrickson & Stevenson 1996; Hendrickson & Heffernan 2002; Hinrichs 2000).

However, many of these understandings of locality emphasize spatial proximity, social ties, and interaction in ways that are not necessarily tied to the particularities of the environmental and social histories of the places in which they are embedded.

The main issues contemplated in this session are:

1. Short food chains and Globalization: approaches, concepts and relationships with local food systems.

2. Short food chains and territorial cultural identity and relationship with local food systems. (territorial anchoring)

3. Short food chains and changes over trends of retail consumer.

4. Relations of Short food chains and Local food systems over questions of race, class, gender

5. Stakeholders and labor process within Local food systems (farmworkers, farmers, producers, retailers, consumers and others (consumer groups; producer´s markets; urban agriculture)

6. Short food chains and environmental matters [human health concerns, good environmental practices and sustainable use]

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Transnational Localities:

Latina Immigrant Women and Alternative Food Systems in the United States

Daniela García-Grandón, Sarah Bowen & Sinikka Elliott[1]

***Abstract* – In this paper, we show how Latina immigrant women use everyday food practices—including shopping, cooking, and gardening—to cope with food insecurity and low food access in ways that challenge the dominant food system in the United States. The women in our study shared seeds, recipes, and meals; cultivated home gardens and raised animals (chickens, ducks); and shopped at specific markets (i.e., Mexican grocery stores and "pulgas," or flea markets). They engaged in these practices in order to reproduce dishes from their home countries in their new communities and resist what they saw as harmful, unhealthy, or unsafe aspects of the conventional U.S. food system. In doing so, they created and maintained alternative food systems, as well as transnational food linkages.**

Keywords: alternative food systems, food justice, immigrants, United States

Introduction[2]

In North America and Europe, the literature on local (and localized) food systems tends to frame these food systems as alternatives to the globalization and industrialization of the food system. Yet the local can also be a site of inequality, exploitation, and domination. Critics argue, for example, that alternative food markets (such as farmers' markets) are often coded as, and appeal mainly to, white and middle class customers (Slocum 2007, Guthman 2011). However, scholars studying race, class, and gender have long argued that the margin is not only a site of oppression, but also of resistance and subversion, in which people contest multiple inequalities during everyday interactions (Abarca 2006, Mares 2012, Kwon 2015).

In this paper, we examine the everyday food practices of Latina immigrants in order to show how these women create and maintain alternative food systems and transnational food linkages.

Methods and sources

We draw on semi-structured interviews and surveys conducted in 2012 and early 2013 with 27 Latina immigrant mothers, as well as ethnographic observations of 3 of these families. These interviews were embedded in a larger mixed-methods study of 124 low-income mothers. All of the participants in the study were living in one of three North Carolina counties at the time of the interview.

Theoretical framework and organising concepts

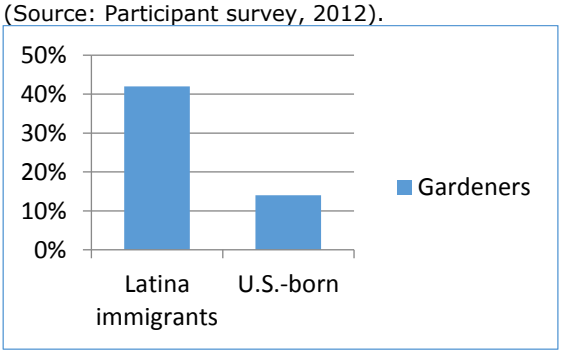
We draw on the central concepts in the literature on alternative food systems. For example, work on direct agricultural markets and short food supply chains examines their social and territorial "embeddedness" and their ability to convey values such as care, community, and quality (Hinrichs 2003). Critics emphasize how even locally embedded markets can be sites of inequality and exclusion and note how people of color are often excluded within alternative food movements. Moreover, although the local is often framed as antithetical to the global food system, critics call for attention to the "process in which the local and the global make each other on an everyday basis" (Goodman and Dupuis 2005: 369). In this paper, we develop the concept of "transnational localities" to show how Latina immigrant women adopt local food practices that transcend national borders.

Results

Latina immigrant women employed everyday food practices—including shopping, cooking, and gardening—to cope with food insecurity and low food access in ways that challenged the dominant food system in the United States.

Almost half (42%, or 11) of the Latina immigrants in our study grew some of their food in a garden, compared to just 13.5% (14 women) of the non-immigrant women in our study.

Graph 1. Percentage of participants who gardened. (Source: Participant survey, 2012).



Gardening was a way for women to access foods that they remembered from their home countries (for example, spices like epazote, as well as particular varieties of chiles). It was also, for many, a source of pleasure. Many women had grown up in rural areas, and fondly recalled how

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fresh the fruits and vegetables grown in their home countries had been. For them, gardens helped to reproduce parts of their experiences in their home countries, while reshaping their physical landscape in their current neighborhoods.

Many women also raised backyard animals, such as chickens; they said that the flavor of the eggs or the meat was more natural and reminded them of their home countries.

The majority of women in our study shopped at specific markets, such as Mexican or international grocery stores, and "pulgas," or flea markets, in order to access foods from their home countries. They articulated a complicated rationale in weighing which foods to buy at which stores, balancing prices with the quality and freshness of the food in different stores, as well as the availability of particular cuts of meat and ingredients from their home countries.

Women also drew on ties to people in their home countries as they reproduced food traditions. They relied on friends and family members for help with recipes, and some used transnational networks to acquire specific foods and ingredients (as in the case of one woman, who had friends and acquaintances send her a specific type of premade mole from Oaxaca).

In general, Latina immigrants spent considerable amounts of time cooking, shopping, and gardening, in order to resist what they saw as an unhealthy U.S. food culture. They stated that they aimed to reproduce and maintain food traditions from their home countries. Many women spoke of how fresh food in their home countries had been, and they used their shopping and gardening practices to try to reproduce these fresh foods in the United States. However, although rewarding for some, these practices required significant investments of time from the women and were constrained by factors such as limited food resources and unequal food environments.

Conclusions

Latina immigrants engaged in practices that shaped and remade the foods they ate and their food landscapes, but in ways that are very different from most depictions in the agri-food literature. Critiques of the food justice literature argue that it tends to assume a white, middle-class notion of alternative food systems and erroneously treats the "local" and the "global" as diametrically opposed. Our research shows how, through their food practices, immigrant women create a transnational sense of the local. They do this in ways that shape local food systems in the United States, while also fostering connections with foods and communities in their home countries. We argue that foregrounding the beliefs and practices of marginalized groups reveals new possibilities for a more inclusive and just food system.

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Economic Sustainability of Short Food Chains:

The Case of the Solidarity Purchasing Groups in Italy

Silvia Novelli[1] & Alessandro Corsi[2]

***Abstract* – Solidarity Purchasing Groups (SPGs) are Italian formal or informal non-profit associations constituted with the aim to perform collective purchase and distribution to their members, without any mark-up. Motivated by ethical and solidarity principles, their running is based on the voluntary work of their members. The aim of the study is to estimate total costs of SPGs in order to assess the economic sustainability of these distribution channels over time. First results based on four case studies in Torino and other neighbouring towns, show that the value of volunteers' labour is sizable and represents the main implicit cost element. Accounting for implicit costs results in a remarkable budget deficit for all Groups. Moreover, diseconomies of scale seem to occur since larger Groups bear higher implicit costs.**

Keywords: Solidarity Purchasing Groups, economic sustainability, implicit costs, voluntary labour.

Introduction[3]

Though still a small niche, it is common to find in many towns in Italy a number of so-called Solidarity Purchasing Groups (SPGs, in Italian *Gruppi di Acquisto Solidale*, GAS) who buy goods collectively. Such Groups are set up by consumers who cooperate in order to buy food and other commonly used goods directly from producers, at a price that is fair to both parties. Typically SPGs are aimed to foster short food chains, quality and environmentally friendly food consumption, and farmers' right to fair prices. The main motivation of members for participating in SPGs is not utilitarian, i.e., it is not lower prices nor is convenience, but it is rather related with ethical and solidarity issues (Schifani and Migliore, 2011; Brunori et al., 2012; Hankins and Grasseni, 2014).

The same motivations define the organisational form of the Groups. Typically, SPGs are run as formal or informal non-profit organisations, and rely on occasional or regular volunteers for their operations (i.e. administration, management of the participatory process, identification of products and producers, gathering and placing orders, accounting). Members' voluntary work allows distribution costs to be cut down, so higher prices can be paid to producers than in conventional distribution chains, and to achieve balanced budgets without any mark-up. Hence, the economic sustainability of SPGs is arguably based on labour costs that are not borne directly (implicit costs). It is therefore interesting to analyse SPGs' total costs, taking into account the replacement cost of voluntary labour as well.

The aim of the study is to analyse both explicit and implicit costs of SPGs in order to assess the economic sustainability of these distribution channels over time.

Methods and sources

The analysis was conducted through individual in-depth interviews with the representatives of four SPGs in Torino (Italy) and other neighbouring towns. The main information gathered concerned the general organisation of the group (number of members, annual membership fees, administration etc.), the number and type of products and producers, the annual value of the distributed products, the organisation and division of labour within the group, the time devoted to each operation and the explicit costs (e.g. rents for private or public places used to stock and distribute the food products, transportation and packaging costs etc.). The reference year was 2014. To estimate the monetary value of the volunteer time (implicit cost) we adopted the replacement wage approach, i.e. we assumed the value of the volunteer's time equals the amount that it would cost the organization to pay someone to complete the same task. For the imputation of the costs of labour, we considered the mean hourly wage from the Italian National Institute of Statistics (ISTAT, 2010) for the North West area and the market services sector.

Theoretical framework and organising concepts

The existence of SPGs relies upon the voluntary work of their members. So the value of voluntary work (implicit cost) can be considered a key factor for the long run sustainability of these organisations.

For the estimation we referred to the economic theory of production cost. Estimating both explicit and implicit costs, we evaluate the SPGs' economic profit, while accounting profit - equal to zero for non-profit organisations - only considers explicit costs. An input-based valuation based on declared (time) and observed (replacement wage) parameters was used for the estimation of the monetary value of voluntary work. For a conceptual framework of the

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monetization approaches of voluntary work see Orlowsky and Wicker, 2015.

RESULTS

Tables 1, 2 and 3 show the main facts about the four case studies: A) Avigliana, B) "La Cavagnetta" (Torino), C) Condove, D) Trana.

Three out of four Groups are rather large SPGs, both in terms of number of member families and value of the distributed products. For all Groups voluntary labour represents the main implicit cost (IC) item. Preliminary results suggest that the SPGs' implicit costs (replacement wages, rents when waived or borne by the members, transportation when borne by the members etc.) are mainly related to the number of suppliers rather than to the number of members (Table 1).

Table 1.

SPGs	Member families (n)	Producers (n)	Products' value (€/year)	IC (€/year)
A	156	82	164,862	47,226
B	96	52	151,000	24,406
C	120	29	171,440	17,830
D	30	15	27,838	5,044

Table 2.

SPGs	Balance without IC (€/year)	Balance with IC (€/year)	IC (%)	IC per 1,000 € of distributed goods (€)
A	212	-47,014	22	286
B	130	-24,276	14	162
C	896	-16,934	9	104
D	214	-4,830	15	181

Table 3.

SPGs	Membership fee (€/year)	Balance with IC	
		Membership fee (€/year)	Annual expenditure (%)
A	10	311	+ 29,5
B	10	263	+ 16,7
C	5	146	+ 10,2
D	10	171	+ 18,4

Due to the large variability among the organisational forms of the Groups, the implicit costs vary between 9% (Group C) and 22% (Group A) of the total costs. If implicit costs were accounted for, in all Groups the costs would largely exceed the revenue. Moreover, diseconomies of scale seem occur since larger Groups bear higher implicit costs per 1,000 € of distributed goods (Table 2).

The membership fees currently paid are rather low, but more than enough to cover explicit costs. To balance the budget when implicit costs as well as explicit costs are accounted for, the annual membership fees should be from 17 (Group D) to 31 times (Group A) higher than the present ones. Alternatively, total costs could be covered raising the prices paid by the Groups' members. The average annual expenditure for the member families vary between 928 € (Group D) and 1,573 € (Group B). In order to balance the budget the annual expenditure should be from 10% (Group C) to 29% (Group A) higher (Table 3). Of course, balancing the budget through membership fees and total expenditure, assumes that the implicit costs are equally borne by all members.

Unlike the other Groups, all members of Group A are appointed on a rotation basis for the distribution task at the point of collection. This sort of free-riding control system seems to be paid in terms of economic efficiency of the Group (much higher implicit costs).

CONCLUSIONS

Estimating the implicit costs of SPGs reveals the sizable value of the voluntary work behind this distribution channels. These results raise some concern, especially because all the representatives complain about the difficult turnover of regular volunteers (the ones with formal and administrative roles and the co-ordinators) and the increasing difficulties in motivating the occasional ones. Usually, when there are insufficient volunteers and no one is willing to be co-ordinator these Groups disband.

Due to the nature of these initiatives, alternative estimation methods should be tested in order to quantify the social benefit of volunteers' work or the benefit that the volunteers receive in exchange for their work.

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Short Food Chains and Public Markets:

Conflict or Complement for the Urban Food Supply?

Mario Pensado[1] & Andrew Smolski[2]

***Abstract* – This article focuses on short food chains and public markets. We look at the role played by short food chains in the urban food system, especially in large cities, like New York City and Mexico City, as well as how public markets are a short food chain system institutionalized by the State. Here we present a review of the literature focusing on conflicts and complements for public markets as short urban food chains.**

Keywords: short food chains, public markets, urban food supply, geographic proximity, organizational proximity

Introduction

Alternative agri-food networks are, according to Jarosz (2008) based on short food chains that represent forces re-spatializing and re-socializing the production, distribution, and consumption of urban food, which are based on an economy of proximity. Short food chains encompass, according to Rallet and Torre (2007) and Torre and Zuindeau (2009) two types of proximity: a) geographic proximity, established by the closeness of the food production area to the urban consumption center, and b) organizational proximity in which relationships are established based on organizational links between producer, vendor, and consumer rather than geographic closeness.

Background, Theoretical Framework and Organising Concepts

The Origins of Public Markets

Here we focus on a specific type of organization that could further enable short food chains, namely public markets. Throughout history public authorities have always intervened to avoid problems and conflicts associated with food availability, scarcity, famine, and safety (Torres and Pensado 2002). Over time, they built public institutions through which they looked to regulate the concurrence of public and street markets, and the relationship between producers, vendors, and consumers. The historical importance of public markets assumed in the 20th Century is explained by the Welfare State with its fordist economic regulation aiming to satisfy a mass of consumers with industrialized food, making state intervention necessary to a functional urban food system. This makes the public market system a counterweight to private commercial interests and direct producers (Torres and Pensado 2010). In particular, in metropolises like New York City and Mexico City, during the 1940s and 1950s, authorities strengthened the infrastructure for a public market system to regulate prices and avoid famine and scarcity events.

Results

Short Food Chains in the Urban Food Supply

In many cities, various short food chains prevail, established in diverse city zones, preferentially in areas with mid-level incomes. Vendors have had the consent of public authorities to establish their stalls in public roads, parks, and other public areas, including areas owned by private interests.

In New York City, even though authority supported, organization is largely handled by direct producers that sell. This enables short food chains based on geographic proximity. Consumers give their attention largely to producers of vegetables, fruits, and honey, even when these are not certified organic. In some areas, short food chains provide the majority of products for weekly consumption, even though there are some short food chains which are seasonal (4 months).

In Mexico City's case, there are various associations, and even though some products in streets markets are sold as organic, the majority are not certified. Consumers understand that vendors are not in all cases the direct producer and that the products do not necessarily always come from the local area. Instead, products might be locally produced or come from other states. Even though geographic proximity does not exist, there is organizational proximity. Food is produced and distributed by groups and producer associations in federated entities that are related to participating members. The latter are the vendors in the markets selling more diverse products than what they solely produce. These vendors purchase additional products to diversify their market offering and entice consumers' to visit periodically. In the majority of established short food chains, it is difficult to buy all the necessary weekly products for a family, which brings consumers to complement their basket in other places.

Conclusions

Conflict and Complement

Therefore, in our bibliographic review, we find the following conflicts and complementarities for public markets as a distinct institutionalized type of short food chain system:

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1) Conflicts over operating public markets as a short food chain arise because of scale differences, quality diversity, and know-how about food marketing. In particular, public market vendors in Mexico City have professionalized over generations. Results show that they do not want to operate as a short food chain based on proximity, due to their food quality and lower prices. These conform two imperatives set by intermediate wholesalers following seasonal and volume changes. The local vendor from the public market is not interested in the producer's profits, while on the contrary, short food chain vendors are. In public markets then, the consumer is more likely to come from lower- and mid-level income strata, while the consumer of short food chains, in part due to the "fair" price or specialty product, is more likely to come from medium- and high-income strata.

2) Complements for bringing public markets into short food chains are:
    a. Necessity to guarantee food supply and access for the majority of urban social strata
    b. Relationship generation based on respect and trust between consumer and vendor/direct producer.
    c. Short food chains and public markets tend to locate in the sale of "quality" goods, even if comprehension of quality is distinct: food is differentiated by flavor, maturation, and price-quality relationship when used in local/traditional gastronomy. For short food chain consumers these products need to be produced locally, with best environmental practices, specific techniques, local-cultural identity, without agri-chemicals, and without industrial methods.
    d. Both public markets and short food chains require public infrastructure permitting cost reductions, regularity, and permanence for population food access.
    e. With public market infrastructure vendors and direct producers can coexist in just one space, because they do not compete based on products given product distinction and consumer differentiation. The fusion of public markets into short food chains could be the base for creating new infrastructure and not generate disputes between direct producers and local vendors already established in public markets.
    f. Infrastructure modernization at the public markets could amplify both systems generating larger capacity for sustainable consumption and bettering urban social resiliency.
    g. Strengthening public market infrastructure could be a counterweight to the commercial, private system that leads to irrational and unsustainable consumption, thus permitting systemic re-equilibrium.

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Consumer Behavior in the Short Food Supply Chains:

The Case of Horticultural Products in the Farmers' Market of Agrarian Chamber of the Community of Madrid (Spain)

Silvia Vicente-Herranz[1], José Luis Cruz[2] & David Pereira Jerez[3]

***Abstract* – The EU considers the short food supply chains (SFSCs) as a strategy for rural development (EAFRD Regulation Article 7, 2013). The aim of the present research was to study the reasons why consumers chose one of the SFSCs in Madrid, as well as studying their purchase profile. In this way, it could be established which instruments are used to generate confidence linked to this type of trade relations. In order to conduct this research 150 questionnaires were conducted in the "Market's Day" of Camara Agraria. As a result, the consumer profile and their purchasing motivations to select local horticultural products were analyzed.**

Keywords: Short Food Supply Chains (SFSCs), consumer purchasing motivations, marketing strategies, local farmers' markets.

Introduction

The Rural Development Program of the Community of Madrid 2014-2020, includes the promotion of SFSCs, quality schemes and local markets to improve organization of food chains.

The purpose of this research was to know what elements work to establishing commercial relations between producers and consumers in the SFSCs. In order to do that, the topics addressed were: the consume profile of users these farmers' markets, their buying motives and their perception about product certifications or quality seals.

Methods and sources

Personal survey. Questionnaire with closed questions.
Universe (N): Farmers' markets (Agrarian Chamber) consumers. It is a market that takes place once a month promoted by the Government of the Community of Madrid
Sampling method: simple random sampling.
Sample (n): 150 consumers.

Theoretical framework and organising concepts

The currently prevailing agro-industrial model is characterized by an increasing distance between producers and final consumers. This has been accompanied by a demand for greater transparency oriented to food security (Feldmand et al, 2015). The SFSCs shape this demand and grouped many of these initiatives that Aubry (2013) classified according to the physical and organizational proximity. Sonnino & Marsden (2006), Ilbery & Maye (2005), Watts et al.(2005) o Morgan et al. (2006) conceive the SFSCs as alternative ways to conventional food chain based on the relationships established between production and consumption (Jarosz, 2008). For Renting, Marsden and Banks (2003), SFSCs appear as new structures aware sale, that not only consider limiting number of intermediaries but emerging type of relationship inside food chains, allowing transmit more information about the product and its productive context.

Many consumers demand a greater proximity with the producer, especially in cities. Therefore the urban and peri-urban agriculture has attracted special attention in recent years (Ernwein, 2014). In this type of marketing the role of the consumer takes a leading role. It is a movement that started bottom-up and gradually were incorporated into political agendas. As a consequence, for EU funds programming period 2014- 2020, a new priority were established for rural development: "Promoting food chain organisation and risk management in agriculture". This focus area includes "promotion of local markets and short-supply chains".

The local consumer products have the following purchasing motivations (Kneafsey et al., 2008; Brown et al, 2009; Bianchi & Mortimer, 2015):

- Quality, natural, fresh and tasty product.
- Environmentally friendly, by reducing tours ("food miles"), associated with lower carbon footprints.
- The relationship of trust that provides direct contact with producers.
- Support of local producers, local economy and local development.

In the analysis of Kneafey et al. (2013), about the labeling for the promotion of the SFSCs, it was concluded that the seal could bring added value and clarity, protection and recognition.

Results

The average buyer profile in this market was: woman between 25-45 years old (55%), who lives with one or two persons, without children, college educated, working with income more than 2,000 net monthly Euros (50%), which come from a large rural town, and spent 10 to 30 minutes to arrive to the market.

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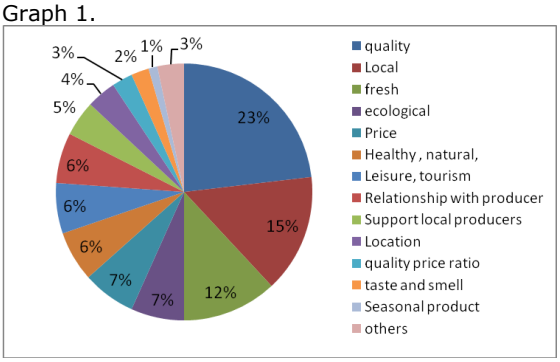
The most important motivations of consumers to purchase a horticultural product (Graph 1) at this market were: quality of products, freshness, local production, and, finally consumption of healthy and organic products.

Graph 1.



In the research, 55 % of consumers surveyed did not consider like criterion to purchase if the product has been certified. However, 42% yes. Product certifications that are perceived as more valued were those from public legal institutions (52 %), then health hygiene regulations (27 %) followed by Informal Institutions such as Participatory Guarantee Systems (19 %) and finally Private Institutions of Control (2%).

CONCLUSIONS

With regard to consumer profile, interest in local products seems to increase with age (Eurobarometer, 2011). In this market, most part of consumer were between 25-45 years old because, the market location that could be difficult for older ages. The results also show a similar consumer profile (purchasing power, wide social spectrum), than work by Kneafsey et al (2013).

In this case, the consumer motivation, are not based in the interest on direct relationships or support of local producers. More important is the acquisition of quality product (Trobe, 2001; Eurobarometer, 2012). However, only 42% of consumers surveyed taken into account if the product has been certified. It could be what Eden et al. (2008) called "label fatigue".

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Strategies to Promote the Consumption of Local Food in the Region of Madrid (Spain)

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***Abstract* – The local food system in Madrid could be strengthened with the development of the consumption of local products in the region. With this aim, a qualitative and quantitative study was launched on a sample of 802 local consumers who were asked about their perception of local products, their buying preferences regarding different marketing channels and different strategies, in order to promote the consumption of this type of products.**

Keywords: local product, short supply chains, locavorism.

Introduction

The demand for local fruits and vegetables from small and medium-size producers and their marketing through short supply chains, is becoming increasingly important globally (Cope, 2014; Sweitzer, 2016). This trend, contrary to the usual mass distribution of generic products and through large chains, has strongly emerged and is spreading from California (USA), where it has had its latest relaunch (Azevedo, 2015). The new situation is encouraging and requiring changes to existing distribution channels and marketing strategies in general to adapt to this new and growing demand starting to be characterized by the authors (Hervás & Briz, 2015)

The Region of Madrid has several vegetable producing areas that can provide local products to a potential consumer market of a significant magnitude. This study, therefore, seeks to know the perception that Madrid consumers have of local products in their region, which channels are preferred to purchase such products, as well as the different strategies needed to improve their location, accessibility and consumption.

Methods and sources

The empirical research builds on an online survey used to collect data from a sample of 802 consumers from the region of Madrid. This allowed a quantitative and qualitative analysis of several variables related to the objectives of the study.

Theoretical framework and organising concepts

The local food system concept refers to one in which food is produced, processed and sold in a defined geographical area (Kneafey et al., 2013). No definitive description of local food has been established. There seems to be no consensus even with respect to the maximum geographical distance that can exist between the place of production and that of consumption for a food to be considered local (Ilbery, Watts & Simpson, 2006; Johnson, Aussenberg & Cowan, 2013; Dunne et al., 2011). In the context of the present study, the definition of local product that has been used is the one produced around where the consumer lives, in a radius of no more than 150km.

Results

The consumer participating in the survey has been predominantly female, young and middle-aged, with medium-high purchasing power and high level of education. The vast majority of people surveyed have a clear concept of what a local product is, only a low percentage of them confuse it with the organic product concept. 66,2% of consumers buy local products, but only 21,7% of them usually do it. Among consumers who do not buy local products, the vast majority would be interested in doing so. There is a willingness to pay a premium price, as revealed in other studies (Feldmann & Hamm, 2015)

Some attributes were specially valued in relation to local products: freshness, better smell and taste, seasonality and better quality.

Consumers usually purchase in supermarkets (48.6%) and neighborhood greengrocers (37.4%). Neighborhood markets and hypermarkets are next in the list of those most commonly used. Only 3.4% of consumers buy in shops which are specialized in organic products and just 1.2% by Internet. Short supply channels are commonly used only by less than 2% of consumers.

A significant percentage of those who responded, felt that they could find these local products especially in neighborhood markets (32.9%), in neighborhood greengrocers (32.5%), in the farmer's field (30.2%) and in street markets (28.6%). Despite having shown a level of minimal use of channels -such as organic shops, or types of short supply channels- in the case of local products, consumers have the perception that they might find them there: 30.2% in the farmer's field, 19.6% in farmers' markets, 19.6% in consumer cooperatives, 18.8% in organic shops and 13.6% through consumer groups. However, when asked about their preference of the different channels, in the case of short supply channels, the percentages decrease again. Future research should ask why this happens, what barriers exist to the use of

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short supply channels in buying local products, even though consumers have the idea that they could buy through them. As regards preferences when purchasing local products, 53.7% of consumers would like to find these products in supermarkets (only 13.2% believe they could find them there) and in neighborhood greengrocers (43.4%). These higher percentages correspond to the most commonly used channels: it seems logical to wish to find these products where consumers usually make their purchase.

In the case of neighborhood markets, 39.8% of respondents would like to find local products there (although only 15.8% usually buy there).

The offer of local products could be a claim to boost these neighborhood markets that have significantly declined in recent decades in Madrid.

It should also be noted in relation to hypermarkets, that consumers do not consider it a priority channel to find local products (only 8.4% would go to buy them there). However, 32.7% would like to find these products in hypermarkets.

Regarding purchases on the internet, the percentage of consumers who believe that they could find local products by this means is 13.1%. A 20.3% would like to buy online and have them delivered directly at home, while 11.3% would like to pick them up in the field of the farmer.

The strategies that would motivate consumers to try these products are: a reasonable price, availability in the usual place of purchase, and to know that it is helping local farmers and contributing to recover and develop the countryside in the region where they live. In relation to the different strategies that can be used to identify local products and to inspire confidence in consumers, the most valued ones are the indication of the origin of the products in the packaging and the use of a logo (image or label) to identify them. Other strategies based on the use of Information and Communication Technologies (ICTs), such as the identification of the local products in a special section on a website, or the possibility to contact the producer through social networks, are less valued.

Conclusions

There is an interest in local products, whose attributes would make it worth paying a premium price. Consumers in the Madrid Region would like to find such products in the usual places of purchase, which mostly correspond to conventional channels, like greengrocers and supermarkets. Consumers have the perception that these local products could be found through short supply chains, or on the Internet. However, the level of use of these channels is still very low as well as their willingness to use them. The analysis of such barriers and means to overcome them should be subject for further research in the future. A reasonable price, product availability, the knowledge that the purchase of local products contributes to the development of agriculture in the region, as well as the use of logos or indicators of the origin of the products in the packaging, are strategies that could contribute to promote the consumption of local products in the Region of Madrid.

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The Short Food Supply Chain Associated with Tourism and Gastronomy:

The Coruputuba Farm, in São Paulo, Brazil

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***Abstract* – This paper aim to present a case study, in the rural area of Brazil, São Paulo State, that is an example of short food supply chain associated with agriculture and forestry integration system, and that it represents a modern model of the rural in Brazil. The case is the Coruputuba farmer located at the Paraiba Valley, in São Paulo State, South East of Brazil. The farmer made partnership with famous cuisine chefs, and they use the brand to make the promotion the food with environment preservation, local sustainable development and health food. In addition, the farmer promotes the rural tourism and the preservation of the traditional Route of Tropeiros in this region. The short food supply chain is a new tendency in the Brazilian rural area.**

Keywords: food, short supply, gastronomy, tourism

Introduction

The short food supply chains (SFSC) is a current trend in rural areas and has attracted much attention as an alternative food distribution policy. It is observed that farmers increasingly seek alternatives that reduce the distance between production and consumption. Many consumers, however, want to know how is produced the food that they eat, if the production system has socio-environmental commitments, if the food is healthy and it will not bring harm to health in the long term for their families. The chefs also look for to provide the restaurants with products produced by farmers that they know and they have closer contact. Another important feature in SFSC, is the stimulus to socialization in rural area. This article aims to present a case study in the state of São Paulo, southeastern Brazil. The case is a model of short food supply chains associated with the agroforestry

Methods and sources

The methodology is the case study (Yin, 2004) because it is exploring the research object in deepening through and the characterization of Coruputuba farm such as environmental management is conducted in detail. The study has focus at the agroforestry system associated with short food supply chain and the promotion of the food quality.

The case study describes the historical origin of the farm, it´s strategic location and the commitment with the historical and cultural preservation. Technical visits and interviews were conducted with the farmer. Also it was search websites and secondary information.

Theoretical framework and organising concepts

The short food supply chain is a current trend in rural areas. This approach has a multidisciplinary feature because it involves concepts from different areas related to agriculture, culture, gastronomy, environment and sustainability (Marsden et al 2000; Tanasă, 2014). This approach has been exploited in rural tourism, with focus in agricultural product and especially with food in the rural area.

Among the advantages of shortening the food distribution chain, based Kneafsey et al. (2013) and Galli & Brunori (2013) can be cited:

1- It creates opportunities for the local market. 2- promotes the local and regional development by allowing the income from commercialization return to the producer. 3- offers a fair price to consumers, to avoid various intermediaries to reach the consumer. 4- offers direct identification of those who produce, and the consumers have the warranty the product quality. 5- promotes the local integration between producers, restaurants, visitors and tourists. 6 - The product is marketed in a local context, where there are traditions, cultures. 7- traceability is easily effected. Marsden et al. (2000) argues that the SFSCs allow for a new concept of the relationship between producer and consumer, with the re-socialization and re-spatialization of food. There are, according to the authors, three types of SFSC: 1) face to face- this case there is a direct interaction between producer and consumer; 2) proximity spatially products are marketed in a specific region and point 3) spatiality extended - values and information about the producer, its production and its products are some way informed the consumer that is out of the producing region. Another important issue to analyze is the concept of LAS, Located Agrifood System as it is understood that the proximity between producer and consumer in SFSC, implies the involvement of local actors. The concept of LAS, emerged in the mid-90s and is a methodological tool for understanding the multiple dimensions and prospects for agro-food production system, seeking to introduce social, environmental and natural resources issues, as well as their interactions with the territory (Muchnik & Sautier, 1998).

Results

Documents from 1650, indicate that the Coruputuba farm was one of the oldest land ceded by the King of Portugal to grantees of captaincies, for the purpose of cultivation and settlement.

[1] Institute of Agriculture economics(IEA), IEA, Senac, Coruputuba farm.

In 1911, Cicero Prado, lawyer graduated from Law School of San Francisco, arriving from Rio de Janeiro in Pindamonhangaba, and he knew about farm´s sale for a good price by Jose Marcondes Rangel. Cicero was a pioneer in the production of rice in the Vale do Paraiba and at this time when all produced coffee. Also he invests in cassava, eucalyptus and houses for workers. From 1923, Cicero goes on to take the rice straw in the production of cardboard and in 1927, founded on the cardboard factory that would become the biggest one in Latin America. Over the years, other farms were incorporated into the property and it was introduced other crops such as sugar cane, the production of brandy(cachaça) and reforestation with eucalyptus. In 1947, the farm had more than 400 homes, with about 3500 residents, rural school, pharmacy, medical offices, cooperative store, bar, barber shop, cinema, clubs and others infrastructures.

Located in the Paraíba Valley, the Coruputuba farm is inserted in the Atlantic Forest and pioneered with the tree growing named Guanandi and Acacia. Guanandi is a species that produces wood with quality and tolerance to flooding, Acacia is a legume with high capacity of nitrogen production, associated with bacteria that attach to the roots, thus reduced the use of fertilizers and reducing negative effects on the atmosphere and water resources.

The forest integrated with food production is a system that preserves and restores the soil, promotes a low-carbon agriculture, preserves biodiversity, and promotes the quality of air and water. With sustainability objective this system was developed on the Coruputuba farm (Devide & Sachetti, 2011) for food production as beans, rice, cassava and others. In order to preserve the biodiversity of seeds, the farmer also started to produce the red corn.

Currently it is recognized the role of social networks as opinion makers. This huge amount of information that moves every second from networks are enabled and facilitated the farmer to publicize their works and innovations incorporated in the food. On the other hand, consumers, even the chefs and the families, have access to the information necessary to decide which food have nutritional qualities that they need.

The Coruputuba farmer offers products with added value to the restaurants or chefs who will innovate and create dishes, with food is identified and qualified to the consumers.

The social networks will in turn spread the information about the differentiated food quality. Through the project brand Retratos do Gosto, the Guandu beans, it is one of the food produced in Coruputuba farm, with sustainability commitment and it was adopted by chefs Helena Rizzo and Daniel Redondo.

Rural tourism is another way of SFSC it leads consumers from the urban centers to visit the countryside, where they can purchase and consume the local products and have opportunities to contact with local traditions, values and culture.

CONCLUSIONS

Short food supply chain is getting increase in order to improve the close contact with farmers and consumers. This current trend seeks to inform the consumers how the food is produced, the nutritional and the healthy qualities. Also the local history of production facilitates the traceability. Food production by short chains integrated with the urban gastronomy and rural tourism promotes the local and regional development, decentralizing the distribution of food, approaching urban to the rural, promote the visiting of people to the countryside and promote the food purchase in the local production.

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Inclusive and Dynamic Economic Growth in Rural Areas:

Alternatives from Localized Agri-Food Systems and Short Chains

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Abstract **– Six case studies of Rural Agro-Industries activation (AIR from "Agroindustrias Rurales") with Localized Agri-Food Systems – LAFS (SYAL for its acronym in french) are analyzed in four Latin American countries. The results showed that in all experiences the marketing needs to be strengthen in order to reach the dynamic economic growth. We conclude that territorial activation processes articulated to the Short Chains (SC) contribute to dynamic economic growth in rural areas. They contribute to the conformation territorial basket of goods and services, in depressed rural areas or in territories with excluded populations.**

Keywords: rural agro-industries, territory, localized agri-food systems, short chains, dynamic economic growth.

Introduction

In Latin America, Family Farming (all family-based agricultural activities) accounts for over 80% of agricultural production (Garner and Campos, 2014). In rural areas over 75% of the population practice it and also they have the highest levels of marginalization (Salcedo & Guzman, 2014). This exclusion affects women, young, indigenous and afroamerican people (IICA, 2014).

SYAL studies on activation processes of specific resources have demonstrated achievements in endogenous development based on the recognition of the potential of rural areas (Boucher, 2011). Also, those studies have shown that lack of access to dynamic markets is one of the main barriers of territorial economic development (IICA, 2014).

In the last years we have been looking for alternatives to improve conditions for production and marketing in rural territories. One alternative is the SC, they can be a key element at the beginning of inclusive processes of rural development helping farmer's organizations in a fair and positive market participation.

The research question is which is the contribution of SC in Territorial Activation with SYAL Approach (AT-SYAL) to the inclusive dynamic economic growth in rural areas?

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Methods and sources

The methodology had three parts. 1. Case studies selection, six case studies AIR activation with SYAL approach were chosen in four Latin American countries (Mexico, Costa Rica, Ecuador and Peru). 2. Comparison criteria, three main criteria of SYAL analytical framework were selected to compare in case studies: geographical social proximity (physically) that favors a close relation between producers and consumers; signal proximity (distance), for example labels, fair trade among others. And the third one is collective actions as quality networks, trust relationships and cooperation 3. Critical analysis through a comparative table of case studies.

Theoretical framework and organising concepts

SYAL concept was developed from the industrial economy with studies on the geographic concentrations of companies linked to a specific territory. Particularly Industrial Districts, Clusters and Local Productive Systems. The SYAL approach aims to analyze products and rural areas particularly in Latin America and Europe. The "SYAL" has been applied to define networks, organization forms, productive units agglomerations, geographic concentrations of AIR, rural production chains, among others (Boucher, 2011).

The SYAL has widely contributed to AIR concentrations development through a process called "activation of specific resources" (products, know - how, actors networks, institutions, etc.) mediated by collective actions. The SYAL approach summarizes the analysis capacity of geographical organizations of AIR concentrations. Hence they allow to solving problems related to efficient integration to development process. (Boucher, 2011). This articulation is based on a collective action (structural and functional) in the identification and valuation of specific territorial resources, strategic action lines, agreed between actors and the presence of common goals (Boucher and Reyes, 2013).

AT-SYAL methodology allows creating development alternatives of rural areas, it promotes stakeholders empowerment and mechanisms for coordination between them. Thus inclusive economic growth processes are generated. An important point in the activation processes is the stimulus to new access market ways. In AT-SYAL process the creation of a ¨Territorial basket of goods and services¨ is derived from Pecqueur (2001) basket of goods that allows a joint valuation of local products and services (touristic goods and services). The marketing of this basket is promoted by short chains based on direct sales of products and minimizing the intermediation between producers and consumers (CEPAL, 2014).

Background

We selected six experiences of AIR activation with SYAL approach implemented in the last 15 years.

The Mexican Cotija cheese is developed in small cheese factories in Sierra Jalmich (Michoacán and Jalisco States). They have made a Regional Association with more than 90 producers, they have an "origin collective brand" because they can not get the "origin denomination Label".

AIR Network in Lacandon Rainforest (Chiapas, Mexico) with 16 AIR projects of food processing (coffee, chocolate, mushrooms) and handicrafts, among others.

Rural Cheese factories of Turrialba is an experience located in Cartago Province, Costa Rica. They have established two producer associations, the first one is a "tourist cheese route" and the second one is a goods and services basket related to recreation, lodging and handicrafts.

The fourth case study is located in Sur Alto Territory in Puntarenas Province, Costa Rica. Here, there are 120 producers associations of coffee, beans, vegetables, honey and livestock, all of them supported by the Territorial Action Group.

Rural cheese factories of Salinas de Guaranda, Bolivar Province, Ecuador. From a pilot rural cheese factory experience they have consolidated an efficient trade system and the promotion of different agro-industrial activities with 70 rural cheese factories.

Cheese Agroindustry from Cajamarca, Peru. They have achieved the activation of a dairy territory from a Dairy Producers Association and the Coordinator of the rural cheese industry. It is an emblematic project that articulates products, actors, territory and baskets of goods and services.

RESULTS

The case studies analysis allow us to identify marketing as a limiting factor in the economic growth that needs to be strengthen.

Table 1. Comparison between six case studies SYAL and Short Chains, Proximities between SIAL and SC

Case Studies	Social geographical (physically)	Social signals (distance)
Mexican Cotija cheese	Direct sale Annual fair Cotija cheese exhibition	Migrant sale
AIR Network in Lacandon rainforest, Mexico	Annual fair Organic Tianguis (Temporary local markets) Touristic centers	Christmas fair AIR network Territorial brand
Rural Cheese factories of Turrialba Costa Rica	Annual fair Cheese tourist route Handicrafts	Sales in supermarkets
Sur Alto, Costa Rica experience	Promotion of productive activities Handicrafts Rural accommodation	On-line shop Tourist map
Rural cheese factories of Salinas de Guaranda, Ecuador	Point of sale Rural hotel Rural convention center "El SALINERITO" Collective brand	Sales in supermarkets Handicrafts sales
Cheese Agroindustry from Cajamarca, Peru	Airport point sale "EL PORONGUITO" collective brand Guided tours of agroindustry plants Fair chesse	Shops on the coast Cajamarca corner

On the other hand, we found that AT-SYAL methodology promotes social innovation, cooperation and strengthening of local initiatives. In the activation process of these rural areas territorial baskets of goods and services are conformed.

The results showed (see Table No.1) that collective brand and territorial seals have been the first step in marketing process (social proximity signals). We evidenced a close relationship between productive activities and rural tourism in terms of guided tours, gastronomic routes and rural accommodation (geographical social proximity)

In addition, all experiences analyzed trade their products outside the territory through supermarkets or internet, among others.

Also, in some case studies we found that handicrafts and tourist products are an important complement of territorial baskets of goods and services.

In all experiences market access is a break point of territorial activation processes.

The AT-SYAL approach has contributed in specific innovative and inclusive market niches, always looking for a closer relationship between producers and consumers through short chains.

CONCLUSIONS

Territorial activation processes articulated to short chains contribute to inclusive and dynamics economic growth in rural areas.

The configuration of territorial baskets are a key element of territorial processes activation and their valuation is achieved through short chains.

The short chains are an inclusion factor, they linking local markets, entrepreneurship, building trust and producer – consumer proximity.

The short chains are the first alternative to access to inclusive and dynamic markets that also favor AIR concentrations.

The next step in our research is the promotion of marketing projects in the Lacandon Rainforest (Chiapas, Mexico). We are encouraging some projects of short chains and territorial baskets of goods and services.

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Session 9. Local and Organic Food, Institutional Customers and Public Procurement

Convenor: Helmi Risku-Norja[1]

As part of a wider concern with sustainability issues throughout Europe, there is increasing interest in alternative food supply chains. The proponents have stressed environmental benefits, positive impacts on regional economy and on the SMEs as well as the health and nutritional value of high quality fresh food. In recent years, the issues of social sustainability have also been acknowledged in justifying the use of local food. Attention is paid to food culture, food security and food sovereignty as well as to local partnership and community awareness brought about by re-localizing food production and consumption. Provision of this food may be accompanied by food education to promote awareness on healthy and sustainable food, both among the large public as part of informal citizen education as well as among the children and young within the formal education system.

Local and organic food have gradually gained ground also within public institutional customers, the nurseries, schools, hospitals and elderly care facilities, military and the prisons. The local food initiatives in the context of public catering across Europe feature especially school food programs. Because of the wide variation among the schooling systems and school catering policies, within the EU there is no uniform school food policy. However, the public food procurements are constrained by the legal framework of the EU law on public procurement, and the solutions used in tendering process may be transferable across national the borders.

The concept local food is fairly loose and it enables many interpretations. Among them two main lines can be identified. One stresses the spatial closeness of food production and consumption and strengthening the relationship between producers and consumers ("local food"), whereas "locality food" represents products, the value added of which is based on geographic origin or traditional way of production. These are often niche products targeted for specific consumers, who may be very far from the site of production.

The focus in this session is on institutional customers and on local food, i.e. on those locally produced basic food items, the use of which is feasible within the public catering systems. The exclusive locality food products are not considered. The aim is to disseminate knowledge regarding the policies and practices which are effective for institutional consumers in increasing their usage of local food. The session will examine the public food procurement for catering services, the tendering process and the drivers and bottle necks in using local food. Also the significance of the institutional customers for small suppliers in their strivings to gain foothold in the highly competitive food markets are considered. Issues considered will then include:

- Long term strategies for developing public catering based on short food supply chains
- Tendering process – seeking the most economically advantageous tenders
- Significance of the institutional customers for the SMEs
- Food education via public catering
- Community involvement, issues of food culture, food security and sovereignty, community involvement
- Case studies on institutional customers and their use of local food

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Public Food Procurement:
Logistical Arrangements to Promote Local Supply
Mark Stein & Yiannis Polychronakis

Monitoring Progress in Public Organic Procurement Policy Implementation
An Important Tool in Organic Food and Farming Policies
Bent Egberg Mikkelsen & Martin Lundø

Multi-Stakeholder Governance as a Way to Promote Sustainable Food and Farming Strategies
Case of Public Organic Procurement Policies in Denmark.
Spyridon Fragkos & Bent Egberg Mikkelsen

Local Food and Municipal Food Services:
Case Kiuruvesi, Finland
Helmi Risku-Norja

Public Food Procurement:

Logistical Arrangements to Promote Local Supply

Mark Stein[1] & Yiannis Polychronakis[2]

Abstract **– The paper examines the role of logistical practices in public food procurement – particularly with a view to encouragement of small and local suppliers. It examines four case studies drawn from UK local authorities. This is a little-researched area, with most academic work relating to municipalities in Sweden.**

Keywords: public catering, procurement, logistics.

INTRODUCTION[3]

The purpose of this paper is to examine how logistical arrangements can promote the participation of small food producers in public food procurement. The research examines how these are embodied in public tenders and the role of food distributors.

Public food procurement is growing in importance within the overall food industry. In the UK the 2014 introduction of Universal Infant Free School Meals substantially increased public spending on food procurement – by over £1 billion during 2014/2016.

The paper describes four case studies of logistical practices relating to public food procurement for canteens within educational institutions carried out by public sector organisations within the UK. These local organisations together carry out food procurement for a significant number of schools – over one thousand.

METHODS AND SOURCES

The research utilised a multiple case study methodology. The authors identified a suitable number of cases that carried a specific characteristics that render them appropriate to answer the research questions while at the same time permitting comparisons between them.

This research adopts predominately a qualitative methodological approach that incorporates:

- Review of the pertinent academic literature.
- Semi-structured interviews with managers of public catering systems and organisations promoting local and sustainable food.
- Review of practitioner documentation– including reports, tender documents and web pages created by relevant organisations.

THEORETICAL FRAMEWORK AND ORGANISING CONCEPTS

Morley, Morgan & Morley (2008) discuss how logistical arrangements can promote small local food producers by collecting food and sharing logistics costs. It refers to such arrangements as "food hubs" and presents a typology of five different types of hubs:

- Retail Led
- Public Sector Led
- Producer Entrepreneur Led
- Producer- Co-operative Led
- Wholesaler and Foodservice Led

This working paper was produced by Cardiff University to give policy guidance to the Government of Wales. It is virtually the only general discussion of such arrangements. It underlines the links to public procurement policies promotions local food.

Academic literature about UK food procurement refers briefly to such arrangements in two UK local authorities – Cumbria and South Gloucestershire (Levidow & Psarikidou, 2011; Morgan & Sonnino, 2008).

Most academic literature on this subject comes from Sweden, where a national survey of municipal public food procurement policies shows that 18 municipalities (8%) have invested in co-distribution mechanisms aimed at assisting small-scale food farmers to supply the public sector and a further 15 (7%) were planning to do so (Granvik 2012).

Björklund & Gustafsson (2015) have carried out a survey of logistical arrangements at seven Swedish municipalities who have been seeking to reduce the environmental impact of transport of goods for municipal activities through setting up urban consolidation centres. They identify municipal logistics as an under-researched subject. Five of the seven include food in their distribution activities. In four of the cases it was expected that numbers of small/local suppliers would be increased by these arrangements. The longest established project is found in the small city of Borlänge (Bartolo, 2012; Bosono et al, 2013.

RESULTS

The case studies showed widespread adoption of practises whereby large public sector organisations work with regional wholesalers to identify local food suppliers and encourage them to provide food for public sector requirements. These practices clearly had considerable success.

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A distinction was found between arrangements where wholesalers are buying-in the produce of smaller, local producers and selling it on to the public sector and those where wholesalers are providing a distribution service for a number of different products – for each of which smaller producers will have had a separate opportunity to tender. This could be done through subdivision of food contracts into a large number of individual product categories, with a specialist contractor taking responsibility for distribution of all food products. An alternative way of encouraging smaller producers is the contractual provision for "nominated lines", which the distributor is required to distribute for a fixed cost.

At the same time other policy measures were also practised aimed at encouraging small local producers - particularly informal pre-tender engagement and sub-division (lotting) of contracts.

CONCLUSIONS

Arrangements for aggregating the products of smaller producers and arranging shared transport have the potential to assist small and local producers to better access public sector markets.

They must be adopted alongside other policy measures – such as informal supplier engagement and division (lotting) of contracts.

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Monitoring Progress in Public Organic Procurement Policy Implementation

An Important Tool in Organic Food and Farming Policies

Bent Egberg Mikkelsen[1] & Martin Lundø[2]

"Not everything that can be counted counts and not everything that counts can be counted"
Albert Einstein

***Abstract* - Public procurement has become an important target for European policy makers as a strategy to contribute to a more sustainable European food system. However for procurement to become an active component in the overall implementation of organic food & farming policies, monitoring of volumes is important. This paper examines the first results from implementation of the recent Danish monitoring system for Public Organic Procurement Policy (POPP's). It details the implementation and maintenance of the monitoring program and discusses the role of metrics in relation to other policy tools as well as the contribution that monitoring can make in organic food & farming policy implementation. It finally gives recommendation for use of monitoring in Organic Procurement Policy implementation.**

Keywords: monitoring of organic food consumption, public food service, organic foods, public procurement, Public Organic Procurement Policy POPP's, policy implementation

Introduction[3]

Procurement of organic foods for the public plate has become an important target for European policy makers contribute to more sustainable food consumption and the idea the public can take role as a political consumer has gained ground in the past decade (Mikkelsen, 2012). The value of food bought by the public for public sector institutions in settings such as hospitals, care homes, schools, universities, armed forces, and canteens is considerable and public sector food represent a significant part of the food economy. Many governments have adopted policies that promote organic food and farming and as a result agencies and institutions of the state can be expected to set a good example when it comes to the ways food for the public plate is purchased, prepared and served food as part of public service provision. However for policy implementation to be effective monitoring of progress is important. This paper examines the results from implementation of the recent Danish monitoring system for public organic food.

Methods and sources

Data was collected by Statistics Denmark in a questionnaire based survey. Data collection for two reference years 2013 and 2014 have been completed so far and the 3rd data collection takes place spring 2016. The survey is a census of all food wholesalers with at least 20 million DKK in turnover (in some cases less). These enterprises are believed to cover 90-95% of the total sales to foodservice. This model was chosen, since requesting this information from the purchasers directly would be costly due to the large number of professional kitchens served. The population was identified in Statistic Denmark's business register by industry code (NACE) and turnover. Enterprises with an irrelevant industry code was still included if they were known to operate in the foodservice sector. The scope of the survey was the sale of food and beverages – organic or conventional – to professional kitchens in restaurants, cafeterias, cafés, public institutions etc. Thus the study focuses on settings where food and beverages is served as part of a meal service as opposed to e.g. sale of ready meals in retail sale.

Theoretical framework and organising concepts

The conceptual foundation of the study is the framework of policy implementation. It assumes that public policy is implemented under certain conditions and in different steps. It further assumes that policy makers use different tools to implement policy and to reach policy goals and that evaluation of policy is an important part of public policy. Public Procurement has received increasing interest due to its potential for creating desired social and -economical outcomes and this has led to what has been referred to as a politicization (Latour, 2003) – a situation where public organic food become the object of policy making. In statistics Denmark's survey 'foodservice' concerns professional kitchens in institutions, restaurants, canteens etcetera. A kitchen is considered public sector if the food is served in a public sector institution, even if the daily operation is outsourced to a private company.

Background

Public procurement has the potential to contribute to more sustainable European food system. Organic food is believed to contribute to sustainable diets that have been defined as those diets "with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable;

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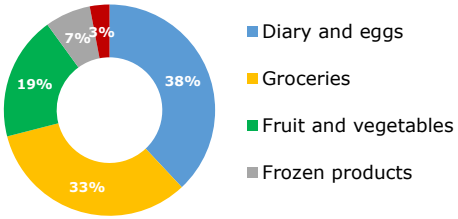
[3] The survey was mainly financed by the Ministry of Environment and Food of Denmark.

nutritionally adequate, safe and healthy; while optimizing natural and human resources", FAO (2010). Public procurement of organic foods is not a new thing – it has been spreading over the past decade in many European countries. As a result the interest in measuring the progress in terms of volumes sold in the different sectors of public catering has grown. New metrics has been developed and new routines for collecting data has been introduced. However traditionally the foodservice sector has not been the subject of much attention from policymakers' side and as a result very little data is available about types and amounts of foods in the sector.

RESULTS

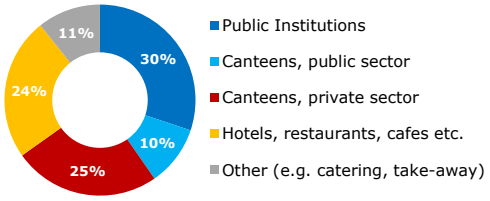
Total wholesales of organic food and beverages for foodservice accounted to 1.304 million DKK in 2014 (175 mill. EUR). This is a marked increase of 33% compared to 2013. Dairy products and eggs accounted for as much as 38% of the total sales of organic products (Statistics Denmark 2015a). The sale by product groups is somewhat similar to retail sale of organic goods, with a high representation of dairy products and fruit/vegetables (Statistics Denmark 2015b).

Graph 1: Sale of organic goods to foodservice – by product groups 2014



Organic products accounted for 6.5% of the total sales of food products to the foodservice of 19.5 billion DKK in 2014 compared to 5% in 2013. In the retail sector the corresponding market share of organic goods in the sales was 7.6%, i.e. still higher than in sales to food service (Statistics Denmark 2015c). Unless the retail trade experiences the same growth, the foodservice sector will overtake concerning organic share of total sales. The increase in sales of organic products to the food service is partly due to an increasing number of outlets serving organic food. E.g. the number of kitchens with the organic food label "Økologisk spisemærke"[4] increased by more than 50 % from 2014-15. Another factor is intensified purchase by eateries that already use ecology. Finally, there is a general increase in total sales to food service (7.6% from 2013-14) which contributed to the sale of both organic and conventional products. Foodservice vendors with organic products in their range of goods represent more than 90% of total sales to food service, as the largest wholesalers almost without exception sell organic products. Public institutions accounted for 30% of the sales of organic products to the food service and canteens in government accounted for another 10%. Altogether public sector share of the market is around 40%. In 2013, the general government sector's share was 41%, i.e. approximately the same proportions as in 2014. The growth in organic food service in the private sector was therefore in line with the public sector (Statistics Denmark 2015a,b).

Graph 2: Sale of organic goods to foodservice – by customer groups. 2014



CONCLUSIONS

Organic food in the public sector has increased considerably over the past year as a result of targeted public policies in the sector. The supplier sourced data on sales volumes have proven to be a convenient way of documenting the success in implementing public organic procurement policy.

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[4] 30-60% organic foods of total purchase qualifies for "bronze", 60-90% for "silver" and 90%+ for "gold" www.oekologisk-spisemaerke.dk

Multi-Stakeholder Governance as a Way to Promote Sustainable Food and Farming Strategies

Case of Public Organic Procurement Policies in Denmark

Spyridon Fragkos[1] &
Bent Egberg Mikkelsen[2]

***Abstract* – A case study was conducted with qualitative methods and content/document analysis to examine the policy implementation of Public Organic Procurement Policies (POPPs) in Denmark over the past decades. Taking a multi stakeholder governance approach, Danish organic model for organic procurement was found to be useful in achieving organic food & farming policy goals. The model is an appropriate tool to achieve sustainable food goals and a useful mechanism for national and local governments to creating stable demands for organic products. The core of the models success is the political decision for supporting and targeted financing from government, training and teaching of all involved food and procurement professionals with proper emphasis on cooking skills, craftsmanship, motivation and inspiration about organic food.**

Keywords: Public Organic Procurement Policy (POPPs), organic food, case study, Denmark.

INTRODUCTION

Organic food and farming policies help to maintain soil quality and biodiversity and with recycling of animal and vegetable by-products and residues reduce the cost and contributes to saving the planet's water and fuel resources and in addition help the public health and can positively contribute to the development of local food economies (Morgan & Sonnino, 2008:5). In a number of countries policies are applied, known as Organic Procurement Policies – POPPs that reinforce stable consumption of organic products (Mikkelsen BE, 2015). The POPPs in Denmark have been used as a policy model since the previous decade and were included in the 2012 governmental program by the Danish Ministry of Food, Agriculture and Fisheries (The Organic Action Plan 2020). In this paper, the POPPs are examined as a case study, in order to assess to what extent they contribute to achieving the above goals. The aim of this research is to investigate the model of Public Organic Procurement Policies (POPPs) as a mean of policy implementation. The case study was conducted with qualitative methods and content/document analysis. A hall mark of the POPP approach has been the inclusion of the full range of powers of society in the governance. Therefore the goals of this research were to uncover the drivers and motivations among these. In addition the goal was to analyze the characteristics of the model, pinpoint its advantages as well as the weaknesses in the implementation of the policy until now, but also to investigate the prospects of extending this type of governance in other European countries. In this case study, the organizational model POPPs with many parameters (Yin, 1994: 1&3) was examined within a short period of time in order to record and imprint advantages and disadvantages of this model, in Denmark.

METHODS AND SOURCES

The case study was conducted with qualitative methods and content/document analysis. Five interviews were conducted via Skype during the period of 15-10-2015 to 24-12-2015. The interviewers, who have been chosen, are directly related to the promotion of organic products in public kitchens. Also, they participate in educational programmes of individuals and stakeholders in the whole chain from the purchase of the product to the dish (working in, diet and nutrition Association, ministry, research institution-University, private food company, and main organic kitchens in Copenhagen). A questionnaire with six themes was created whose main point is to investigate: the Danish consumers' confidence in the quality of organic products in public kitchens, the procedures of participation - bottom up or top down-, the rate of POPPs growth, which problems appeared and how these can be overcome and if this model can be used as an example model to other countries. Finally, the interviews were transcribed verbatim and the following model for thematic analysis was conducted, after the material is coded in categories and was ready for deep interpretation. (Marrying, 2014). The data were analyzed and identification of important themes was carried out. After extensive review of the responses, based on the intensity and the frequency of the answers, topics were chosen and were presented in two tables.

THEORETICAL FRAMEWORK AND ORGANISING CONCEPTS

Over the past decades governments have turned to more inclusive multiple modes of governance where a broad range of stakeholders of society are invited to participate in the solution of societal challenges. A multi stakeholder governance approach suggests that a broader range of policy and strategy tools – a policy implementation mix can be applied with success, in contradiction to single mode government driven policies that have been shown to be less effective when dealing with complex and "wicked" issues. Introduction of

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organic foods on the public plates as part of sustainable food and farming policies in diverse and complex settings such as school, kindergartens, hospitals etc can be assumed to be a good example of "wickedness". Multi-mode policy implementation strategies have been applied in the industry field in the United States during the 1980's in order to face global competition; it was organized as a collaborative plan and consensus among industry, engineering societies, the Federal Government, and even the schools themselves (Nicolai, 1998). The implementation of Danish organic food and farming policies have over the past decades is an illustration of such multi-mode policy implementation and governance. It has come to involve a broad range of the important actors of society: civil society, market and public actors. The paper takes this multi stakeholder governance approach as its point of departure in its attempt to unravel the views and attitudes of important representatives from the three powers of society in the implementation of POPPs in the case of Denmark and in order to give recommendations on implementation of sustainable food consumption strategies in the public based on this multi mode governance approach.

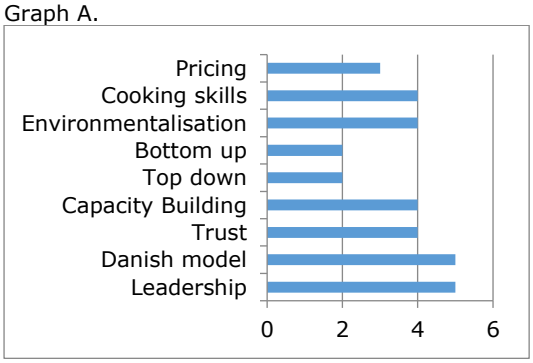
RESULTS

The themes were categorized in two Tables A and B: frequently mentioned themes in Table A and less frequently mentioned themes in Table B, as well. This process ended up in 8 important themes.

Table A.

Important themes	*Vi*
Leadership	5
Danish model	5
Trust	4
Capacity Building	4
Top down	2
Bottom up	2
Environmentalisation	4
Cooking skills	4
Pricing	3

Graph A.



(Vi) represents the frequencies of important themes in the Table A, with max(Vi)=5. Also, the Top down & Bottom up are answers for the same question-Dual Governance). In general, the analysis of the interviews suggest that according to a broad category of stakeholders the Danish organic model for the greening of the public kitchens (the POPP approach) is perceived as a good model and as an example for other countries to follow. Some kitchens have reached the goal 60% of organic, with a ten-year preparation. People from other countries come to Copenhagen public kitchens to get inspiration. This model is appropriate for the organic food conversion project. Big attention has to be given in changing behavior of the personnel of the kitchen by training.

CONCLUSIONS

According to the study it was found that POPPs play an important and dynamic role in using organic food in public kitchens, some of them reaching the goal of 60% after ten years of preparation. The core of POPP´s success is the political decision for supporting and a strong financing from government, the innovative methods of training and teaching of all stakeholders and the special focus on personnel in public kitchens, craftsmanship and inspiration about organic food and the implementation of a mix model strategy of participation. We estimate that there is a fair chance that Denmark can reach the goal of 60% before 2020 if it reinforces the POPP's. We conclude that the model with necessary cultural adaptations can be used by other countries that aims to promote organic food and farming and that want to use the potential power of public food procurement.

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Local Food and Municipal Food Services:

Case Kiuruvesi, Finland

Helmi Risku-Norja[1]

***Abstract* – In Finland, the Kiuruvesi municipality is the pioneer in use of local and organic food (LOF) in the statutory municipal catering services. The LOF strategy is based on territorial approach, and it was adopted as one means of enhancing the attractiveness of the remotely located municipality with unfavorable population development. The local policymakers have been fully committed to the strategy, and this has enabled the consistent development during nearly two decades. The Kiuruvesi case demonstrates the gradual shift of focus in the competitive bidding process from price-based tendering towards anticipatory dialogue and interaction between the suppliers and catering personnel. Over the years the LOF concept has brought about various kinds of food entrepreneurship to the region. The case serves, therefore, also as an example of the institutional customers' significance for the SMEs in the competitive food market.**

Keywords: Institutional customers, public food procurement, SMEs, LOF items, tendering process

Introduction[2]

One of the aims of the Finnish food policy is to increase the use of local and organic food (LOF) as means of sustainable food production and consumption. The public actors are to be the path breakers in leading the development (MAF 2014; VN, 2010; VN 2014).

In Kiuruvesi the LOF strategy has been determined developed since the 1990s. The strategy is founded on the rich production structure of agriculture in the region. It was adopted as one means of enhancing the attractiveness of the municipality, which is located in a fairly remote area and has faced a declining population development over several decades (Risku-Norja, 2015). In the municipal strategy LOF is accounted for by stating that the proportion of the LOF items shall be increased gradually in order to enable local producers to accommodate their supply to the needs of the municipal catering (Risku-Norja, 2015).

The present paper illustrates the development and implementation of the LOF strategy in Kiuruvesi. The purpose is to identify drivers and bottle necks in increasing the use of LOF in public catering and to discuss the interplay between LOF strategy and the SMEs entrance to the highly competitive food market.

Methods and sources

The paper presents a case study on Kiuruvesi municipal catering. Background data were obtained from the municipality's official internet page and from published research (Tikkanen, 2013; Risku-Norja, 2015; Risku-Norja, 2016).

The semi-structured interviews carried out in 2014 comprised the main data source. In order to improve the outcome of the interviews the questions were sent about a week in advance to the interviewees together with a short summary of the data compiled by that time from other sources. The interviews were tape recorded, and the recordings were analysed using Atlas.ti qualitative data analysis software. The conclusions of the interviews were verified by the interviewees.

Theoretical framework and organising concepts

As part of overall sustainability concerns, interest in alternative food supplies is increasing throughout Europe. LOF is gradually gaining ground also among institutional customers. The proponents stress environmental benefits, positive impacts on regional economy and on the SMEs as well as the health and nutritional value of good quality fresh food. In recent years, attention is increasingly paid also to food culture, food security and food sovereignty as well as to local partnership and community awareness brought about by re-localizing food production and consumption.

In Finland national food policy provides the supporting frame to increase the use of LOF in public catering. The government has launched two programs to promote the use of both organic and local food, and the public actors are obliged to act as path breakers leading the development (VN, 2010; VN, 2014; MAF 2014).

As a public actor the municipal catering service is constrained by the law of public procurements. The law encourages the use of the most economically advantageous tender (MEAT), which enables the contracting authority to take into account criteria other than only the price. This is important for the LOF suppliers, who are SMEs and who, therefore, often have difficulties in getting foothold in the highly centralized and competitive Finnish food markets.

"Local food" is a loose concept allowing various interpretations. Among them two main lines can be identified. One stresses the spatial closeness of food production and consumption ("local food"). It, thus, implies territorial approach meaning reliance on local resources, and on genuinely short supply chains, i.e. production, processing and consumption are geographically close to each other (Renting et al. 2003). "Locality food" instead represents products, the value added of which is based on geographic origin or traditional way of production. These are often pricy

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niche products targeted for specific consumers, who may be very far from the site of production.

RESULTS

In 2014 the use of LOF in Kiuruvesi schools comprised 38% of the costs of the food purchases, and in whole municipality LOF comprised 22%. The share is about as high as it can be. This is because the natural circumstances severely restrict the choice of cultivated items that can be produced, there is no slaughter house in the region and even milk needs to be processed elsewhere. In addition, many of the products are not suitably pre-processed for the needs of the institutional kitchens. On the other hand, the price constrains of the LOF products are partly compensated by substituting expensive items with nutritionally equivalent less expensive items, and by menu planning.

The prerequisite for prioritizing LOF is the local policymakers' full support. Implementation of the LOF strategy requires careful planning of the tender calls, so that local products could be chosen among the offers. In Kiuruvesi, anticipatory dialogue between the purchaser and the LOF suppliers and mutual product development have become an integral part of the purchasing procedure.

For the SMEs, the municipality is an important customer. The contracts give the entrepreneurs secure income. Less effort is, therefore, needed for marketing and deliveries, and the entrepreneurs can focus on developing their core activities.

Over the years, the LOF strategy has brought about new entrepreneurial activity to the region. Small scale processing has been developed in view of the needs of the catering sector.

CONCLUSIONS

Increasing the use of LOF on public catering is a slow process. National food policy provides a supporting frame, but the most important steps are taken at the local level. It requires above all strategic decisions and strong and persistent commitment of the local policymakers.

The LOF strategy needs to be formulated so as to address the specific needs of the municipality in question and by paying due attention to the experts by experience, i.e. the actors of the catering sector and their customers.

A thorough knowledge on the purchasing procedure is necessary. In order to find adequate criteria for the tender calls the purchaser needs to be familiar with the potential suppliers and the entrepreneurs need to be informed about the institutional customer's needs.

Co-operation among the suppliers may be necessary in order to secure the availability of sufficient volumes of suitably pre-processed products for the needs of the institutional customers. Via division of labor, such co-operation may lead to more efficient use of resources and to an increasing professionalization of the suppliers.

When the purchasing know-how is used wisely, public catering constitutes a protected space for the SMEs to develop.

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Session 10. Rural Tourism, Heritage and Regional Transformations

Convenors: Saeid Abbasian[1] &
Christian Widholm[2]

During the last three decades, in the wake of the Cold War, industrialization and globalization, the discourse of heritage has been widely used to both formulate visions for a brighter future and to create new tourist attractions.

As a respond to regional transformations supranational, national and regional officials have used the heritage discourse, along with entrepreneurs, as one of the main cures for various challenges in rural regions, where heritage as a concept grasps antiquities, culinary heritage and various types of landscapes.

At present date, however, the field of heritage research (e.g. Feldmann Eellend 2013; During 2010) indicates that the grandiose hopes on heritage tourism have only been fulfilled to a minor extent. Thus there seem to be an awkward gap between the rhetoric of heritage and the spin-offs of the practice of heritage tourism. The latter can be exemplified through experiences from the Baltic rim, where industrial landscapes and fortifications can successfully be transformed into "industrial cool" and "military chic". But e.g. polluted food chains (e.g. the Baltic Sea) and "ugly" traces from the Cold War (e.g. Soviet bunkers in Estonia), results in heritage tourism enterprises that often seem more visionary than realistic.

This session deals with papers which empirically or theoretically contributes to the understanding of heritage tourism in rural areas in Europe.

Feldmann Eellend, B (2013). *Visionära planer och vardagliga praktiker. Postmilitära landskap i Östersjöområdet.* Stockholm Studies in Ethnology 7, Södertörn Doctoral Dissertation 78. (Visionary plans and everyday practices. Postmilitary landscapes in the Baltic Sea Area). http://www.diva-portal.se/smash/get/diva2:616791/FULLTEXT01.pdf

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Agritourism and Orientation to Short Circuits Commercialization of Organic Food:

A Case Study "Acolhida na Colônia" - Family Farmers in Santa Catarina, Brazil

Andrea Fantini[1], Oscar José Rover[2] & Thaise Costa Guzzatti[3]

***Abstract* – This is a research on the orientation of organic products to Short Commercialization Chains (SCC), practiced by family farmers in agri-tourism association "Acolhida na Colônia" (AC) in the state of Santa Catarina, Brazil. AC is an association of farmers offering agri-tourism, which produce more organic foods than those sold directly to tourists visiting the properties. The objective of the research was to analyze elements of commodity relations and market orientation of these farmers. Research conducted 120 interviews, after which the results were analyzed using descriptive and multivariate statistics. Three Clusters of agri-tourism were identified: traditional ones oriented towards direct sales at the farm; agri-tourisms oriented towards institutional market; agri-tourisms oriented towards consumers at trade fairs and their own guests.**

Keywords: family farmers, agri-tourism, agro-ecology, marketing, short circuits commercialization

Introduction[4]

"Acolhida na Colônia" (AC) is an association which currently involves approximately 120 farming families. It emerged in June 1999 on the southern coast of the state of Santa Catarina, in order to enhance the lifestyle in the countryside through ecological agri-tourism (Guzzatti, p. 22, 2010).

This marketing research was conducted to analyze empirically the implications related to AC farmers' efforts in marketing their organic products within SCC.

Marketing for Family Farmers (FF), SCC and agri-tourism are configured as synergetic tools for sustainable rural development, but there are very few studies analyzing the relationship between the three topics, and no qualitative and quantitative studies using multivariate analysis to define interpretative models of the AC phenomenon.

Moreover, many studies on SCC develop the analysis of the demand, i.e. consumer motivation and profile (Darolt, p. 88, p. 91, 2012).

In this case study the attention is focused on issues related to the supply of products by FF, in order to analyze the characteristics, strengths and weaknesses of the process in order to create new relationships between producers and consumers, starting with sharing goals such as "equity" "solidarity", "sustainability", "good, clean and fair products".

Methods and sources

This is a quali-quantitative case study, using a structured questionnaire administered to 120 family members of AC. The data was analyzed with descriptive and multivariate analysis methods such as principal component analysis and cluster analysis using the IBM - SPSS[5] software.

Multivariate analysis in this case study used both quantitative variables (e.g. age of the farmer, surface of the property) and qualitative (e.g. motivations for making direct sales, perception of the difficulties encountered in selling).

Theoretical framework and organising concepts

The case study develops a multidisciplinary approach based on marketing concepts for FF, SCC and agri-tourism.

The three concepts are strongly connected by a fundamental aspect: the dynamics of relationships between producers and consumers.

In Brazil, since the 1990s, the production and supply of food have evolved so deeply that some authors use the term revolution of the agri-food sector (e.g. the consumption of organic products increased by an average of 20% per year over the last years). "Some of these changes are driven by a growing concern about the environment and the food security demanded by consumers" (Zamberlan et al., p. 2, 2008).

Market orientation is a fundamental concept that represents the recent evolution of marketing and needs to be encompassed in culture and economic management of FF. It "begins with a well-defined market, is focused on customer needs, coordinates all activities marketing that reach and makes a profit, creating long-term relationship, focused on delivering value and satisfaction to customers" (Kotler & Armstrong, p. 13, 2005).

FF needs marketing to improve its relationship with the market and to compete in the best possible way, with the aggressiveness of agribusiness. Marketing frameworks are valid for any productive sector, but are essential for the expansion and consolidation of FF, particularly for those properties or association of farmers, such as AC, which offer organic products.

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[4] Thanks to Lucilene Lassing for the collection of the questionnaires.

[5] Statistical Package for Social Science

The SCC has proved to be a strategic element for FF who wish to supply products that are at the same time, organic and highly diverse (Schneider & Ferrari, p. 56-71, 2015; Rover, p. 56-63, 2011; Rover & Lampa, p. 22-25, 2013).

RESULTS

Three clusters of agritourism were identified:

1. Traditional agritourism oriented towards direct sales at the farm (68%) do not sell at trade fairs and little in institutional markets, their main motivations for the practice of direct sales are economics, return on image and logistical convenience, have been in AC for less years than the average of the sample, but with an average age of the farmer higher than the sample average, with a level of education below average, with less surface (4.8 ha), the certification level is below average level certification, they sell more through intermediaries than the average; they participate in less associations and perceive more intensely than the average commercial difficulties;
2. Agritourism oriented towards institutional markets (14%) not present at trade fairs, do not use intermediaries, have bigger dimensions than average (10.2 ha), have been in AC for longer but are run by young farmers, they have a highly cooperative attitude, high level of certification, their income from agritourism activities is less relevant than the average, they have fewer commercial difficulties, even if they perceive problems such as late payments and inadequate prices;
3. Agritourisms oriented towards tourists-consumers (18%): practice direct selling at trade fairs but also sell via institutional markets and shops; are characterized by a higher level of education, a more significant presence of women involved in the agritourism management (63%), a higher average age, strongly oriented towards consumers (for reasons such as improving relations, retention, dissemination of good practices), they practice direct sales to get better prices and reduce risk by diversifying sales channels; they have belonged to AC for a long time, with a high level of certification, their income from the agritourism has increased more than the average after they have joined AC.

CONCLUSIONS

Identifying the three clusters (segments) of farmers who differ with regard to their market orientation is the first step to define the necessary strategies to improve the relationship between organic FF and the market. This process makes AC stronger as it allows to recognise the strengths and weaknesses of each segment. Particularly, farms belonging to segment 1 seem to need more attention, in terms of technical assistance, to improve their commercialization activities (e.g. towards ethical and solidarity-purchasing-groups).

Segments 2 and 3, by marketing predominantly directly to institutional programs and consumers, show to be more aligned to a SCC perspective and make better use of the advantages of these commercial channels, one of which is the sale of its diverse production.

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Agri-Food Tourism and Territorial Appropriation

The Case of Wine Tourism in Central Mexico.

Humberto Thomé-Ortiz[1]

***Abstract* – The State of Queretaro in central Mexico is a major producer of cheese and wine, whose production is associated with the legacy of Spanish colonization. It is an agro-industrial complex and tourism destination, located an hour and a half from Mexico City, the fourth largest megacity in the world. Taking advantage of the location, wineries and the local Ministry of Tourism developed the Wine and Cheese Route, which because of its originality is shown as an effective tool for local marketing. Wineries that make up the route are heterogeneous, ranging from multinational companies to small sized family businesses. All wineries contribute to the creation of a bucolic imaginary about the territory, which attracts thousands of visitors. The main beneficiaries of tourism are the largest producers of wine, which are better able to offer leisure services.**

Keywords: Mexican Wines, social imaginary, ownership of the territory, urban consumer.

Introduction[2]

The rise of wine tourism in Queretaro is part of a larger process of economic and social restructuring of rural areas in central Mexico. In addition to the regulation and provisioning services that rural areas provide to society, it highlights the importance of cultural services such as tourism that are highly appreciated by the inhabitants of large cities.

This opens the way to a new distribution of the territory where the natural, cultural and symbolic capital are appropriated in many different ways. Multifunctionality of territory and pluriactivity of actors reveal the growing complexity of disputes over local resources.

Productive transformations of rural areas, associated with tourism, are based on the reconceptualization of rurality, stylization of rural resources and the development of new capabilities.

All of these aspects in turn are linked to the possession of economic, cultural and social capital that enable the conversion of agri-food resources into tourism products (Thomé-Ortíz, et.al., 2015; López y Thomé-Ortiz, 2015).

The main objective of this paper is to analyze the mechanisms that the actors involved in wine production, deploy to appropriate local resources through tourism. According to the above, the following questions are asked: 1) What Actions are developed for tourism appropriation of wine territory? 2) Who are the main beneficiaries of tourism?

Methods and sources

This case study is an ethnographic research that collected data on the appropriation of material and symbolic resources for this wine producer territory for the construction of a development strategy based on tourism. Data were analyzed from the traditions of food anthropology and rural sociology. During the period 2013-2015, fieldwork was conducted through the systematic study of the eight wineries that make up the route. 16 depth interviews and observation techniques, involving profuse photographic record of the study units, there were applied. The wineries surveyed represent 100% of all wine companies, integrated to the route.

Theoretical framework and organising concepts

The analysis of the emergence of wine tourism addressed in this document takes as its framework the rural transformations based on the multiple functions that acquires territory in the context of Globalization (Aguilar, 2014; Knickel and Renting, 2000).

Some studies on tourism development of agri-food systems show the impact of recreational activities in the reorganization of the territory (Arzeno and Troncoso, 2012).

Therefore a critical perspective of the transformation of rural areas is needed. Particularly in the case of the emergence of tourism historical and causal analysis of redistribution of local resources (Rubio, 2006) is needed. This is to have the basis for a balance of socio-economic impacts caused by new activities.

Background

The wine tourism in Queretaro is the result of the alliance between wine producers, tourism operators and government officials, which focused on the strategic position of the territory and given the existence of a large tourist market see the possibility of putting wine production in value through tourism as it has done in other parts of the world.

Despite the relative success of the wine route, related to the increase of tourists in recent years, it may be mentioned that this was not the result of a collective action, but a business opportunity in which each actor develops strategies independently.

This route exists only as a tourist brand, but does not reflect the articulated organization among

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[2] We appreciate the support of the research project "Evaluation of the recreational dimension of wild edible fungi, their socio-economic interest and prospects for rural development", funded by the National Council of Science and Technology of Mexico.

the different local actors and is not based on a quality strategy linked to the territory.

RESULTS

Eight wineries participating, actively, in the tourist brand of the Cheese and Wine Route were detected. Of these eight companies one is transnational, five are medium-sized companies and two are small family businesses.

Of the eight wineries only two have a leading position in the tourism sector, absorbing over 85% of the tourist market. This is a transnational Spanish company and a Mexican company of medium size, which given their financial and human capital are the ones who have shown greater ability to integrate in the tourism business.

The main strategies to tap the wine production system as a tourism product are: fragmentation of space, stylization of material resources, the narrative of the production processes and the representation of the food chain. All these aspects depend on the availability of economic and cultural capital, so are the companies with a dominant position who have better opportunities to take advantage of tourism.

Table 1.

Winnery	Type	Tourist Offer	Benefits of tourism
Freixenet	Transnational	Guided tours, festivals and corporate events	High
La Redonda	medium-sized business	Guided tours, festivals and corporate events	High
Azteca	medium-sized business	Guided tours and festivals	Medium
Los Rosales	medium-sized business	Guided tours, festivals and corporate events	Medium
Del Marques	medium-sized business	Guided tours	Marginal
De Cote	medium-sized business	Guided tours, festivals and corporate events	Medium
San Patricio	Small family business	Guided tours	Marginal
Tequisquiapan	Small family business	Guided tours	Marginal

CONCLUSIONS

It is concluded that tourism related to wine production in central México is an ambivalent activity, which clearly benefits transnational corporations, from the tourist use of the symbolic capital of the territory, which is a common good of all producers, which eventually generates tensions between representativeness and consensus on the use of wine heritage.

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Adaptation of Andean Rural Communities of Ecuador to Global Environmental Change:

The Cases of Community-Based Tourism and Ecotourism

María Antonieta Rey-Bolaños[1] &
Feliu López - i- Gelats[2]

***Abstract* - The effect of environmental change on rural communities is unquestionable. However, their capacity for adaptation through experiences of social innovation should not be underestimated. We will focus specifically on how the livelihoods of Andean communities in Ecuador are impacted by their involvement in community-based tourism projects, in comparison with other communities participating in ecotourism projects. Rural communities are understood here as complex socio-ecological systems, and community-based tourism and ecotourism as adaptation strategies used by the communities to reduce their vulnerability to global environmental change. Preliminary results indicate that there is a higher level of environmental protection, a strengthening of cultural identity, and a better quality of life in communities involved in community-based tourism. Conversely, there is evidence of adverse trends in the areas of social integration, cultural identity, and the environment in communities participating in ecotourism projects.**

Keywords: adaptation, vulnerability, socio-ecological systems, community-based tourism, ecotourism.

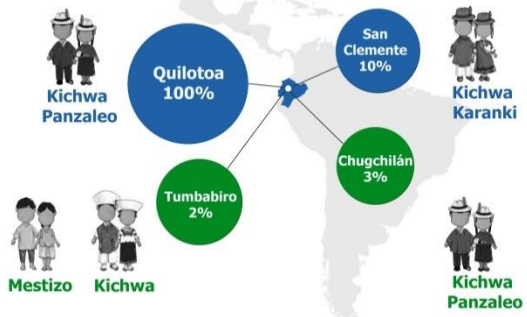
Introduction

Global environmental change is affecting rural areas in an unprecedented way, both in developed and developing countries (Beggs, 2014). Rural communities suffer from the adverse effects of global environmental change, not only due to their dependence on ecosystem services for their subsistence, but also because of the reduced availability of basic services and infrastructure, greater distance from public services, difficult geographic conditions, and limited influence in political centers (López-i-Gelats et al., 2011). More particularly, the Ecuadorian Andes is a largely rural region whose communities have an economy based on agricultural production; communal work; the maintenance of mutual support mechanisms; and collective management of the territory and resources (such as water). The Andes is one of the regions most affected by climate change (Field et. al., 2014), and the retreat of the Andean glaciers, along with changes in precipitation and lack of water, exerts pressure on the farmers' means of subsistence, increasing their vulnerability. Furthermore, the rate of multidimensional poverty is high at 63.4% (INEC, 2015). The agrarian crisis of Ecuador exacerbated by the economic and social crisis in 1999 and the dollarization of the economy in 2000, caused both temporary and permanent migration, dispersing many Andean families among other regions inside and outside the country. Between 1950 and 2010, the rural population of Ecuador as a percentage of the country's total decreased from 71.5% to 37.2% (INEC, 2010). In this context of climate, ecological, economics and cultural changes, certain Andean communities have opted for new development strategies which will guarantee them more resilient, less vulnerable livelihoods, such as community-based tourism (CBT) or ecotourism (ET), through strategies utilising varying degrees of co-management and social innovation. This paper examines CBT and ET as adaptation strategies of these communities in response to the adverse conditions of global change.

Methods and Sources

Ecuador is a suitable geographic location for this study because there are more than 100 CBT initiatives – 52 of these in the Andes (FEPTCE, 2013). In addition, Ecuador's high levels of biodiversity, multi-ethnicity and multiculturalism make it ideal for comparing the differing effects of the involvement of rural communities in CBT or ET. We have analyzed the case of four Andean communities, ancestral home of indigenous peoples: two implicated in CBT – San Clemente and Quilotoa– and two in ET – Tumbabiro and Chugchilán – through 120 semi-structured interviews with local residents.

Figure 1. Percentage of households participating in tourism and indigenous nationalities



San Clemente 17 of 175 hh, Quilotoa 200 of 200 hh, Tumbabiro 3 of 185 hh and Chugchilán 5 of 149 hh *hh=households*

Theoretical Framework and Organising Concepts

Rural Andean communities are understood here as complex socio-ecological systems (SES) (Berkes et al., 2003, Ostrom, 2009). As such, they demonstrate a certain capacity for adaptation to cope with social and environmental changes (Adger, 2003) and respond to these changes through learning and social innovation, employing skills, experiences, knowledge, and mutual agreement (Axelsson et al., 2013). CBT and ET are different adaptation strategies to a greater or lesser extent could be considered as example of co-management. These strategies are an example of social innovation for adaptation to changing surroundings and, more specifically, to the challenges of global environmental change (Folke & Berkes, 2004). CBT is based on the self-management of communal resources – both natural and cultural – through community

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participation, promoting the cultural, economic, and territorial development of the communities. ET is a type of tourism specializing in nature and which attempts to promote the well-being of communities through preservation of the environment.

RESULTS

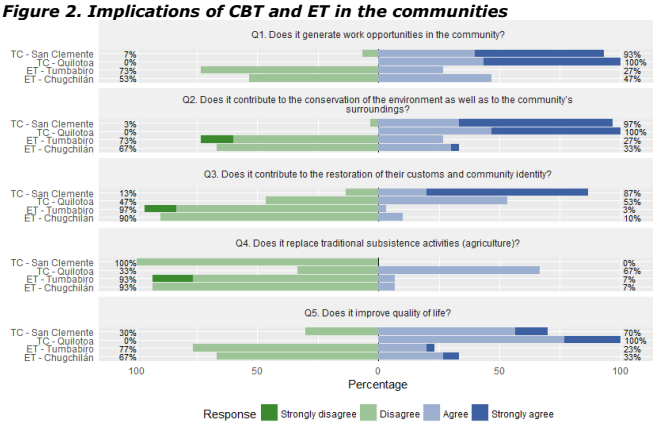
The preliminary descriptive results of the participants' answers in relation to the involvement of these communities in CBT and ET (Figure 2: Questions Q1 to Q5) will now be summarized. In San Clemente, CBT has created elements of resilience which include diverse sources of subsistence; for example, it has created direct and indirect employment opportunities (Q1), improving the income of the community's families through hospitality and food services, as well as through the sale of local products to tourists. This diversification has reduced their economic dependence of agriculture, without displacing it as a traditional subsistence activity (Q4). What is more, CBT has contributed to the conservation of biodiversity, natural resources, and the environment (Q2) through reforestation projects with native species, recycling of waste, and the use of organic fertilizer. Cultural and ancestral wisdom (Q3) has been revalorized, emphasizing the Andean worldview, and is shared with tourists. Other important social benefits are the strengthening of ancestral modes of work (minka)3 and the preservation of kichwa4 as an effective means of reproducing ethnic identity. The quality of life (Q5) of community families participating directly or indirectly in CBT has improved, reducing migration and increasing social capital.

The narrative of the inhabitants of Quilotoa emphasizes that CBT has created sources of work for all families in the community (Q1), through provision of accommodation and food services by the community, individual business ventures and the sale of craftwork to tourists, generating financial income that alleviates the poverty of the community's families. It has also contributed to the conservation of the environment (Q2), avoiding waste and pollution. Before CBT, the community's economy was principally based on agriculture and hunting, which are now being progressively displaced by tourism-related activities (Q4). The social and cultural cohesion of the community has also been strengthened due to the preservation of kichwa and the revival of traditions (Q3). CBT has partially reversed social exclusion and migration. These lifestyle changes have contributed to the reduction of poverty (Q5) and better fulfillment of the community's basic needs.

In Tumbabiro and Chugchilán ET has created sporadic economic ties which generate seasonal sources of employment (Q1). In addition, ET has done less to promote environmental protection in these communities (Q2). Furthermore, agriculture is the principal economic activity (Q4), but the continued failure to meet the basic needs of the population (Q5) give rise to emigration, undermining social structure, community participation, culture, and traditions (Q3).

[3] Communal work to carry out a project that benefits the community.
[4] Native language

Figure 2. Implications of CBT and ET in the communities



Evaluation undertaken according to the degree of agreement or disagreement, using a Likert-type scale with 4 hierarchical levels, starting from strong disagreement and represented in percentages.

CONCLUSIONS

In conclusion, CBT and ET are very different strategies of adaptation. CBT is a good example of the co-management of communal resources through social innovation, which contributes to economic diversification, conservation of the environment, valorization of local culture, community participation, and improvement in the quality of life of the residents. ET has different impacts on the economy, environment, and inhabitants of the community. With ET, the communities have a reduced ability to adapt to changes, reducing community participation and eroding social capital. In particular, CBT generates resilience for dealing with social and environmental changes, lessening the vulnerability of rural communities, while ET increases ecological, social, and economic vulnerability of communities.

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Rebranding a Rural Destination: from the Discovery of an Identity to the Construction of a Formal Firm Network.

The Case of Experiential Rural Tourism in Florence Hills

Silvia Scaramuzzi, Francesca Papini & Giovanni Liberatore[1]

***Abstract* – The goal of this paper is to show how a rural destination can undergo a process of rebranding, through the participatory discovery of its identity, mobilizing the specific local resources and organizing them into a territorial capital for the satisfaction of tourist experiential needs. The approach used is multidisciplinary and moves from the economic literature analysing the relations between territorial capital and rural tourism development. It then adopts a managerial perspective with the aim of building a stable organisation of relations within the local tourism system and heading at a sustainable remuneration of all the resources involved. The case study shows how this process was favoured by EU funds towards a rebranding project of a rural destination and a participatory process that has led to a sustainable promo-commercialisation organisation model for the destination.**

Keywords: rural tourism; experience economy; networks

INTRODUCTION

Rural tourism is enjoying a growing demand at international level, stimulated by push factors from congested urban areas and pull factors to rural areas. On the demand side there is a growing need for a change in life-style and a return to authentic experiences, on the supply side rural areas can respond to these needs through a higher quality of life, not only from an environmental, but also from a social and cultural point of view.

The goal of this paper is to show how a rural destination can undergo a process of rebranding, through the participatory discovery of its identity, mobilizing the specific local resources and organizing them for the satisfaction of tourists experiential needs.

THEORETICAL FRAMEWORK AND ORGANISING CONCEPTS

Rural tourism, more than any other form of tourism, is characterized by the link between the provision of services and the territory. The territory or better the "rural territorial capital" can be defined as the stock of specific resources of a rural area.

The rural territorial capital can be broken down into seven components (Belletti and Berti, 2011): the environmental capital, the economic capital, the human capital, the cultural capital, the social capital, the institutional capital, the symbolic capital. The tangible and intangible resources that compose the rural territorial capital are usable by people who belong to that specific rural community and are available to be mobilized for projects (Milone et al., 2010) and for building tourist products. The territory itself represents a tourist product in a rural location.

Rural tourist products have a highly fragmented nature, which transcends the sector and the individual economic actor (Belletti and Berti, 2011). Only integration allows to find the ways in which a highly fragmented industry, its actors and resources can be connected in networks of cooperation and collaboration (Saxena et. Al., 2007). In the construction of the tourist product actors mobilize and transform the rural territorial capital resources through the construction of networks. Rural tourism, therefore, is achieved through the building of networks between the actors of the territory that allow to mobilize these resources to the end of the attraction of the tourist and for the satisfaction of his experiential needs (Belletti and Berti, 2011).

In the branding process of a destination it is particularly important to find an identity for the destination itself. This identity must be shared and coherent. The reference values of a destination brand must be consistent not only with the perceptions of visitors, but especially with those of the resident population and the business tissue in order to increase the possibility of identification in the brand. The challenge for local actors therefore becomes the search for a balance between preserving the sense of identity of the local culture and what is required to survive the processes of globalization.

The rural tourism product will be designed in this paper as a rural experiential product: engaging, integrated, accessible, friendly, authentic, lively and linked to the territory, as a result of a systemic territorial offer and dynamic, based on a plurality of goods, services, information, tourist attractions, environmental and cultural supply from the individual companies and the local administration. In this perspective, local actors are not considered as independent elements, but interconnected units as part of a complex system of relationships that emerges from the territory.

Tourists are increasingly looking for new experiences, memorable events that affect them personally. In this paper we use of Pine and Gilmore's (1998) widely known model of an "experience economy and experiential consumption". It delineates four realms of consumer experience: educational, escapist, aesthetic, and entertainment experiences, which are referred to as the "4ES". The 4ES form permeable quadrants that reflect positions along two continua of experiences.

METHODS AND SOURCES

From a methodological point of view the paper uses a case study analysis based on the results derived from an action-research project funded by the European Social Fund in Tuscany (Italy). The project was aiming at

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discovering and sharing a new identity for Fiesole (Tuscany)[2] from a global tourism destination to an experiential rural tourism destination.

A field analysis was carried out in three main phases:

a) Identity of the destination: field analysis with structured questionnaires to all tourist services providers of the destination (Accommodation suppliers; food and beverage suppliers; tour organizers; museums; other relevant actors) in order to identify their institutional characteristics; management features; customers profile; relations with the territory; activities and services related to experiential products; degree of technological innovation;

b) SWOT Analysis of the destination: in depth interviews with public sector representatives (local administration tourism officers) and private sector representatives (tour organisers, main accommodation providers in the area), the DB of the Tourist Destination Observatory funded in Fiesole by the Tuscany Regional Administration, in order to identify the main SWOTs for the new identity and select the themes of the following open knowledge circle learning groups;

c) Product- and local actors' network construction: 4 knowledge circle learning groups, open to all interested tourist service providers of the area, public stakeholders, citizens. 1. The authentic and experiential rural tourism requirements in terms of demand and local supply; 2. Sharing, designing, integrating local authentic and experiential products: 3. Platform Presentation and app design: sharing the structure and potentials; 4. Filling the platform with content: sharing profiles and experiences, APPs and itineraries.

RESULTS

The field analysis and especially the participatory processes described in the methodological section were very fruitful, having given the opportunity to all the tourist service providers of the area, public and private stakeholders and citizens to meet, share and discuss on the identity of the destination, becoming aware of the experiences offered in order to integrate them in a "unique" product, identify a development strategy for the destination. The results of this process are manifold.

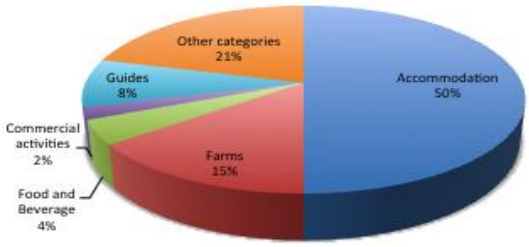
Firstly a website (www.youtooscany.com) was created, where all the experiences are grouped in 4 main areas of interest very much related to the permeable quadrants of Pine and Gilmore's model. The areas are Do – Visit – Taste – Stay. Sites and experiences are through story-telling and photos proposed to the curious tourist.

Secondly, the degree of integration among the actors led in January 2016 to the constitution of a formal network of firms, under the Italian law, in order to start a promo-commercialization of the products and the new brand constructed. 28 out of the 48 actors present in the platform joined the formal network of firms contributing to the social capital and paying an entry fee, with great satisfaction of the animators of the destination.

Thirdly the organisation model of the network is sustainable, being based on a business plan that identifies the funding sources of the network based on entry, annual and reservation fees on the different activities

Still, a private and public funding process would be useful during this start-up phase, especially for training, promotion and consultancy, considering the lack of such specific skills in the network.

Fig.1 Actors' distribution in www.youtooscany.com

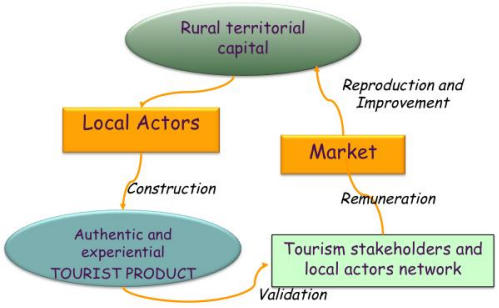


Source: our elaboration

CONCLUSIONS

The study describes a replicable methodology through which a rural destination can successfully undergo a process of (re-)discovery of its identity, build an integrated offer of experiential products and services, structure a formal network of actors in the territory based on a shared strategy, validate a managerial model in order to reach sustainable tourism development goals through and integrated promo-commercialisation of services (fig.2).

Fig.2 – The virtuous circle of authentic experiential rural tourism in Fiesole



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[2] Fiesole is a highly reputed residential area on the hills of around Florence (Italy). It enjoys a hit and run tourism, based on cultural resources (especially a Roman Theatre), that leaves a very low added value on the territory and its business activities, being based mainly in Florence.

ENVIRONMENT AND AGROECOLOGY FOR THE LOCALIZED AGRI-FOOD SYSTEMS

Session 12. Environment, Sustainability and Agroecology for the Localized Agri-Food Systems

Convenors: Florence Tartanac[1],
Gloria Rótolo[2],
Emilie Vandecandelaere[3] &
Stéphane Bellon[4]

Although not a recent approach for practitioners in the field, the support for agroecology is growing both in science and in policy circles, because it is increasingly recognized as an sustainable approach that will help address the challenges of food security and malnutrition, given the current pressures on the environment that are imposed by climate change. This was one of the key messages of the Symposium of agroecology organized by Food and Agriculture Organization of the United Nations (FAO) in 2014.

Agroecology does not have a singular definition, but can represent a framework for action that proposes the transition from conventional agricultural production to sustainable agro-food systems through the application of concepts, tools and practices of the principles of ecology. Other approaches to agroecology, built on social movements, highlight the importance of food sovereignty in the principles and thus the anchorage at territorial level.

The declaration of the International Forum for agroecology in 2015 mentions: "our diverse forms of smallholder food production based on agroecology generate local knowledge, promote social justice, nurture identity and culture, and strengthen the economic viability of rural areas". Although not yet fully analyzed, the markets that are developed to support agroecological production systems also seem more localized, with development of alternative markets built on direct communication about quality, interpersonal exchange, reciprocity and social networks. Such market opportunities are particularly relevant for specific quality products and for small-scale and family producers. Therefore, the concepts of agroecology and Localized Agro-Food Systems have a lot to share and can nurture each other in relation to more than the three sustainability dimensions of localized food systems, while raising specific questions for research contributions in this session on the following topics:

- Links between agroecology and local food, traditional food, short Supply chain, territorial development, Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI)
- Governance and institutional arrangements in localized agroecological systems;
- Links between territory and agroecology
- The markets for products originating from agroecological systems, characterization, specificity, links with territories and local food systems;
- The roles of key actors in developing/up -scaling agroecological food systems (farmers, researchers, public authorities, consumers);
- Cost and benefits analysis; value redistribution;
- Consumers perception and willingness to pay for products originating from agroecological systems

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The Vulnerability of Mediterranean Beekeeping to Global Environmental Change

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***Abstract* – A set of climate and non-climate trends are decimating both bees and beekeeping. To provide a picture of the actual vulnerability of Mediterranean beekeeping, we conducted a preliminary analysis of the views of Spanish beekeepers on the main stressors they face. The study revealed the multifactorial character of the vulnerability of Mediterranean beekeeping. It also pointed that the increasing awareness of the general public of the goods and services provided by bees might offer interesting opportunities for the sector.**

Keywords: climate change, adaptation, pollination.

Introduction[3]

Beekeeping is a natural resource management system well spread all over the world and specifically in the Mediterranean region. However, recently a set of climate and non-climate changes and trends are decimating both bees and beekeeping. The examination of the vulnerability of beekeeping to global environmental change is of a major relevance not only due to the pollination services provided by bees (UNEP, 2010) estimates that out of some 100 crop species which provide 90% of food worldwide, 71 of these are bee-pollinated); but also because the short life cycle of bees, and insects in general, make them particularly suitable to monitor changes. Several studies have highlighted different factors leading the bees' decline that have been observed in the last decades (e.g. Potts et al., 2010; González-Varo et al., 2013). To provide a global picture of the vulnerability of beekeeping to global environmental change in the Mediterranean regions, in this paper we compiled and analysed the opinions and experiences of beekeepers and technicians.

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[3] This research is conducted with the support of Ministerio de Agricultura, Alimentación y Medio Ambiente through Fundación Biodiversidad.

Methods and sources

To disclose the views of beekeepers and beekeeping experts of Mediterranean Spain on the implications of the present climate and non-climate trends and transformations on their activity and livelihoods, three particular regions were included in the analysis: Andalusia, Valencia and Catalonia. A total of 33 semi-structured interviews were conducted with beekeepers - 11 in each region. Previously a focus group with beekeeping technicians was implemented to identify the crucial issues to be dealt with beekeepers.

Theoretical framework and organising concepts

To make sense the multiple transformations undergoing the nature-society interlinkages that meet in the Mediterranean beekeeping, we employ the notion of vulnerability to understand the implications of global environmental change for the viability of beekeeping. Specifically, we employ recent integrated approaches that picture the nature-society interactions as coupled human-environment systems (Turner et al., 2003; Fraser et al., 2011). Following this literature, the notion of vulnerability is seen as comprising exposure, sensitivity and adaptation as the three fundamental dimensions (Adger, 2006; Gallopín, 2007). Exposure is seen as the extent to which beekeeping is subject to perturbations, both climate and non-climate trends. Sensitivity refers to the degree to which previous transformations impact on the beekeeping activity and beekeepers. Finally, adaptation is seen as the capacity of beekeepers of minimizing the damage or benefiting from the trends occurring.

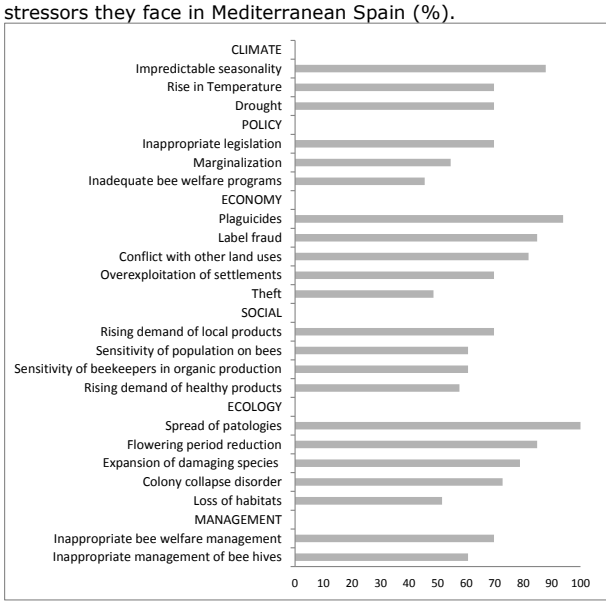
Results

The recent emergence of certain pathologies (primarily the *Varroa destructor* mite in the 1980s), jointly with the recent appearance of the colony collapse disorder, the expansion of certain damaging species (e.g. *Vespa velutina* wasp or the *Aetina thumida* bee), and the highly difficult coexistence of beekeeping with industrial agriculture (specifically with insecticides such as the neonicotinoid) seem to locate the sector in a turning point (Graph 1). These are all novel stressors for the sector, who is forced to develop new knowledge and development strategies. A clear example of the general lack of knowledge the sector is suffering is shown by the fact that inappropriate hive and bee management are widely reported among beekeepers (Graph 1).

In addition, beekeepers also identify the effects of certain climate trends in the shortening and softening of the flowering period of some relevant melipherous species, particularly in autumn, but not only (Graph 1). The fact that the exposure to climate trends goes with exposure to additional multiple trends from diverse domains – policy, ecology, economy and management – stresses the existing enormous difficulty in the

attribution of given effects to particular causes. This stresses the need to talk about global environmental change. The augmenting destruction of habitats and the implementation of inappropriate policies are also stressors highly mentioned. Although we focus here on domestic bees, it should be kept in mind that the very drivers are affecting wild pollinators in a more or less similar manner. The varied diet, the long flight distances and sociability provide domestic bees with better attributes than other pollinators to face changes. It seems that specialist pollinators will be those more affected by the upcoming changes.

Graph 1. Beekeepers mentioning the most common stressors they face in Mediterranean Spain (%).



However, not all trends being shown by the beekeeping sector are deleterious. The number of adaptation strategies being implemented by beekeepers is numerous and diverse. They can be grouped in five large groups: diversification, mobility, agroecology, intensification and collaboration (Graph 2).

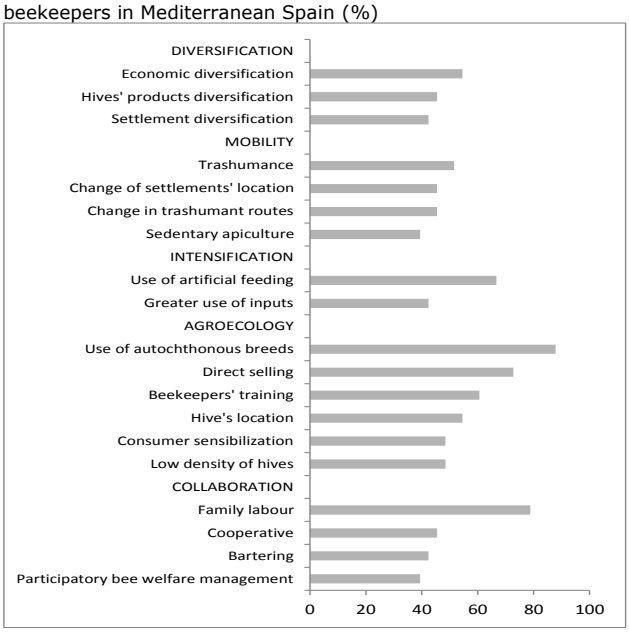
Specifically, the rising awareness by the general public of the social and ecological goods and services provided by bees seem to be an open door for new opportunities for the sector, specifically in the domain of organic production and commercialization of ecosystem services. This goes in line with the importance of the agroecology adaptation strategies being reported.

Another interesting point to be mentioned here is that the recent economic crisis Spain has gone through in the last years has caused that an increased number of people turned their head towards beekeeping as an economic alternative.

CONCLUSIONS

The study revealed the multifactorial character of the vulnerability of Mediterranean beekeeping, with climate trends, pesticides' intoxications, emerging pathologies and public policies playing key roles. In contrast, it also pointed the increasing awareness of governments and consumers of the fundamental services provided by bees and beekeepers in terms of pollination and healthy products; as well as the increasing awareness of beekeepers of the need to undertake a management of the bees more based on prophylaxis rather than therapeutics.

Graph 2. Most common adaptation strategies adopted by beekeepers in Mediterranean Spain (%)



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'Palopuro Agroecological Symbiosis'

A Pilot Case Study on Local Sustainable Food and Farming (Finland)

Kari Koppelmäki[1], Markus Eerola[2], Sophia Albov[1], Jukka Kivelä[1], Juha Helenius[1], Erika Winquist[3] & Elina Virkkunen[3]

***Abstract* – What could be a functioning food system model for a food secure and sustainable world? This project studies a pilot case – 'Palopuro Agroecological Symbiosis' (Palopuro AS) - for restructuring the food system in Palopuro village in the Finnish countryside. The project challenges the present linear, globalizing food chain and suggests a global network of localized cyclical systems. A local food cycle highlights reconnection of farmers and consumers, minimizes nutrient loss, and relies on local (bio)energy. This project investigates the cultural, social, political, ecological, and spatial changes to Finnish agricultural landscapes as a result of implementation of an ecological symbiosis. We use the term 'agro-ecological symbiosis' to describe the cooperation between producers, processors, other businesses, and consumers in an effort to build an integrated food system.**

Keywords: sustainability, rural development, metabolic rift (MR), renewable energy, food system

Introduction[4]

Industrial ecology (Graedel 1996, Graedel & Allenby 1996) is defined as a form of production in which the use of energy and material flows resemble those in natural ecosystems. Following this idea, Chertow (2000) suggested, by including the aspect of the spatial scale of the operation, that industrial symbiosis (IS) is an operation in which the partners of the symbiosis are located in geographical proximity, to allow for localized co-evolution. Metabolic rift (MR) is defined as an irreparable rift that affects all the interdependent process of biophysical and social metabolism (Foster 1999). We see IS as a biophysical model, which includes the social and ecological goals of closing MR. MR was originally conceived of as a social and cultural distancing, but has also been described as a biophysical phenomenon. "This process [of metabolic rift] also cleaves a biophysical rift in natural systems (such as nutrient cycles), leading to resource degradation at points of production and pollution at points of consumption" (McClintock 2010). An agricultural system cannot thrive under conditions of MR. The efforts to heal the rift constitutes a fundamental change to the socio- spatial arrangement of the rural landscape. In cooperation with the entrepreneur (in this case a farm, bakery, and other businesses in the area), stakeholders (local and regional administration, research institutes), and community members (direct consumers and villagers), we aim to analyse and develop an application of IS as a pilot case for closing the MR in the context of a functioning food system. We call this agroecological symbiosis (AS). AS stands as our model for a localized, energy and nutrient self-sufficient, cyclic food system integrated into the local community. The aim of this paper is to describe the conceptual model for AS, and to illustrate a case under development.

Background, Methods and Sources

The pilot AS is situated in Southern Finland, approximately 50 km north of Helsinki, in Palopuro a rural community adjacent to the small town of Hyvinkää. The pilot is called 'Palopuro Agroecological Symbiosis' (Palopuro AS), which aims to produce local, organic food using bioenergy from local resources and recycled nutrients. This pilot is developed as a model that is hypothesized to MR and is sustainable in ecological, socio- cultural, and economic terms. Palopuro AS is the first of its kind in Finland. More detail about the case is available:
http://blogs.helsinki.fi/palopuronsymbioosi/english/

Knehtilä is an organic cereal farm (340 ha) at the center of Palopuro AS (for details of the farm see WWF 2015). Knehtilä has developed a network of several organic producers and processors. In the integrated system, the grain from the fields would be milled in Knehtilä, and baked into bread by Samsara Ltd, an organic bakery which will establish its operations on the grounds of the farm. The losses from milling and baking would be used as feed for hens in the neighbouring, 6,000 head, henhouse which is producing organic eggs for local sales and for use in the bakery. Biomass from green fallows in Knehtilä's organic crop rotation combined with the hens' manure and manure from local horse stables would be processed by anaerobic digestion. The result would be biogas, used for the drying and milling the grain, as well as for the ovens of the bakery. The rest of the gas would be processed and used to run the farm machinery and for local sale for use in passenger cars. The effluent, nutrient-rich produce from the digester, as well as the biochar (produced as by-product in making gas by charring) would be used as organic fertilizer and soil conditioner in the farm fields.

The future aim is that most of the products from the agroecological symbiosis will be sold locally and regionally. Currently all the involved players are selling a portion of their products directly to the customers. In addition, there is a farm shop at Knehtilä farm and at the henhouse, as well as several local food market days are organised annually. At the moment, the participating players in the Palopuro AS receive over 10,000 visitors a year. This is a significant increase to the level of visitors and community involvement prior to starting the process of instituting a system of AS. This number of visitors is also significant, given that the local area has a population of approximately 600 inhabitants.

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[4] Acknowledgement: Finnish Ministry of Environment RAKI funding 2015-2016

The shared goal is that with this system the biomass loops are closed and the cooperative is able to operate in a sustainable manner. As we evaluate the process of closing the biophysical loops, we will also evaluate the impacts on the social interactions of the key players and the local community.

We quantify the biophysical system of Palopuro AS in terms of (1) agricultural and food products produced, consumed and sold, (2) biomasses produced within, imported to, and exported from, (3) energy needed, energy sources, and energy saleable to the community or to the national grid.

We will examine the Palopuro project from a qualitative perspective through identifying and interviewing stakeholders and key actors. We will focus on (4) perceptions of the process of healing MR (5) administrative and institutional (regarding for example, funding, legislation, certification) issues, (6) demand for the products, and (7) business and industry partners with shared interest (such as, for example distribution channels for food products and bioenergy produced in the system).

We assess the (8) interests of the local community (the village, the town) in sharing the Palopuro AS, as customers and visitors, but also as participants in the local food system.

RESULTS

The aim is to create a concept from the Palopuro AS pilot project which can be reproduced, initially, by other farms around Finland. Cooperation in this manner could be the answer to a sustainable and vibrant organic and local product sector in Finland.

The original ideas of the entrepreneurs driving this co-operative (locally recycling the nutrient flows generated in the production processes and fully utilizing the bioenergy potential in the biomass flows) are clearly feasible. By recycling the organic materials, minus the energy used for farming operations and for food processing, there is an inherent increase in productivity. Palopuro AS conserves natural resources and reduces nutrient loading to the Baltic Sea. Economic profitability for the entrepreneurs forming the AS is a sensitive variable for their decisions, but they also look to the wider economic and policy driven regulation of food and farming. In addition, social acceptance and support from the wider community are integral facets of a sustainable system. We have discovered the socio-cultural aspects of this project to be truly iterative, as new stakeholders and underlying social and political processes have been discovered at every step of the pilot project.

In addition to producing organic food, Palopuro AS will produce renewable energy from green fallows and manures (gross energy of 2,440 MWh). Local use of the energy produced will cover approximately 620 MWh. The total energy as automobile fuel will be 1,260 MWh, where the operating efficiency of a biogas plant is estimated to be 85 % and the purification of the biogas to traffic fuel 97 %. The amount of produced methane corresponds approximately the annual consumption of over 80 passenger cars. Another option is to use biogas in combined heat and power CHP production.

CONCLUSIONS

The research on this project is presently ongoing, to date, the conclusions we have reached have been empirical in nature. The qualitative aspects of the project will be expanded in future publication. With this in mind we herein present conclusions consistent with the quantitative aspects of this pilot project.

Once the bakery begins its operations on the farm, consumers will be able to become acquainted with the whole production chain. There will be the opportunity to see nutrient recycling in action and contribute to the social understanding of a system designed to heal MR. Biophysically the bakery and biogas production will affect the nutrient and energy flows in the symbiosis because of the changes in crop rotation. The ecological impacts need to be evaluated. There is potential for successful farm-scale biogas production in Finland. In addition to green manure fallows, grasses are grown without harvesting in nature management fields and buffer zones. In Finland the area of these grass production types was 177 000 ha in 2013. Niemeläinen et al. (2014) estimated that around 105 000 ha would be available for biomass harvesting. In farm scale biogas production like in Palopuro AS, it would also be feasible to harvest feed from the small field parcels increasing the total available biomass. Producing biogas from green manure fallows and non-cultivated areas is a sustainable way to produce bioenergy. At the same time nutrient use efficiency is enhanced in farms without cattle.

Combining the food processing, bioenergy production and cooperation between different stakeholders, including customers, will enable the more sustainable localized food system, which would also create new job opportunities in rural communities.

However, further co-development and additional participatory research is needed to assess all aspects of sustainability from both the biophysical and social perspective. With this project we aim to include the biophysical and social implications at every step of production and processing.

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De-Localizing the Agri-Food System

Governance, Livelihoods and Vulnerability in El Alfalfal (Chile)

Paulina Rytkönen[1]

***Abstract* – This article highlights the impact of the of the hydro-power plant Alto Maipo, on a localized agri-food system (LAFS) in Cajón del Maipo (Chile). Although extensive research was done before starting the construction of Alto Maipo, the possible impact on transhumance and thereby on the ancient LAFS in the area that carries important elements of the cultural heritage and national identity has until now been neglected. Results show how an exogenous impact on the local institutions that linked landscape, people, animals and products together in the conformation of a LAFS have been disturbed through the creation of alternative income opportunities and enforced change. Current events generated alternative short term income opportunities, but also a long term negative impact on livelihoods and nature.**

Keywords: transhumance, localized agri-food systems, common pool resources, local institutions

Introduction

Transhumance is the most vulnerable activity in the Chilean Andes. This traditional activity grasps: 1) Dairy production (goat cheese) which is based on traditional migration from the farm to a high altitude homestead where grazing is done during the summer and cheese is produced for the local market; 2) The arrieros (muleteers), who herd farm animals, such as horses, cows and oxes to high altitude pastures and that since before independence in early 19th Century have been important historical and cultural symbols in the construction of the Chilean nation. Today arrieros are mostly dedicated to adventure tourism; 3) Beekeeping, which is conducted to produce and sell honey to the local population and tourists, but that also includes migration from the home valley to other parts of the country where pollination services are sold to export agriculture.

Transhumance activities in general are more sensitive to the consequences of major interventions in local nature. But although transhumance activities are important for promoting tourism and vehicles of cultural and natural heritage, the impact of the construction of the Alto Maipo hydro-power plant has until now been neglected. The purpose of this article is therefore to contribute with new knowledge about how the expansion of hydro-power affects LAFS through the example of El Alfalfal.

Methods and sources

This study is based on an exploratory case study pilot conducted in Cajón del Maipo in Chile in November 2015. The study is based on triangulation of several sources. 1) Interviews with open ended questions and one group interview. The informants consist of villagers, key stakeholders at local and regional level, and local NGOs. 2) A literature review was done including the study of public documentation. 3) Field observations over the impact on nature and on the village were undertaken.

Theoretical framework and organising concepts

Already in the 1960's it was argued that the exploitation of free and unregulated use of common pool resources (CPR) such as public grazing areas would, through self-interest actions of humans, lead to resource depletion. Ostrom (1990) contradicted this argument showing that the articulation of local institutions based on self-regulation and self-management could be a powerful tool to avoid such problems. In LAFS, the articulation of such local institutions link landscape, people, animals and products together in a constant self-generated development process using territorial historic-cultural links, material and immaterial links. (Muchnick, 2009: 9-13). In this case the "de-localization" of the LAFS is studied through the study of how local and national institutions interact.

Background

In 1983, Chile adopted a new legislation concerning the extraction of minerals and the right to prospect for new minerals, leading to a fast increase in granted exploitation and prospect rights[2]. As a result of this mining expansion, the demand for energy has rapidly increased and although there is an energy surplus at the moment, the upcoming demand for more energy is also fueling the expansion of hydro-power. This is the main reason behind the construction of the Alto Maipo hydro-power plant, a facility that consists of a 70 kms long underground pipeline that will capture the water from four rivers, using gravity to transform the water into energy. The hydro-power plant has two power stations, El Alfalfal II (located by the village El Alfalfal) and Central Las Lajas.

In El Alfalfal, villagers have been an active part in traditional mountain agriculture, with transhumance as its main feature. There are in total 62 families living in the village. Most people have previously combined their economic activities by beekeeping, goat cheese production, sheep

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meat production and tourism services. In this way the LAFS has contributed to secure local livelihoods.

RESULTS

Before the start of the construction of the power station, the village counted with pastures located all around the village. These pastures were used from April to November and were also the main source of food for feeding the sheep that were traditionally sold during Christmas. Before construction was initiated the responsible company showed a drawing on how the village would look after completion. The village would lose a small patch of land on which an artificial lake would be placed. An important reason why some but not all the villagers signed the treaty needed to actually start the construction, was that 12 out of 62 families were living with older relatives and the company promised to build houses for them. An additional reason was that people were offered new income opportunities in the construction of the pipeline and providing services for the company, for example washing cars, serving meals and lodging services for the in-coming workers. The people who were leading in pushing the issue of signing the consent were offered animal sheds. These sheds were built shortly after the construction of the power station started.

Six years into the construction the landscape has changed considerably. A hill located south west of the village was demolished, pastures on the other side of the road were destroyed, and north of the village the power station has taken possession of the pastures. In addition, it shows that the artificial lake will be filled with sludge residues when the pipeline is started in 2019. Thus, the possibility of keeping animals has been reduced and tourism activities are now impossible.

The houses promised have not been built, which in 2014 caused substantial social unrest and ultimately led to the occupation of commercial buildings (for example small honey packing facilities and tool sheds). An additional change by many villagers seen as a violation of their rights is that the company built a wall around the village to prevent free passage to and from the village. The company claims that the wall is a safety measure, to keep people from entering the construction site while critics argue that it is a way to control who passes, to avoid the presence of external activists.

What happened with the promised income opportunities and with the local institutional frame?

- New income opportunities

Most builders are retrieved from abroad through Strabag, a global staffing company, but a few became employed mostly to do simple chores. These new income was a welcome addition to the locals, some of which invested in modern houses, new cars and a general improved standard of living. Some families still offer lodging and food to the workers creating revenue that would not have been possible without the construction of the power station. Although this income will stop when construction is finished, it offers a real opportunity for the families involved to capitalize. Also the families that were given new animal sheds have been compensated in the short term for their support in getting the consent of the village for the construction of the power station. But those who have questioned the intrusion to nature and especially the destruction of pastures, have been sacked.

- National vs. local institutions

There are two institutional levels interacting in this case. The decision of permitting the construction of the Alto Maipo hydro power plant is regulated by national legislation. Before decision is taken a number of authorities are asked, but the local level, e.g. the village, is not included. Thus, formal decision is made at the national level. And although the legislation states that the consent of the village is needed before starting construction and locals must be compensated for their potential losses, the legislator is weak in terms of enforcing that regulations are followed. And consent is required first after formal approval has been decided on by the state.

- Local institutions

The additional income and housing promised to villagers was a reason why some villagers could run over the rights of others who initially opposed to this construction. The construction has created discord amongst villagers, which effectively destroyed the unwritten understandings that have existed for generations. The reduction of pastures around the village has also led to over-grazing, as now everybody needs to keep their animals in the same place. And it is no longer possible to keep sheep due to destroyed pastures.

CONCLUSIONS

This case shows how inconsistencies in national legislation and exogenous forces can lead to the destruction of the local institutions which previously mobilized territorial resources in the creation of value within the frame of a LAFS. This can be seen as a new type of tragedy of the commons that arises, not due to unregulated use of CPR, but when a superior regulation and institutional frame clearly favours one type of activity (mining and electricity over another (transhumance).

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Innovations, Synergies and Conflicts in the Territorial Development in the Brazil Cerrado

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***Abstract* – This paper aims to assess the coexistence of rural development models (agribusiness / national parks / local communities) and to reflect on the potentiality of alternative strategies based on the production of local and traditional products and agro-ecology by rural communities, who mobilize practical knowledge and skills to promote traditional products and build alternative markets.**

Keywords: innovation; agri-food systems; Cerrado; family farmers

Introduction[3]

Cerrado is a vast tropical Savanna ecoregion located in the centre of Brazil. This previously little-known area mostly used for intensive farming and agribusiness due to forms of mechanization well-adapted to that terrain, was promoted as a biome and became an issue of environmental concern at the beginning of the 2000s (Aubertin & Pinton, 2013). Today the territory is still regarded as the country's 'grain basket' (soy, maize, meat) and used as a way to protect Amazonia's deforestation by means of, for example, the agreement, also called *Soy Moratorium*. In this agreement, the biggest grain exporter associations have pledged not to trade and finance soybean from deforested areas within the Amazonian Biome (Gibbs et al., 2015). However, this moratorium does not apply to the Cerrado area where the soybean continues to be an important driver. This may explain why almost 50% of the natural vegetation of the Brazilian Cerrado has disappeared over the last 30 years (1980-2010). Several trends and development models are therefore coexisting: competitive agribusiness, integrally protected areas and local communities.

Our paper aims to assess how sustainable is the coexistence of rural development models: agribusiness, national parks (Brazil, 2002) and local communities. How are these different models coexisting? What are the economic alternatives for family farmers and rural communities? In the first part of this article we analyse the historical transformation of the territory. In the second section, we show how different models interact through an analysis of rural strategies. In the third part we reflect on new opportunities for the communities linked to the valorization of biological diversity products of the Cerrado, such as jam, fruit pulp, fruit purée.

Methods and sources

The study is based on fieldwork conducted in the western part of Bahia in 2015, one of the regions most impacted by Brazilian policy incentives given to agribusiness, from the 1980s onwards (Sousa Sobrinho, 2012). Two rural communities were selected. One of them is in a wildlife protected area (a conservation unit) and the other one is based on the surrounding area. These rural communities rely on agriculture and livestock as their main subsistence activities and as a form of wage labour. The history of family farmers who live in the communities and of the transformation in local agricultural practices was collected during walks, conversations, meetings and open interviews with the families. Initially, the changes described highlighted the dynamic aspect of the western part of Bahia in recent decades. In order to systematize the information, we use the concept of "developmental trajectory". The fieldwork was complemented with an analysis of private and public policy programs, which aim to preserve biodiversity and resources management. One of them was given special attention - The National Plan for the Promotion of Production Chains for Socio-Biodiversity Products.

Results

The territorial trajectory: from agribusiness to the coexistence of the plurality of the projects.

The analysis of the historical transformation pointed to an evolution from a specialized model dominated by an actor (agribusiness) to a plurality of projects and initiatives supported by agribusinesses, local actors (private and public), local communities and civil society. Figure 1 presents three stages of the trajectory.

Figure 1 : Territorial Development Pathway

16th – 19th century	20th century	21st century
Portuguese colonization Extraction (precious stones, *Mangabeira* rubber) Migration dynamics	State supports modernization of agricultural Expansion with monoculture and irrigated area Expulsion of small agriculture New migration dynamic : 40,000 southerners in western Bahia	Creation of protected area (128 mil hectares). Introduction of GM crops 118 pivots installed in 12426.23 ha 2013 New environmental challenges: contamination of water springs by pesticides Erosion of permeable soils

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Several factors explain this territorial transformation. Natural and environmental conditions (river, climate, drought) are among the most important factors. They explain not only the early land occupation and the rapid expansion of the agriculture, but also the population dynamics (during sixteenth, nineteenth and twentieth centuries). Moreover, they explain also the public policies (agriculture modernisation, biodiversity preservation) and more recently, the market and the social demand for preservation and for local products, among other factors. Nowadays the region is experiencing numerous conflicts and/or witnessing different ways of coexistence of several development models.

How are local communities dealing with this evolution? According to the first results, the relation between small farmers and agroindustry is quite important. Four types of small farmers could be characterized. Some of them are workers in large farms (whether full or part-time). Others are more independent and have their own food production. The types are: Type 1: Family farmer and worker in agribusiness farms; Type 2: Family farmer and temporary worker in agribusiness farms; Type 3: Family farmer, civil servant and / or owner of small business; Type 4: Family farmer.

New challenges and new opportunities: exploring the growing demand for products of socio-biodiversity.

The region is currently facing social and environmental challenges (exclusion of small farmers, decrease of food production, pesticide contamination). Nowadays, rural communities are involved with new initiatives based on the valorisation of specific products. These initiatives are linked to activities on the part of social movements, which defend a new productive model for the Cerrado biome based on preservation of local resources or directly linked to the National Plan for the Promotion of Production Chains for Socio-Biodiversity Products. The latter is a recent initiative (2009) from the Brazilian Ministry of Environment (MMA), the Ministry of Agrarian Development (MDA), alongside the Ministry of Social Development (MSD) with other government agencies and NGOs. Socio-biodiversity consolidates biological diversity, traditional agricultural systems and the use and management of resources linked to traditional populations and family agriculture (Ipê, 2016). The idea is to strengthen the value chains of products originating in Brazilian ecosystems, through the creation of new mechanisms related to the use and marketing of products such as the Brazil nut (Bertholletia excelsa), açaí (Euterpe oleraceae) and the Cerrado Pequi (Caryocar brasiliense) or Bauru (Dipteryx alata). The main objective of this plan is to promote biodiversity conservation and to create a source of additional income for rural communities, especially for family farmers and traditional communities. These chains involve the production, processing, marketing and consumption of these products. In the region, some producers have initiated the pequi and baru valorisation process, mobilizing local knowledge for consumption and transformation. Today, both products are well accepted in urban markets and sold through networks and alternative markets. Another effort focuses on school meal programs which also include some socio-biodiversity products. These public programs for biodiversity preservation or food security are being implemented by NGOs or local organizations, and family farmers have a good opportunity to consolidate and build the market networks. The impact of the program can be measured at the farmers' level and consumers' level (mainly in urban areas). From the producer's point of view, the research highlights that this socio-biodiversity policy program represents an opportunity to establish alternative markets. Recent market incentives for biodiversity and local products have three relevant impacts for local communities. (1) Economic effect: new income for local communities and market development; (2) Social and territorial impacts: the local communities have now "a voice" to participate in local governance; (3) Agricultural impacts: agro ecology management in the current production and transition systems.

CONCLUSIONS

Cerrado is a territory where several models for rural development are co-existing. Over the last 50 years, local communities faced several challenges. They had to adapt to or resist natural and climatic conditions, as well as specialization in the biome because of the industrialization of agricultural practices leading to soybean monoculture. While big landowners are quite familiar with more evolved techniques in this new model of production, many family farmers suffer exclusion, and contamination. In this context, recent efforts to promote alternative strategies based on local and traditional products and agro-ecology from rural communities seem to offer new alternatives, while helping local communities and policy makers to rethink the rural model for the Cerrado biome.

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Agroecology, Local Food Systems and Their Markets

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***Abstract* – We examine the emerging phenomenon of markets for 'agro-ecological' products and ask two fundamental questions: 1) do they exist? and 2) what forms do they take? Based on qualitative analysis of 12 case studies from different initiatives in developing countries, we focus on how different types of actors (producers, consumers and intermediaries) create markets for agro-ecological products. Preliminary results show that around 18 different market channels are used to sell products that are recognized as 'agro-ecological'. Value chains are short (2-3 links), even in export markets. The main values defined for agroecology and searched for by actors relate to health and organoleptic characteristics of agro-ecological products, thus indicating that there is not a clear demand for 'agro-ecological' products per se.**

Keywords: agroecology, quality, business models, valuation

Introduction[5]

The Food and Agriculture Organization of the United Nations' (FAO) symposium on Agroecology in 2014 highlighted the importance of agro-ecological practices in the development of sustainable food systems, particularly for its contributions to the sustainability of family and traditional farming systems. While not stabilized and covering a large range of approaches, agroecology has received a lot of attention based on the agronomic practices and the ecosystem services that this approach provides. Yet, the idea of a food system necessarily calls for looking at the ways in which production practices meet consumption practices, as is highlighted in farming systems research (Darnhofer et al., 2012). If we consider that the value of the global market for organic certified products reached USD72 billion in 2013 (Willer and Lernoud, 2015), it is clear that there are larger markets for the products that come from production following agro-ecological principles since these products do not always pass through formal market channels. Indeed, organic third-party certification is not the only way – and perhaps not the most adapted to agro-ecological food systems relying upon small-scale production – through which the products and services from agro-ecological production can be valorized. There are a variety of ways through which the value of agro-ecological products can be determined, particularly through the creation of a diversity of market channels through which products can move from producers to consumers. Moreover, the valuing process may be dependent on the type of agroecology that is implemented. In this paper, we examine this latter phenomenon and ask: *are there markets for 'agro-ecological' products and what forms do they take?*

Methods and Sources

This study used a case study method (Yin, 1984) to collect data from 13 different initiatives in 12 countries (Benin, Bolivia, Brazil, Chile, China, Colombia, Ecuador, France, Kazakhstan, Mozambique, Namibia and Uganda). Key informant interviews with producers, consumers and intermediaries, in each initiative were conducted by the authors, or by local enumerators who were familiar with the initiatives, using a structured questionnaire with closed and open ended responses. Focus groups (Morgan, 1997) were used to facilitate discussions among consumers and farmers. The average number of respondents per case was: 6,3 producers, 4.7 intermediaries, and 6,7 consumers, resulting in a total of 230 respondents across the 13 case studies (79% completed questionnaires). Since the key informants were selected by the initiatives, there is a sampling bias towards highly active players in each initiative. Also, given the very low number of interviews conducted per case study (ave. 17.7) the results are not generalizable. For these reasons, descriptive meta-analysis was conducted on the closed response questions and lexical analysis (using IRaMuTeQ software) was conducted on the open ended responses. The lexical analysis allowed the authors to analyse the relationships between words in the respondents' descriptions of agroecology, quality and strategies. This allowed the authors to identify key trends in how markets are forming for 'agroecological products'.

Theoretical Framework and Organising Concepts

We draw from valuation studies (Beckert and Aspers, 2011; Bessy and Chauvin, 2013; Vatin, 2013; Antal et al., 2015) to understand a part of the market-making process whereby value is both assessed (*évaluer*) and produced (*valoriser*) (Vatin, 2013) by a variety of actors. We follow this process to understand how agro-ecological produce becomes agro-ecological products. We envision this process as consisting of five components: 1) *diverse input and output market channels* that are recognized for trading 'sustainable' products; 2) the *valorization of products*, consisting of quality determination and price calculation and negotiation between the different actors; 3) the *business models for each initiative*, focusing specifically on the organizational arrangements that are used to construct the market arrangements; 4) the *network stability and changing of scale*, which captures how the initiatives evolve over time and what kind of support structures are required; 5) perception of sustainability refers to the actors self-evaluation of what they are doing and how sustainable they see their initiative across economic, environmental, social and cultural indicators. The normative bias of these indicators favors social and solidarity economies (LABO ESS, 2015).

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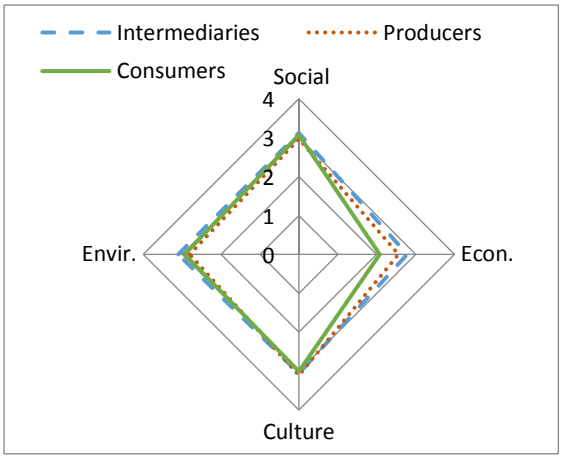
RESULTS

Participatory governance and short value chains. The most common organizational forms across the cases included producers, intermediaries and consumers directly in the governance of the initiative. Most initiatives were inclusive of anyone who wanted to join; only a few had the specific objective of including marginalized people. Financial independence was a goal of all of the initiatives, but not all of them have reached it. Oral agreements were the most common form of engagement between actors and the majority of the initiatives were embedded in their communities. The value chains are rather short (ave. 2-3 links), even in export markets where direct contact with importers was common.

Diversifying markets as a key strategy. Input market channels were primarily three: own production, local farmers and local supplier shops. The dominance of procuring inputs locally was justified by the cost reductions in the production process and the reliability of purchasing from trusted local actors. We identified 22 different market channels plus barter/exchange and own consumption across the cases, with the average being 8.3 channels. All initiatives also consumed a portion of what they grew. The top four market forms were: Direct sales, Farmers' markets & Ecofairs, Open air markets and restaurants/hotels. The biggest challenges to access were logistics and consumer awareness.

Creating value through quality and price. The value for products in agro-ecological markets is discussed in terms of the price for a product that has desired organoleptic and physical attributes, such as size and flavor. Knowledge gained about the agro-ecological qualities through direct contact between trusted actors can, in some cases, override preferences for typical quality attributes. Communication of 'agro-ecological value' is done mostly through direct communication and contact between consumers and producers. But branding and labelling are also very important for a number of cases. The consumers that were interviewed in these case studies seem to be insensitive to price – or at least they placed a lower priority on the price of the product when determining quality. This finding is in line with the literature which suggests that ethical consumers are less price-sensitive than others (Arnot et al., 2006). Often, this is tied to their relatively higher socio-economic status. However, our interviewees declared themselves to be mostly of middle income compared to the average incomes where they live; which offers an interesting avenue for future research.

Figure 1. Average Perception of Sustainability across 13 cases (n=150)



CONCLUSIONS

We do find some evidence that the concept of an 'agro-ecological product' is emerging, but the term 'agroecology' is not a specific quality attribute sought for by name in markets. This product is traded in short value chains at fair prices within initiatives that are mostly sustainable with respect to economic, environmental, cultural and social concerns (Figure 1). These markets are dynamic and the actors are strategic in how they are positioning their products and how they are creating a value for them in their markets. Very few initiatives are using certification or labels to advertise their products' qualities. When certification is used, it is farmer-led through variations in participatory guarantee systems. The more inclusive initiatives are building on existing social networks, but are also expanding, as we found significant response rates related to the role of the initiative as creating a social space for collaboration among actors who traditionally do not socialize. This points to relative network stability for the majority of the cases, even though financial autonomy is not common. There is significant potential for changing the scale of these initiatives, both in individual size and in their collective reach based on a declared, but untapped consumer demand.

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Challenges for the New Rurality in a Changing World was the title of the 7th International Conference on Localized Agri-Food Systems.

The contributions in this volume are written by conference participants. The themes highlighted relate to four topics. The *first* topic refers to various aspects of the articulation of the New Rurality and its challenges and opportunities, with a specific focus on the Nordic countries, the countries surrounding the Baltic Sea, and the Eastern European Countries. Also in focus is the role of knowledge in the promotion of rural development and 'glocal' links as enablers of opportunities and sources of challenges in relation to entrepreneurship and rural development – in theory and practice in particular Europe and the Americas. The *second* topic highlights various aspects of territorial governance and localized agri-food systems in particular Europe, North and South America. The *third* topic relates to the impact of the market on localized agri-food systems, with a special focus on short food chains, public procurement and tourism. The *fourth* and final topic highlights questions related to the connection between localized agri-food systems and the environment. Special interest was devoted to possible synergies, (organizational) innovations and challenges between localized agri-food systems and environmental benefits, proposing agroecology as a framework for action in the transition from conventional production to more sustainable agro-food production systems.

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