

# Sustainability of Geographical Indications (GIs) in the context of the diversification of agricultural activities in French local areas.

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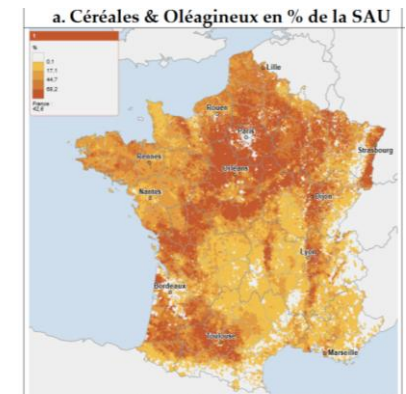
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Worldwide perspectives on geographical indications

Rome, 18-21 February 2025

# Introduction

- Diversification of agricultural production at the territorial level: Agro-ecological transition toward greater sustainability :
  - ▶ Agricultural systems more robust and resilient (Lurette et al., 2016 ; Puech et Stark, 2023)
  - ▶ Diversity of living organisms in agricultural production (species, varieties, crop rotations, etc.), livestock farming and crops proximity : less agricultural inputs, preserving ecosystems (Kremen et Miles, 2012 ; Caquet et al., 2021; Magne et al. 2019)
  - ▶ Territorialized food systems, short supply chains (Bermond et Guillemain , 2024; Frayssignes et al, 2021)
- High level of specialisation at the territorial level in France in 2020 compared to 1950. (Chatellier and Gaigné, 2012; Gaigné, 2024).
  - ▶ Based on differences in the endowments. Reinforced by economies of scale and economies of agglomeration (gains in efficiency).
  - ▶ In 2020, 29% of French farms are specialised in field crops, 12% in beef cattle and 10% in winegrowing (Barry, 2022)



Source : Recensements agricole 2020. T1

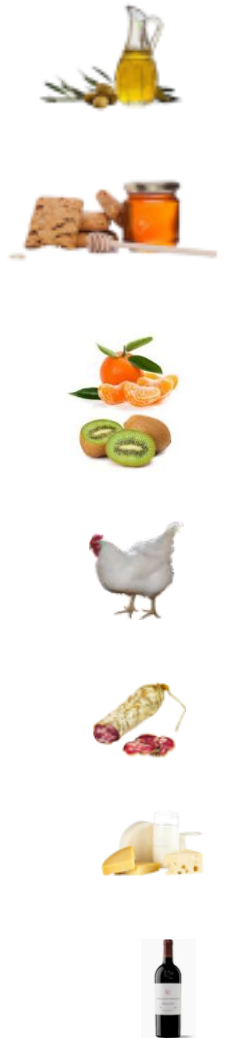


# Are GIs an obstacle or an asset to diversification?

- Impact of geographical indications (GIs) on sustainability through the diversification of agricultural activities at regional level (NUTS2). Territorial approach.

*Carrefour de l'Innovation Agronomique (CIAg) workshop, INRAE, November 2023, Spécialisation ou diversité agricole dans les territoires : enjeux, intérêts et limites, conditions de transition*

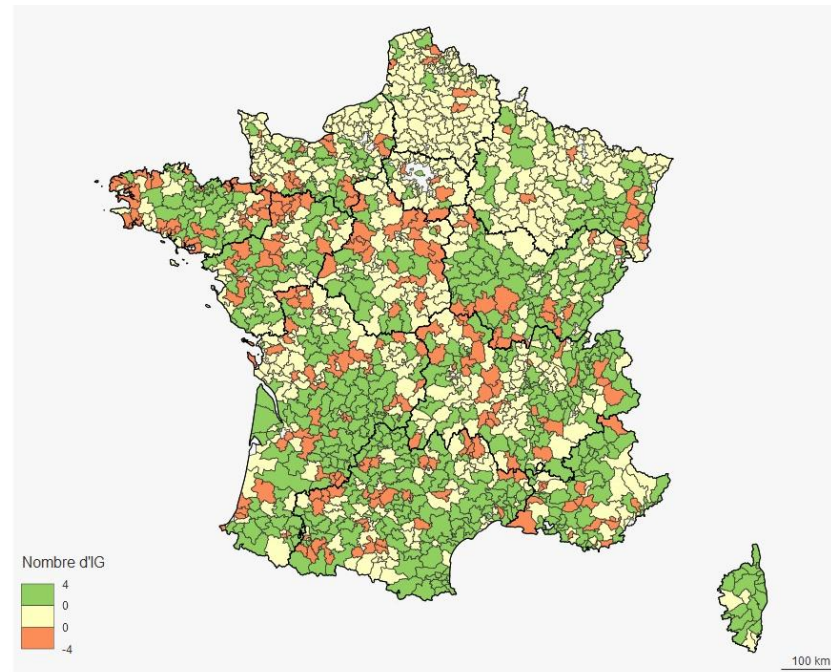
- GI: preserve and promote production diversity (Mazé, 2023)
  - ▶ Preserve extensive farming in rural areas (ex: PDO cheeses), respectful of the diversity of terroirs and the guarantor of many rural heritages (Sylvander et al., 2007; Beletti et al. 2015, 2017 )
  - ▶ Reputation/tourism : bundle of GI goods, combined offer of goods and services : strategy for differentiating territories (Pecqueur B., 2001 )
  - ▶ Autonomy of the food system (livestock farming): favours the coexistence of livestock farming and crops
- GIs fall within the sectors of specialization of a territory
  - ▶ **Dynamic of specification with** territorial quality rents specialization clusters (*Colletis G.et al., 1999 ; Olivier and Wallet, 2005; Frayssigne J. , 2005 )*
  - ▶ Economic success could strengthen the specialisation.



## ➤ Sustainability and diversity of GIs in French territories

- **GI** are widely considered as **tools to promote sustainable development** (Vandecandelaere et al., 2018 ; 2021; Arfini et Bellassen, 2019).
- **Positive impact of GI intensity and GI diversity** on sustainable development indicators: agricultural income, agricultural employment, agricultural pressures on the environment. *Regolo et al., 2024:*

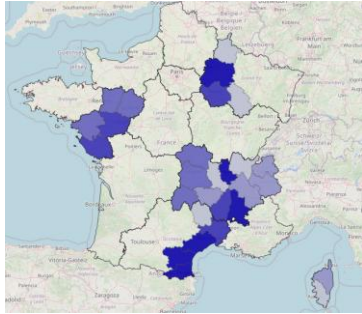
Increasing GI diversity in French cantons (2013-2020, 1517 cantons).



Source :ODR-INRAE-INAO

# Case studies in French regions: PDO and diversification: an original approach

- **5 NUTS-2 régions.**



- Auvergne
- Corse
- Rhône-Alpes
- Languedoc-Roussillon
- Champagne-Ardenne

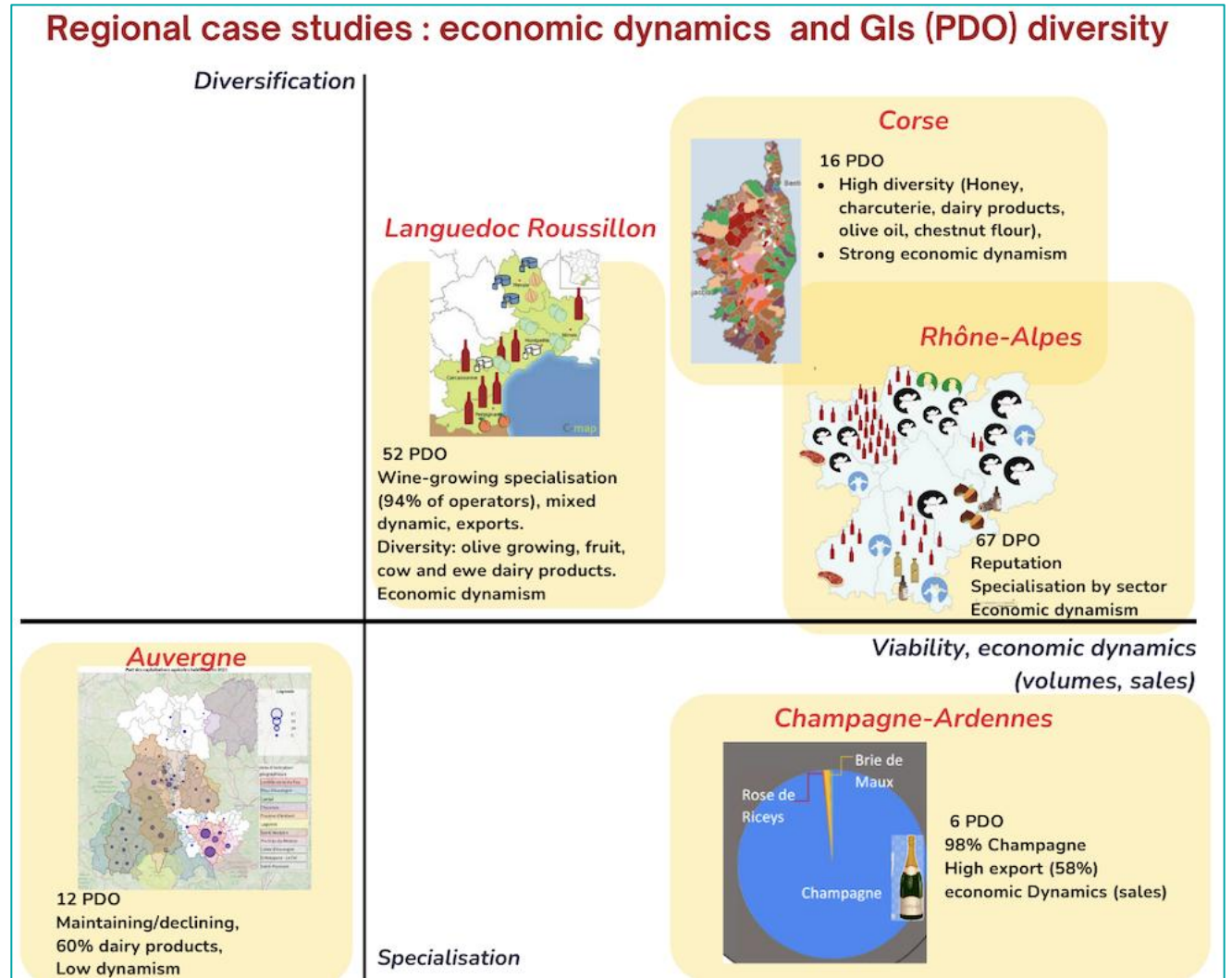
- **Localisation of GI farms and production on the territory over 2013-2020** (data from Rural Development Observatory ODR-INRAE)

- **Diversification indicators:**

- ▶ Comparison between the sectors of specialization of regions and the GI sectors.
- ▶ Evolution of the share of GI farms across the sectors between 2013 and 2020

- **Economic dynamics of sectors :**

- ▶ Evolution of GI production in value over 2013-2020



## ➤ Conclusion

- **GIs :positive impact** on the sustainable development of France's regions. Diversification in the same area reinforces these effects, both economically and environmentally.
- **Case studies: contrasted impact in terms of diversification**
  - ▶ Significant risk of intensifying the specialisation of agricultural production as soon as their economic performance/creation of value becomes particularly attractive for the region (examples: Champagne, winegrowing, spirits, Comté)
  - ▶ PDOs : factor of diversification at regional level by maintaining a diversity of productions and opening market opportunities AOP (case of Corsica, Languedoc-Roussillon with Châtaignes des Cévennes, abricot du Roussillon, Lucques du Languedoc, Taureau de Camargue).
- **Revising the requirement of specifications is not the only one way** to increase the sustainability of GIs: GI governance, organised at a **regional level**, is a **powerful driving** force of collective action for agricultural transformation and agro-ecological transition.

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