
Heritage Hybridity and AOP Wines in a Changing Climate

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Résumé

The following describes a new research line of the EU-funded Horizon project CONVIVIAM (2024-2027), which takes a multi-faceted approach to sustainability of foodways and cultural heritage. The sub-project "Reframing (Viti)Cultural Landscapes" develops and mobilizes a cohesive approach to sustainable vineyards and wineries through knowledge-sharing workshops, drawing from traditional irrigation knowledge, usages of the earth and gravity to reduce energy expenditures and environmental demands for cooling and production, and the development of bioclimatic architectural design implementations to reduce energy and water consumption and to provide protective shade to both vines and harvest workers. Workshops will revitalize heritage and tradition by proposing ecological solutions for the longevity of vineyards with demonstrations such as intercropping, decaying plant carpets, or modifiable design implementation. By engaging wine-makers, community members, architects, landscape designers, heritage and tourism experts, and policy-makers, this solution builds cross-border dialogues, mobilize economically and environmentally viable methods for wine production and tourism, and encourage collaborations to tackle the challenges facing the wine industry posed by rapid climate change and extractive economic pressures to standardize. The research I propose to present at this conference will highlight preliminary considerations for hybridizing heritage approaches to GI labels for AOP wines, building upon an in-depth study I conducted (2018-2019) on the French AOC system, and the challenges presented by climate change on maintaining "typicité" under strict regulations for regional wine products. This research will also explore trends of winemakers to shift away from seeking AOP labelling, and will highlight the possible benefits of undertaking adaptive changes, working with winemakers and communities to valorize their products, and decrease international tensions related to competition resulting from current AOP labelling regulations. This is a work-in progress, and I aim to present initial findings from a case study in the French and Spanish Basque regions, which not only share language, but also winemaking and cheese-making practices. One of these cheeses results in a trans-national AOP product, exemplifying a possible hybrid model to explore which shares heritage narratives. We will explore ways in which winemaking might follow a similar path.

Mots-Clés: viticulture, heritage, terroir, cultural heritage, tradition, AOC

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