

France – innovation example 2

Collective approaches by breeders - Official labels identifying quality and origin (PDO, PGI, TSG)

Conservatoire d'Espaces Naturels Languedoc-Roussillon (CEN L-R)

www.cenlr.org/content/hnv-link/

- Location: throughout France and in the Causses and Cevennes
- HNV system: All types of system. Mostly in agropastoral systems
- Scale of operation: large scale, depending on the label
- Timespan: depending on the label
- Keys to success: involvement of breeders, mobilisation of funding and communication



Problems addressed by this example

Farmers need to enhance their products, their practices and the recognition of their practices. They need to create added value on their farms. Farmers need also working collectively to enable the delivery of projects that a breeder cannot carry out alone.

Illustration 1: Official labels identifying quality and origin

Story in a nutshell

Collective approaches by breeders to create official labels identifying quality and origin (Signes Officiels de Qualité et de l'Origine - SIQO) and brands have existed in the region for a very long time and it has become fairly current in France over a number of years.

On Causses and Cevennes, the Roquefort PDO have been created 100 years ago but some are very recent and others are being created (Pérail). Currently, there are 2 PGI (Génisse Fleur d'Aubrac since 2008 ; agneau de Lozère ELOVEL since 2008), 2 PDO (Pélardon since 2000 ; Roquefort since 1925), 2 brands (ex : Boeuf fermier Aubrac since 1999).

What does official labels identifying quality and origin achieve for HNV farming?

Achievements

The quality labels have been remarkably successful throughout France and Causses and Cevennes for the commercial recognition they convey. Consumers perceive them as a guarantee of quality. Labels are increasingly popular with consumers who prefer a product with a territory link .

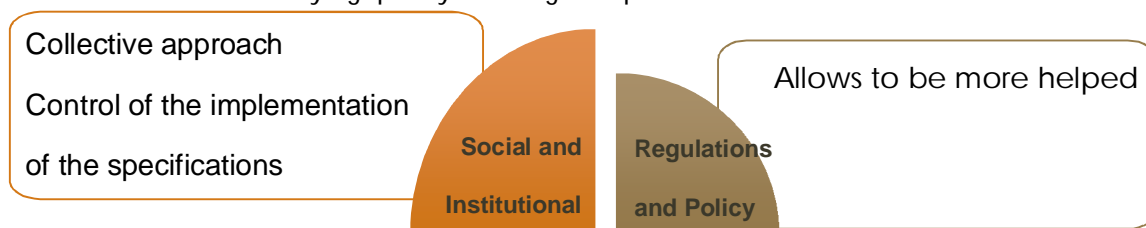
Economics of HNV farming

These labels permit promotion of agricultural produce providing added value to the products. It improves profitability on the farm.

Maintaining or improving HNV values

Labels do not involve automatic changes in farming practices. Some integrate the obligation of extensive systems or the use of local resources in their specification, and few PDO or PGI have a clear pastoralism objective.

How does official labels identifying quality and origin respond to the HNV LINK innovation themes?





The process that made it happen and critical factors for success

Actors and roles

A core group of breeders formed an association for the protection for a product as Pelardon goat's cheese through the attribution of a label guaranteeing the origin and quality of the product.

Their approach is supported by technicians, project managers, organisers, funding bodies, etc. The collective is able to employ a technician to investigate funding, partnerships, ensure communication about the product and provide technical support to the breeders.

The National Institute called INAO (National Institute of origin and quality) is responsible for the implementation of French policy on official signs of identification of the origin and quality of agricultural and food products. The INAO mission is based on close collaboration between professionals grouped in defence and management organisations (organismes de défense et de gestion (ODG), the accredited inspection bodies, State services and the Institute.

Limiting factors

- Motivation and mobilisation of the breeders who make up the collective;
- Misunderstandings within the collective that could lead to its dissolution or to the exclusion of specific people
- Support of the collective from suitable, competent structures and people;
- Public policy and funding support;
- Preparing the application is tedious and it takes a long time to be processed.

Lessons learnt from this innovation example and its potential replication

Collectives are a strength and enables the acquisition of resources and permits action to be taken that would normally be completely beyond the scope of a single farmer.

The PDO or PGI procedure is tedious but can easily be replicated on condition that there is a collective working with regional bodies and communities as well as with Civil Society to mount projects.

To list pastoralism rules in the specifications is essential to enhance HNV farming.

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