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C14. **Between localisation and globalisation: what kind of long-term reconfigurations are at work in dairy production zones?**

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For the past twenty years, the dairy sector has been undergoing a full transformation. Trade globalisation, development of urban centres and the increase in demand for consumer goods have concentrated milk production and processing and transformed and lengthened supply chains. More recently, with the rise of the issues of food security and environmental conservation, new values have appeared, emphasising criteria of proximity, localness, and even heritage. In some production zones, they lead to the restructuring of agro-food systems and local production systems, as well as to changes in companies' strategies for producing their products in certain regions. Between globalisation and localisation of fluxes, agricultural activities and regions lie at the heart of this struggle between local and global. This is particularly true in the dairy sector, characterised by powerful macro-actors and dynamic micro-actors, as well as a product that benefits from technologies that facilitate its transport over long distances.

Within these contrasting orientations (globalisation/localisation), the link to the certain regions is strong. Strategic choices about product marketing (type of market, type of product) influence the organisation of collection zones, animal-production practices and types of farm structures, as well as the influence of activities in, and their commitment to, given regions. There is thus a tight relation between market dynamics, regional dynamics, and changes in animal-production systems.

In the French National Research Agency project MOUVE, we are interested in reconfigurations of milk production zones at the scale of small territories in



France, South America, West Africa, and Vietnam. In these territories, we simultaneously studied actors' strategies for marketing dairy products, milk-production systems and their links to the territory.

How do these processes reveal themselves in the territories? What changes occur in supply chains? How do characteristics of and changes in territories influence the organisation of supply chains? Inversely, how do changes in supply chains contribute to changes in territories? What are the consequences on transformations of animal-production systems? What kinds of synergy and cooperation (or inversely, conflict and exclusion) exist between these processes? In this presentation we show that globalisation processes take a variety of forms according to the type of territory and socio-technical context and that cooperation, convergence or exclusion may exist between these forms. From comparative analysis of these milk-production zones, we seek to identify the conditions causing them to appear. Finally, we focus particular attention on the place of local products and know-how in these dynamics.

The milk production zones studied

"Salto" (Uruguay): around the town of Salto, NW Uruguay, on the border with Argentina.

"Brasil-Novo" (Brazil): around the town of Brasil Novo, on the "Trans-Amazon" road.

"Pélardon", "Livradois-Forez", "Quatre montagnes" (France): three zones in the highlands of the Alps and the Massif Central.

"Lower valley of Senegal River" (Senegal): in a Sahel zone, at the mouth of the Senegal River.

"BaVi" (Vietnam): west of Hanoi province.

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The MOUVE project (2010–2014) studies transformations of animal-production systems actively involved in ecological intensification.

In the project, the "dynamics of milk-production zones" transversal activity (coordinators C. Corniaux and M. Napoléone) focuses on the reconfiguration of dairy activities in territories.