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**Which future(s) for agriculture in urbanizing areas?
Geography of innovation and innovations in geography**

The construction of the local by the mobility:

The qualification of the origin of milk lambs in Corsica and Sardinia

Terroir has a double geographical existence, local, and extra-local: Terroir products and their symbolic attributes are exported "outside", in particular towards distant cities, while urban consumers of terroir move for discovering. This double movement represents a common dynamics to Corsica and Sardinia about the qualification of the milk lamb.

The disintegration of the local food cultures has led to strategies of long export circuit to build a fame of the product outside of its area, based on devices of certification diluting the local heritage.

At the same time, the observed situations on both islands testify of limits associated with the mass export, and of a strong local tourist attractiveness motivated by a set of representations where the discovery of local identity comprises gastronomic heritage.

We analyze such contradiction, highlighting the incidence of these opposite qualification regimes on actors' organization, on the construction of relationships to local or extended scales, on the technical culture and the space. What innovations may rehabilitate the identity of the breeder as well as its capacities of initiatives through the social qualification of the purchase and consumption acts?

Two forms of innovations seem particularly relevant as innovations contrasting with the historical choice of mass export: on one hand operations of cultural translation with gastronomic restaurants outside of the islands where the scenarization of milk lamb leads new technical prescriptions. On the contrary, we also observe a process of re-embeddedness of the product within the local food heritage where milk lamb is linked to tourism strategies.