

# Taking mountain into account

*Contribution to the conference*

*Territoires montagnards des grandes îles méditerranéennes*

*Enjeux européens, politiques nationales et régionales & dispositifs locaux*

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Geneviève Teil INRAE SADAPT – Agroparistech – Université de Paris Saclay

# Quality signs

- « Voluntary norms »
- « Internalisation » of elements to protect
  - ➔ Some unexpected reproaches addressed to quality signs:
    - « They are detrimental to innovation because they freeze the products in one definite interpretation of tradition »
    - « They foster a dogmatic interpretation of quality »
    - « They lead to a standardization of artisanal and traditional productions, when the value of artisanal production resides in its diversity »

# Means or results?

French 1935 law: through the control of preidentified specifications, AOCs (intend to) become a quality warranty



2007 CE: quality has to be « something », else it is a trade barrier



Producers: **good quality cannot be predefined...!**

In defence of a frozen wine typicity  
= a promise made to the customer

In defence of the taste variability of the wines

- There is not only one way to be good

A difficult coexistence, yet interesting:

- Two competitions (price vs quality) which contain each other
- Exchanges: prestige ↔ new customers

# Organic products: practices vs aim

A variety of agrobiologies



- A finite list of « AB » specifications
- For a « clear » definition of « organic »  $\neq$
- External control spec by spec
- Organic as a « state of mind »
- Good practices need to be constantly deepened and adapted
- Critical discussion & internal control (PGS)

Stop complaisant organic!

Stop intensive organic!



« reductionist organic »  
vs « lax control »



To have an identity and at the time adapting to a variety of situations and continuous changes

# Who makes cheese?

Indigenous microflora are threatened by sanitary norms

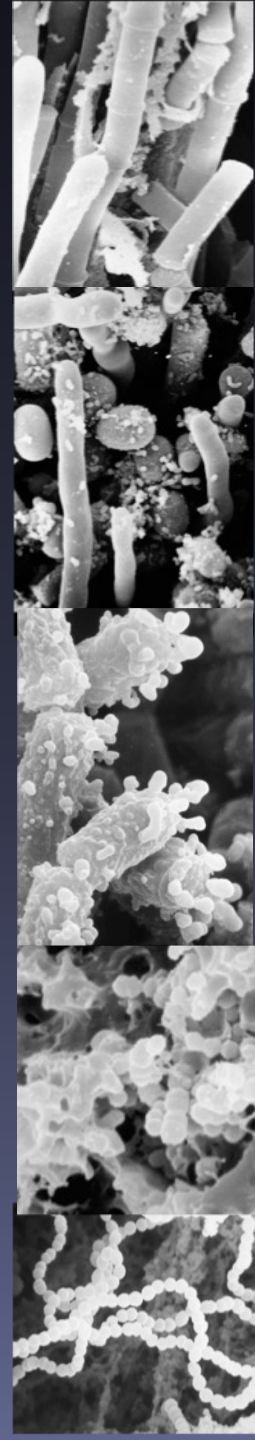
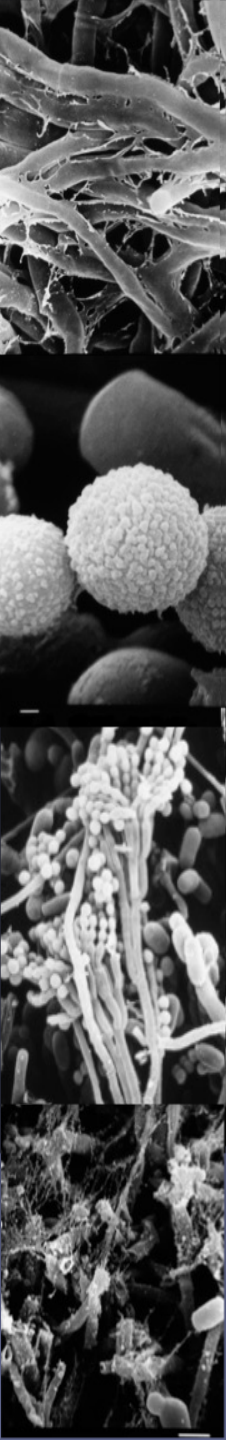
- Heat processing of milk
- Good sanitary practices: raw milk is sterile
- ➔ Use of poor selected commercial cultures to inoculate the milk

Need to protect the microbes

- discriminate pathogens from other microbes
- Higher respect of local microflora
- Traditional techniques and materials (wood, stones, ceramics, cellars...) contribute to the control of pathogens (biofilms...)

A conflict in the cheese AOPs

- Indigenous microbes vs commercial cultures
- Quality: « variable » artisanal vs « standardised » industrial



# Quality as a quest and the defense of an increasing number of resources

## 3 cases of promotion of quality variability

- Wine AOPs: commitment for result or means
- Organic: verified means or discussed aim
- Cheese AOPs: work of reconstructed or indigeneous floras

Quest =>  
SELECTION &  
RESPECT of  
ressources  
necessary to  
quality  
production

Quality as a « quest »

→ Quest = variable quality = **Artisan production**

# Conclusion

« Conquering » quality contributes to the continuous **internalization**  
**continue of new beings/ressources**

- « Respect » of quality, terroirs, soils, environnement, local know-hows, microbes, biodiversity, ethics...
- Included into the construction of the products valuation
- **In opposition to the quality objectivation requirements**

## A « soft » internalisation

- Progressive
- *Ad hoc* and tied to specificities of each case
- Alternative
  - to environmental comptability (perpetuation of the financial, environmental and human capital)  
=> a global and non-discriminant internalisation
  - To the generalisation of a legal standing to be awarded to trees, birds, rivers  
=> step by step internalisation

**→ Quality signs foster a continuous internalization**





Merci





# Canaliser la valorisation des marchandises

## Réglementation de l'identité des marchandises

- **Restrictions**: Lois sur la « fraude » alimentaire, limitent l'ajustement par les prix
- **Ouvertures**: Règlement européen sur les coquilles saint Jacques et pétoncles, allègent la pression sur une ressource

## ➔ Les instruments de l'identité des marchandises

- le Codex Alimentarius
- les normes générales de qualités sanitaire, environnementale; sociales...
- Les signes de qualité
  - Cahier des charges définitoire
  - Marquage

