

Terroirs
&
Cultures

« *The Future needs terroirs* »



**PLANÈTE
TERROIRS**

A human, socio-economic, cultural and environmental dynamics



Terroirs
&
Cultures

«An on-going process... »

www.terroirsetcultures.org / www.planete-terroirs.org

Planète Terroirs

2005 : adoption of a charter and an international definition of terroir at UNESCO International meeting

« **A Terroir** is a geographical limited area where a human community generates and accumulates along its history a set of cultural distinctive features, knowledges and practices based on a system of interactions between biophysical and human factors.

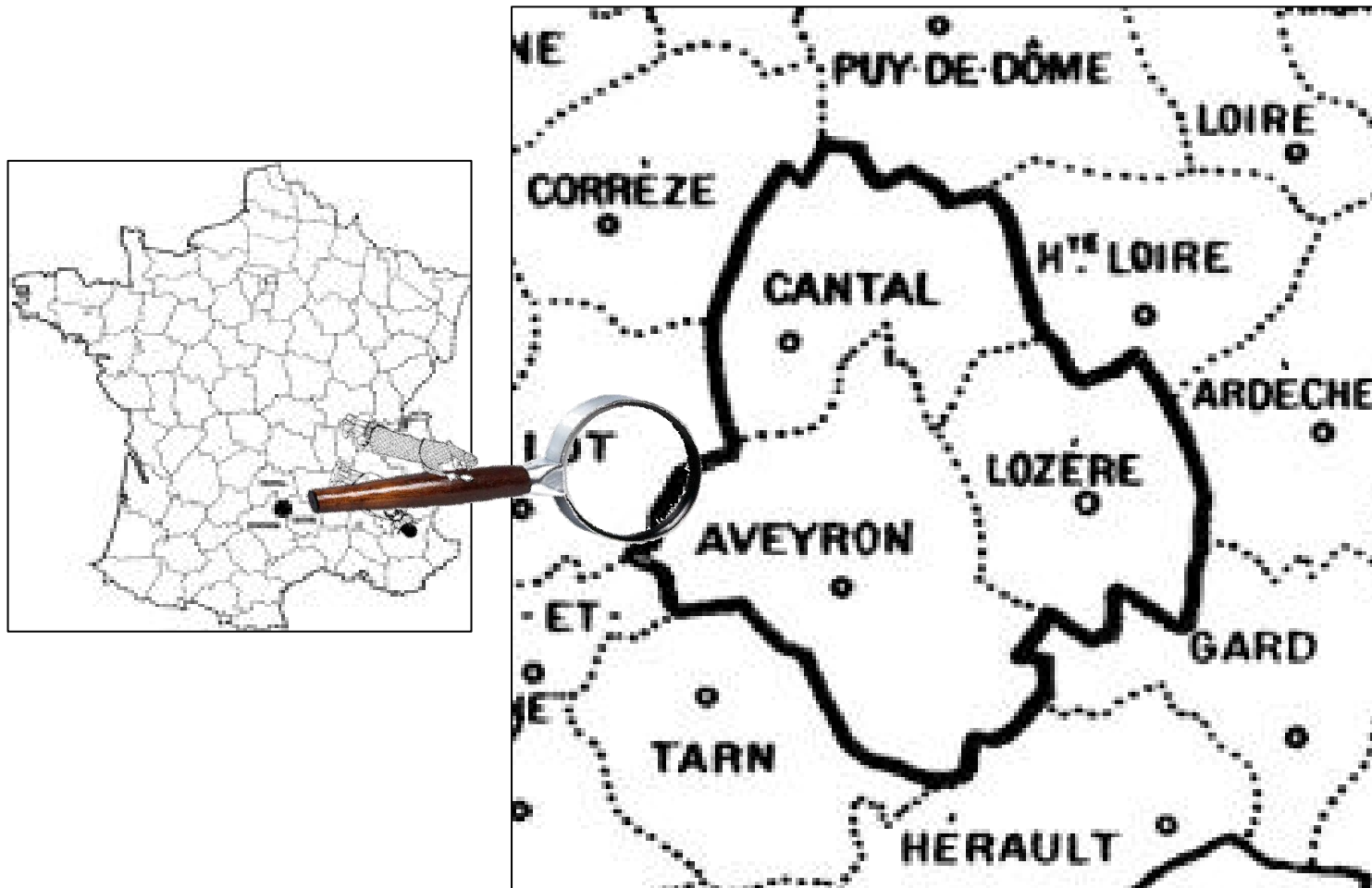
The combination of techniques involved in production reveals **originality, confers typicity and leads** to a reputation for goods originating from this geographical area, and therefore for its inhabitants

The terroirs are living and innovating spaces that can not be reduced only to tradition».

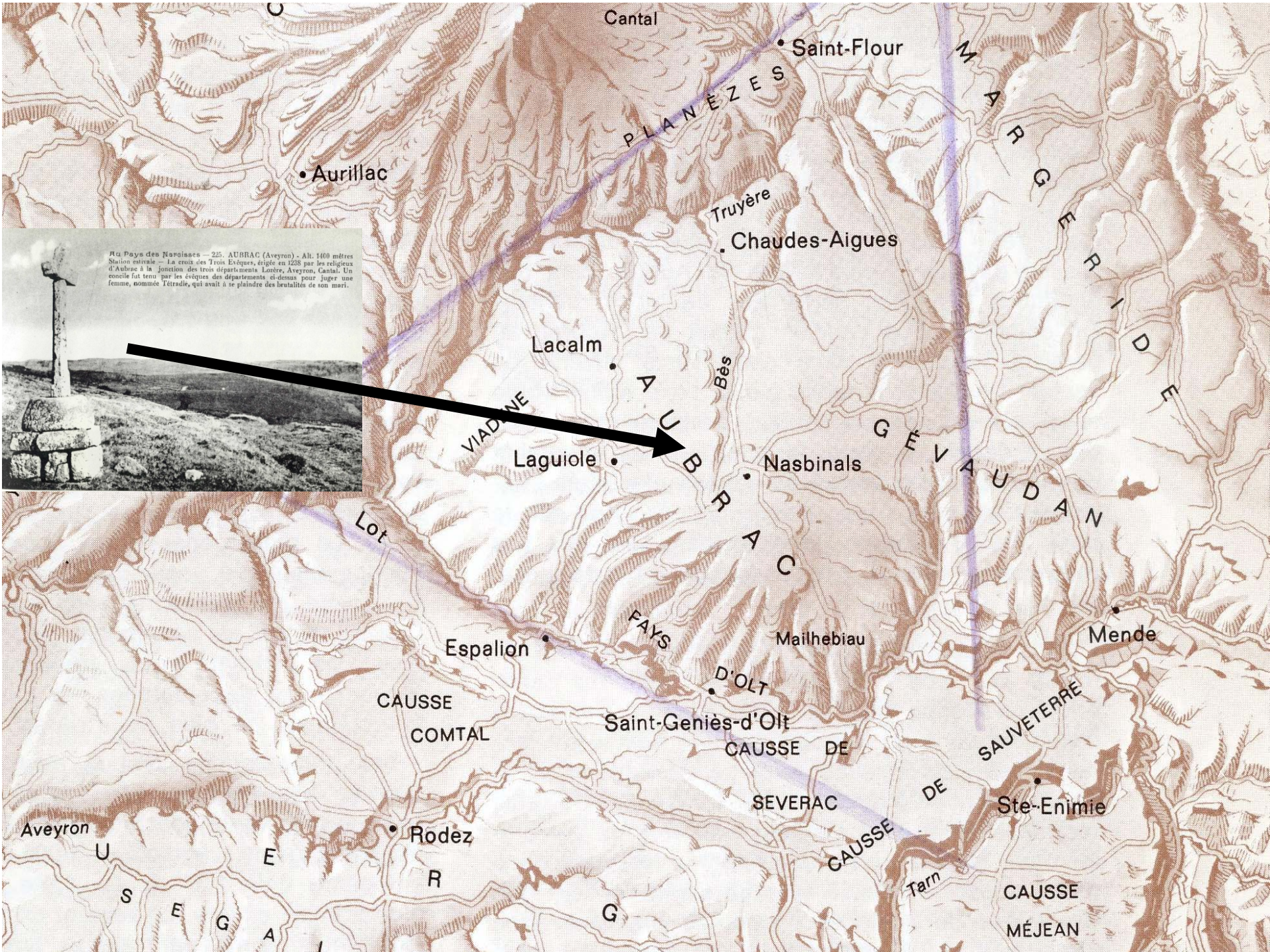
Example of terroir :

I'AUBRAC

La situation de l'Aubrac en France



Source : Pechberty, R. (septembre 2006), « Le patrimoine naturel de l'Aubrac, enjeux environnementaux et identité du territoire », 128 p.
+ annexes





Quelque part sur terre ...

1



Brigitte Julien



The cow Aubrac and his calf



Laguirole : le fromage AOC



**Cheese = True product of terroir
Traditional in a dynamic cooperative
High local added value**



L'aligot de l'Aubrac

Fresh Cheese with potatoes

Local popular dishes

Label Bœuf fermier d'Aubrac

IGP Fleur d'Aubrac



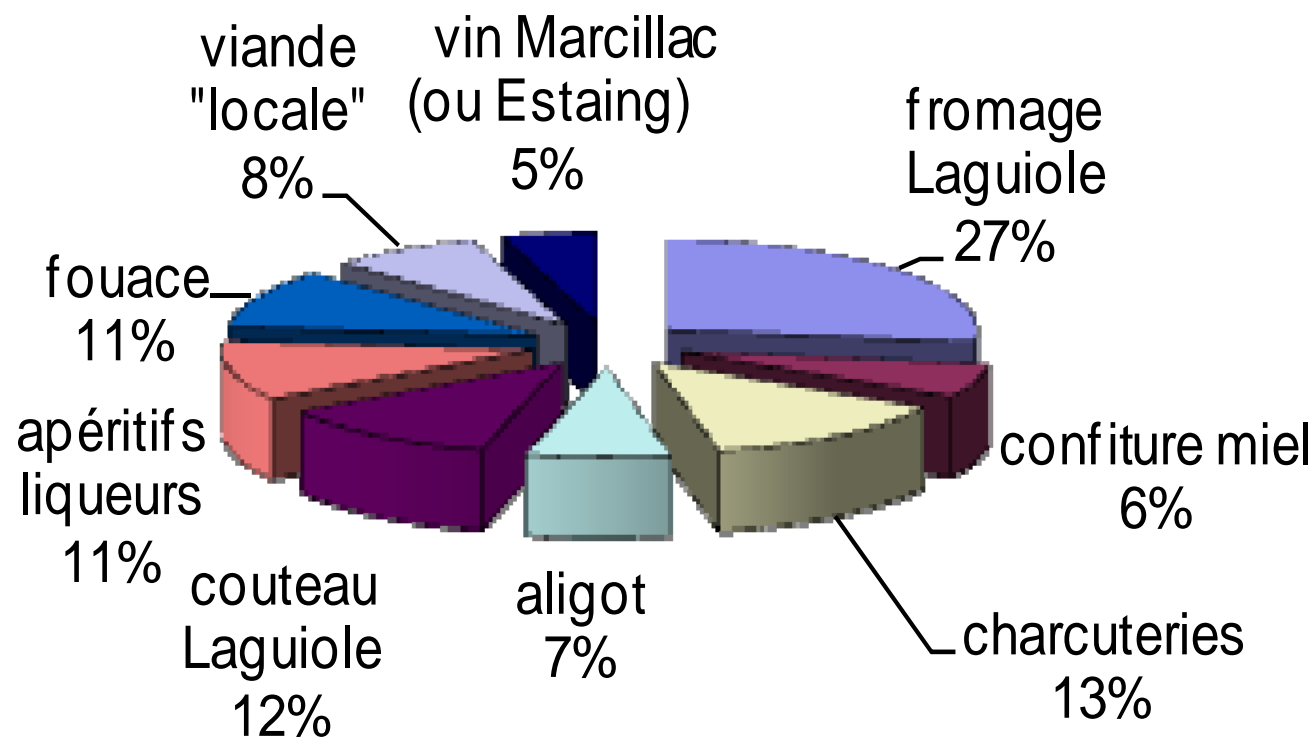
Labelled Meat production from Aubrac cattle

Couteau de Laguiole



- Typical local knife
- Now well known in the world
- Added value out of the terroir

“Goods and services basket” of products from the terroir



(400 enquêtes 2005, Maison de l'Aubrac)

Tourism and culture

La descente d'estive

l'aligot géant



Terroirs & Cultures :

an associative movement for world terroirs

Since 2003, the bases of our action

☞ To build a new globalization, **more human, sustainable and viable**. Respecting the actors of the territory, their culture and their environment, Terroirs activate and valorize the resources

☞ To respond to standardisation. Terroirs are the cradle for a large diversity : **human, biological and cultural**.

☞ To take in account the current planet stakes and to a to propose elements of sense for the coming world

Terroirs & Cultures : **an associative movement for world terroirs**

« The terroirs, that you are thinking over, appear like spaces where the sort of links between man and biosphere has opened alternative ways to develop sustainable societies.

Thus, they are a crucial laboratory for us to understand wealth and potential included in these territories, as well as interdependancy between cultural and biological diversity. »

Koïchiro MATSURAA

Directeur Général de l'UNESCO

Forum « Planète Terroirs – Aubrac 2006 »

Terroirs & Cultures :

an associative movement for world terroirs

A pluri-disciplinary and multi-cultural team

Président : **Dominique CHARDON**, Farmer, Gard (France)

With diverse members and supports :

farmers, agronomists, researchers, oenologists

coming from universities, research institutes, private sector

and from different regions and different countries

Terroirs & Cultures :

an associative movement for world terroirs

objectives

- **To propose and defend** an alternative economic project, source of added value and proposing an answer to food issue.
- **To make the realities of** terroirs more visible for decision makers and regional, national and international authorities
- **To build and initiate** new itineraries for sustainable development around the multiple dimensions of terroirs : no cut and paste solutions for local development

Terroirs & Cultures :

an associative movement for world terroirs

objectives

- **To value and promote** terroirs' people, their knowledges, abilities, cultures, experiences as well as the « terroirs' products, goods and services baskets

.To make the multiple stakes of the terroir considered from local to global level : locally designed, protected origin, specificity and typicity, intellectual property , valorising culture and food sovereignty

Terroirs & Cultures : an associative movement for world terroirs

On going activities

- **To develop** research and innovation on terroirs of the world based on a wide partnership with many institutions working with us: Agropolis International, INRA, CIRAD, CEMAGREF, CIHEAM, Universities, MontpellierSupAgro, GisSyal, CNRS, INAO
- **To favour and organise debates**, scientific thinking and international exchanges. Many countries are already involved : Hungary, Greece, Morocco, Québec, Laos...
- **To support** theoretical and practical training, conveying and highlighting local and universal values, and cultural patrimonies linked to terroirs.



Planète Terroirs :

**a specific Dynamic of T&C with UNESCO
(MAB), associating many research institutes
and actors of terroirs in the world**

- To associate actors of terroirs and scientists in order to create around UNESCO an operational international network
- To Facilitate and share knowledges and experiences
- To develop an international resources center

The International Forums

“Planète Terroirs ”

- These Forums **allow to elaborate, to share and to validate collectively different know-how, suggestions and ways to operate, in order to achieve a sustainable development of the rural territories** based on the culture of diversity and the valorisation of local characteristics, so that the terroir eventually gains more visibility and recognition
- Organized every other year in a specific terroir, approximately **300 participants who are all involved in the dynamics of “ Terroir ”** : direct or indirect actors, scientists, farmers, decision-makers, representatives of consumers and development associations, professional agricultural and rural organizations, institutions from all over the world.
- The 3rd forum will be held in Chefchaouen (morocco)

3rd International Forum



PLANÈTE
TERROIRS
Chefchaouen - Maroc - 2010

« Diversity, Sustainability, Terroir and Development »

**31 may – 1st et 2 june 2010-
Chefchaouen – Morocco**

Main topics of the 3rd international Forum “ Planet Terroirs – Chefchaouen 2010 – Morocco”

- 1st Topic: The *terroir*, its products, goods and services: sustainable development tool for the southern countries?
- 2nd Topic: The *Terroir* challenge to safeguard the diversity/sustainability

Where is Chefchaouen?



Convergences between Satoyama initiative and Terroirs & Cultures

The Three-Fold Approach of Satoyama

- ➡ **The consolidation of wisdom for a stable supply of diverse ecosystem services :** *Terroirs management for typical products or services takes advantages of natural resources and of ecosystem services.*
- ➡ **Integration of traditional ecological knowledge with modern science:** *Modern science is largely used in relation with traditional knowledge in terroirs*
- ➡ **Creation of a “New Commons” (Co-management system) :** *Terroirs are based on human communities which co-manage natural resources and ecosystems and cultural abilities, combining public and private groups or institutions.*

Perspectives of Satoyama initiative

- **Resource utilization within the carrying capacity and resilience of the environment**
=> In terroirs, productions are adapted to local environment and takes large part of their value from the ecosystem
- **Recognition of the value and importance of local traditions and cultures**
=> It is a major point for terroirs construction and recognition
- **Natural resource management by various participating and cooperating entities**
=> Cooperation of various partners is also an important characteristic of a terroir
- **Contributions to local socio-economies**
=> It is a major objective of terroir management

Activities of Satoyama initiative

Collecting, analyzing and deriving lessons from case studies and promoting the dissemination of information related to technology.

⇒ *Terroirs & Cultures network have this same objectives and methodology*

Promotion research

⇒ *Same objective for Terroirs&Cultures*

Fostering bilateral and multilateral ODA projects and publicizing excellent case studies

⇒ *Same objective for Terroirs&Cultures*

Promotion personal and capacity development

⇒ *Same objective for Terroirs&Cultures*

Promotion network activities

⇒ *A main objective of Terroirs&Cultures*

**These convergences could lead
to some constructive cooperations
between Satoyama initiative
and Terroirs&Cultures
for a better coming world**

Terroirs & Cultures

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Thank you for your attention

