



**EAAP 2011 – 62<sup>nd</sup> Annual Meeting Stavanger**  
 Session 53 Gastronomic quality of animal products

**Traditional Corsican meat and dairy products move upmarket : Could local consumers be excluded?**

Casabianca François and LINCK Thierry  
 INRA LRDE Corte – France





**The research question : a paradox**

- Societies are changing a lot and social space of foods is deeply moving, from rural to urban societies
- What about traditional foods in such movements ?
- **Revalorize a traditional food in gastronomic one, seems to be a legitimate objective. But it can generate a symbolic violence if deprive the local users and favor social exclusion.**
- **For survive, is a traditional product doomed to mutation from daily use to reserved for elite?**
- We study such phenomena within a project named VAGAL into European funded call on valorization of local breeds.



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**Traditional food in its social space**

- Trajectories of foods / dominant, disappear, be recovered, etc.
- Tradition is **a permanent invention**, every generation has to re-consider its heritage
- Replace a traditional food as embedded into **the multiple attachments to a local society.**
  - A – Community identifier
  - B – Technical culture and associated resources
  - C – Consumption uses
- The gastronomic mutation of a traditional product according to these 3 dimensions.




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**A – Symbolic dimension**

- Processes of standardization raise the question of the lack of differentiation among individuals
- Heritage values of food constitute identity markers
- providing some people to be located, compared to their origins,
- **enhancing their memberships in their social space.**
- Traditional product gives to the local society a social link. The knowledge associated to such product : how to appreciate ?




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**B – Socio-technical dimension**

- Logic of intensification, abandoning techniques and resources bases of food “traditionality”
- Traditional products : often based upon the respect of the seasonal variations, the cycles of production.
- Mobilizing less productive resources (in particular local breeds and varieties)
- Artisan activities : art of local knowledge and practices (know-how)
- **But extra-costs**




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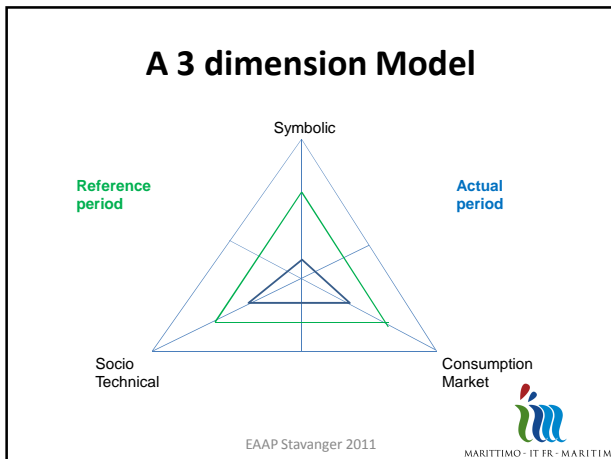
**C – Consumption uses, clients, markets dimension**

- Mass markets considering customers preferences and low prices.
- Traditional products : expectations on traditionality promises
- Clients able to recognize the products and themselves as well
- However, specialist shops, upscale restaurants and hotels are taking advantage, driving prices higher, targeting ignore customers
- **A main signal : when a traditional product is moving upmarket**



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### Empirical case-study 1 Brocciu PDO whey cheese

- In the ancient society : the cheese of the poors
- A lot of recipes Entrée / main dishes / desserts
- Often a gift.
- In 1983 : Application for a PDO Brocciu Season, fresh milk, local breeds (ewes and goats)

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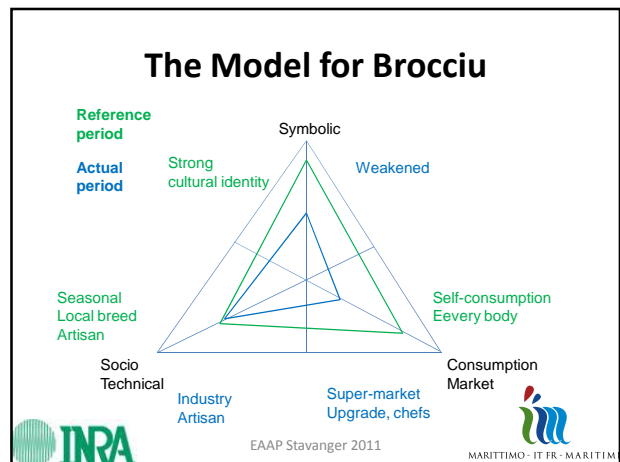
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### Empirical case-study 1 Brocciu PDO whey cheese

- PDO dominated by dairy industries
- Brocciu at low price in local supermarkets with « modern » packaging
- Farmhouse products « Fermier » as luxury product used by Chef and exported to Paris every day by plane (1000 km).

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### Empirical case-study 2 Sukcling kid meat

- Goat extensive production as very ancient activity.
- Production of milk for cheese (and brocciu).
- And production of meat from the young animals slaughtered at 40 days after eating only the milk of their mother.

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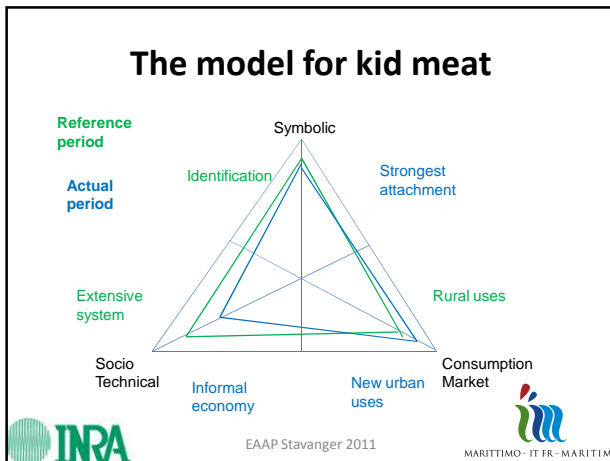
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### Empirical case-study 2 Sukcling kid meat

- Traditional consumption : for Christmas day with very high prices
- Number of goats is decreasing : products become rare. A lot of illegal slaughter.
- But people in Corsica is still looking for this particular meat for the family Christmas lunch.

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### Empirical case-study 3 Corsican dry cured ham

- Extensive pig production in the mountain areas of Corsica. Local breed (slow growing) and pastoral practices (chestnut and acorn in finishing period) lead to typical pork products.
- All the people in rural areas had such uses. A lot of recipes to prepare some specialty products.

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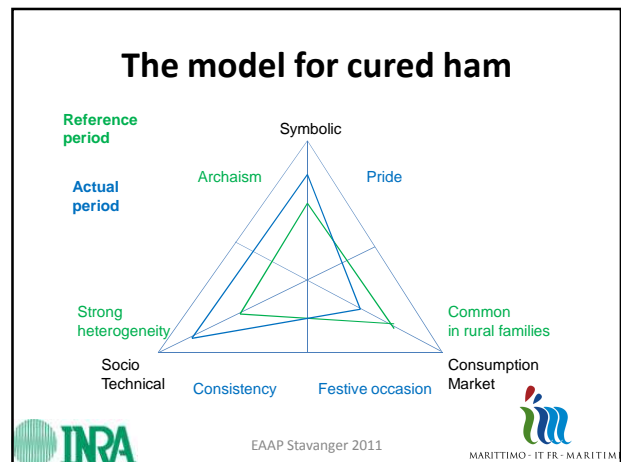
### Empirical case-study 3 Corsican dry cured ham

- The Nustrale breed is recognized in 2006. An application for a PDO is in progress at national level.
- Local breed is compulsory. Age at slaughter > 1 year. Dry cured ham > 1 year.
- Prices are getting higher (50€/kg). But people are proud of this product and still buy it for special occasion.

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### Discussion

- Various traditional foods can show contrasted trajectories, even in the same area. Difficult to predict how can evolve a product.
- Artisan activities vs industrial ones. Marketing strategies make often the difference.
- Available international reference. No reference for Brocciu and for kid meat. For the dry cured ham : the Iberian pig and the « pata negra ».
- Preserve the local attachment : the role of festive habits.

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### Conclusions

- Multiple interests of our model for the future : compare trajectories of various traditional foods
- Potential violence generated by gastronomic transformation to local users. Terroir products / organic products
- Gastronomy and ethics
- Importance of collective choices / Strategies of local actors

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## Thanks for attention

- François CASABIANCA [fca@corte.inra.fr](mailto:fca@corte.inra.fr)  
Local breeds, Terroir studies, GI
- Thierry LINCK [linck@corte.inra.fr](mailto:linck@corte.inra.fr)  
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