

What are the limits for agricultural collectives under Geographical Indications to take action in transitions?

*Six case studies in French cheese sector
from the ADAOPT project*



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Cheese geographical indications in France

46

Protected Designations of Origin

10

Protected Geographical Indications

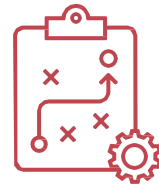
- **Definition of Geographical Indication (GI)**
 - Product originating from a specific place
 - Whose quality or characteristics are essentially due to the geographical environment
 - Whose at least one (PGI) or all (PDO) stages of production take(s) place in the geographical area
- **Each GI has its Cheese Protection Consortium (PrC)**
 - Organized around a Board of Administrators
 - Representing the various actors in the chain

GI sectors face growing challenges, including climate change

(Charlotte Oudart)



**INCREASINGLY
FREQUENT CLIMATIC
HAZARDS**



Requests for **temporary changes** to specifications
(26 requests for exemption during the drought in 2022)



Foundations of PDOs and PGIs

A strong link to the land
“terroir”

A collective
organization



A set of specifications

Optimized use of the region's
natural resources

Feed criteria: type of feed,
self-sufficiency

Collectives need to adapt

ADAoPT

Support six dairy PDO and PGI
sectors in drawing up and
monitoring their climate change
adaptation strategies.

AD AoPT : supporting GI dairy chains in adapting to climate change

6 pilot areas



DOP Camembert de Normandie

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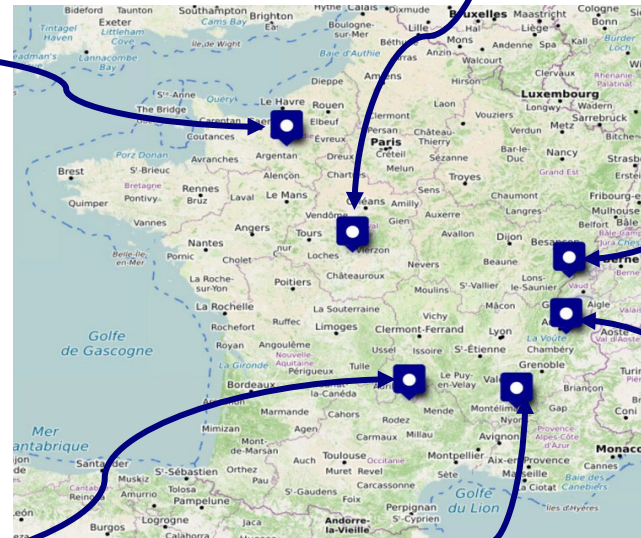


DOP Laguiole



DOP Valençay

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DOP Mont d'Or

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PGI Tomme de Savoie

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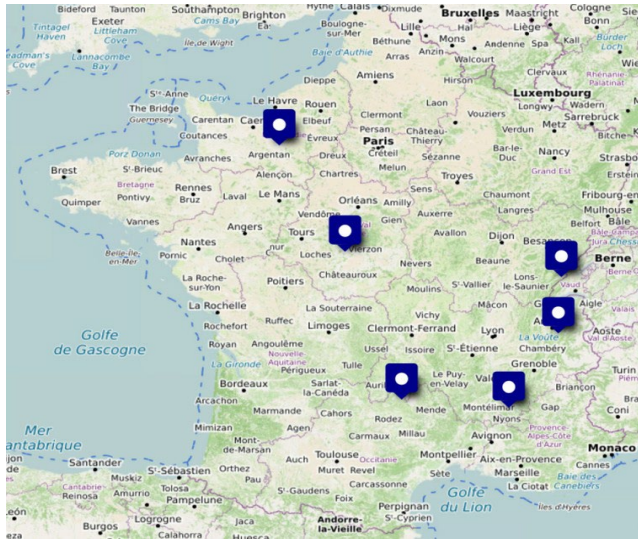
DOP Picodon

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AD AoPT

: supporting GI dairy chains in adapting to climate change

6 pilot areas...



... illustrating diversity :

Territory
size

Collective
organization

Animal
feed

Resources
and
constraints

Type
of
territory

Their objective: develop a **forecast approach** to :

- Gain a **better understanding** of the **medium- to long-term** consequences of CC for their sector.
- Determine their **strategy for adapting** to climate change.

➡ Sector-wide reflection

A wide range of methodologies deployed to meet pilot areas needs and characteristics

Spatial

Large-scale approach covering the entire GI territory



PDO Laguiole

PDO Picodon



*PDO Camembert
de Normandie*



Systemic

Global approach to the sector

Thematic

Focus on technical and economic issues



PDO Mont d'Or

*PGI Tomme
de Savoie*



PDO Valençay



Organizational

Small, dedicated local working group



**A cross-cutting difficulty in the case studies:
mobilizing groups, some of which are inherent to GIs specificities.**

Geographical scope of GIs hinders collective decisions

GIs sometimes cover large territories

Heterogeneity of production systems and climatic conditions

Unequal distribution of resources

Difficulty making collective decisions

➔ *Solutions for some may not be relevant for others*

Camembert de Normandie

Wide area

Diverse soil and climate conditions

➔ Choice of a very dry area

Mont d'Or

Relatively small area

Homogeneous production conditions

➔ Solutions suitable to all

Lack of clear governance limits the scope of decisions taken

- Generally top-down organization within the PDO organizations
 - Delegation of technical subjects to working groups
 - In charge of investigating problems: producing results and possible solutions
 - *Mont d'Or, Valençay, Camembert de Normandie*
 - Reflection process directly led by PDO decision-making bodies
 - *Tomme de Savoie, Picodon, Laguiole*

Lack of clarity on the mandate of these groups

- Decision-making or consultative power?
- Possible demotivation of Working Groups

- Actions generally carried out at the level of participants in the various Working Groups





Action often limited to the production link

- Difficulty of holding debates that encompass the entire industry chain (dairies, wholesalers)
 - Downstream players underestimate, or even ignore, the stakes involved in the transition and in adapting the entire chain.
- Risk-bearing by producers
 - Slows down lever adoption
- Dependence on transformers
 - Restriction of possible choices for the sector
 - E.g.: scenarios of lower milk production often not considered (*Tomme de Savoie, Valençay, Camembert de Normandie*)

The multi-stakeholder approach, yes but...



A real interest in maximizing mobilization

- **More presence on the field** to widen the mobilisation force and to foster participation in **training groups**
- **Expanded skills** (technical, social, environmental, economical) to tackle the numerous challenges PrC have to face with



But a risk of over-soliciting operators

- Risk of overlap
- Lack of coordination: similar subjects, but with different objectives for different projects



Factor of fragmentation and loss of meaning

Conclusion: innovating to better support GI collectives

Systemic approach: the key to a global sector strategy

- Understanding of Climate Change while **taking into account other major GI issues** (biodiversity, economy, health, renewal of the workforce, etc.).
- Need to **rethink tools and methods** to facilitate understanding (serious games, innovative animation, etc.).

Multi-partner action, a lever for involving and training groups

- **Involve commercial and technical structures** (cooperatives, technical working groups, processor networks, farm advisory services, etc.) to facilitate awareness-raising, training and the implementation of adaptation levers.
- Need to **imagine risk management** at the chain level
- **Support of research** to facilitate the awareness and systemic approach required for a sustainable transition.



Thank you for your attention !



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