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Seminar “Innovating and Organising Research, Education and Training for Sustainable GIs

**Local Agro-Food Systems approaches for the socio-economic
analysis of Geographical Indications**

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Local Agro-food Systems (LAFS)

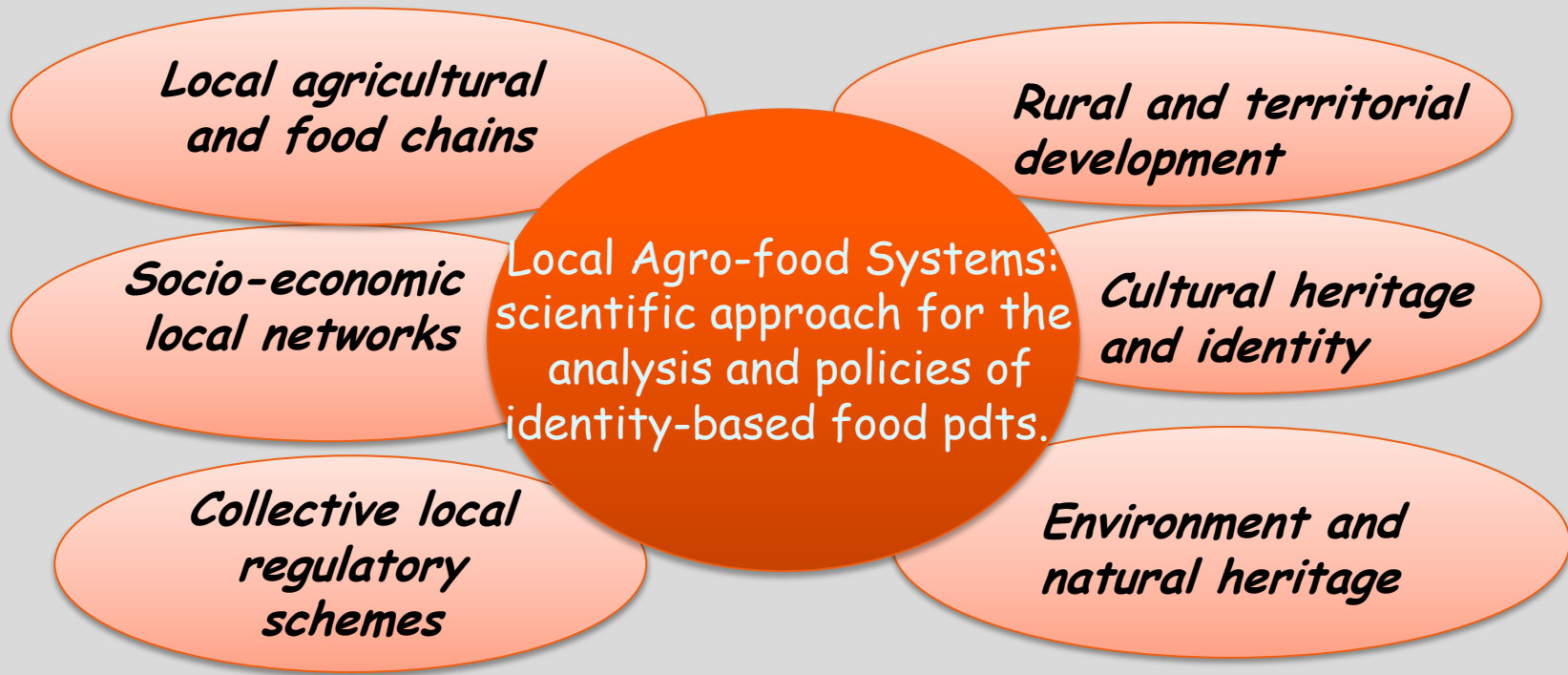
Locally-specialized systems of farms, agro-industrial firms, wholesalers, retailers, production services, local institutions, gastronomic enterprises, etc., devoted to:



Identity-based local food products

Specialization of the area in a food product (s)
Geographical concentration and continuity of local food production
Key role of the of differentiation-related strategies of the firms based on quality

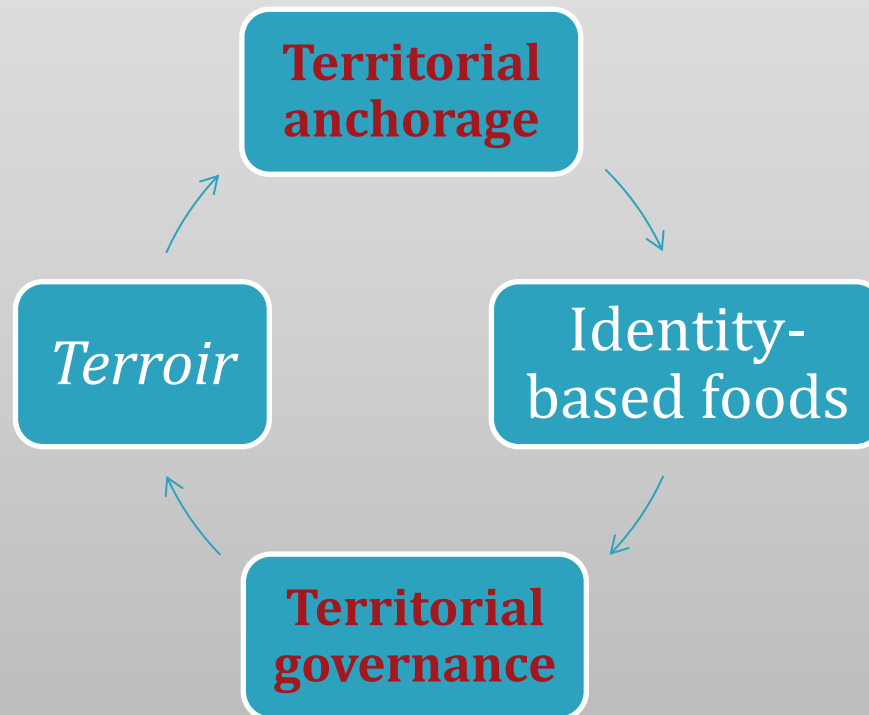
Geographical Indications as a particular and outstanding case of LAFS



Main issues in the international literature on LAFS

Links between specific territories (*terroir*) and identity-based foods:

- A. Causes of the local identity of foods → **Territorial anchorage** of LAFS
- B. Effects of the development of LAFS on the territory: role of collective action and **territorial governance networks** (organisational proximity) of LAFS and his contribution to rural and territorial development



Anchorage factors of Local Agro-food Systems

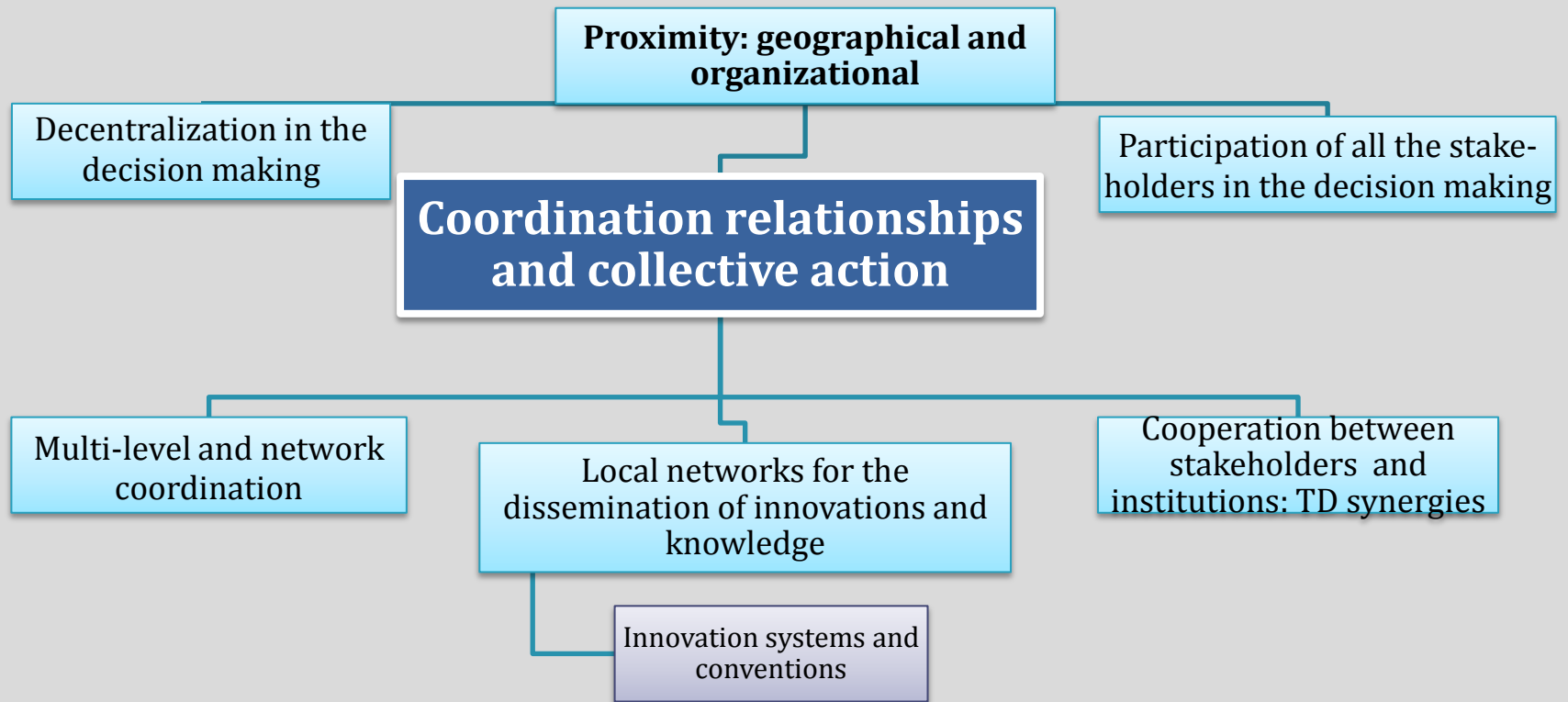
- Result of **historical** processes of localisation at varying speeds as a social construction → relevance of historical and anthropological analysis
- LAFS as a tool for **avoiding the processes of delocalisation** of agricultural and food production
- What **categories** of anchorage factors determine the diversity of LAFS?:

✓ Related to **natural heritage**: soils, climate, local biodiversity, landscape...

✓ Related to **cultural heritage**: knowledge, know how, skills, local gastronomy, identity...

✓ **Socio-economic and institutional networks**: social capital, local institutions, regulatory tools of collective action...

Territorial Governance



Torre & Traversac, 2011; Le Galès, 2006; Gilly-Vallet, 2005; Leloup, Moyart & Pecqueur, 2004; Davoudi et al., 2008.

Territorial governance of Local Agro-food Systems

- The development of an institutional network in the territory, linked to the value-added process for the identity-based products:
 - Implicitly entails cooperation between economic agents who have interests in the different stages of the local food chain and who pool complementary assets
 - Creates a framework of *territorial intelligence*
- Areas of territorial governance transcending the objective of obtaining differentiation-related revenues:
 - ✓ The dissemination of innovations and knowledge
 - ✓ The collective promotion of identity-based food products
 - ✓ Actions aimed at strengthening the typicality of the product and its image on the market
 - ✓ Encouragement for the creation and development of collective trade networks
 - ✓ The formation of human and social capital

Local Agro-food Systems, territorial governance and territorial externalities

Approach

- Local Agro-food Systems

Processes

- Territorial governance and organizational proximity

Results

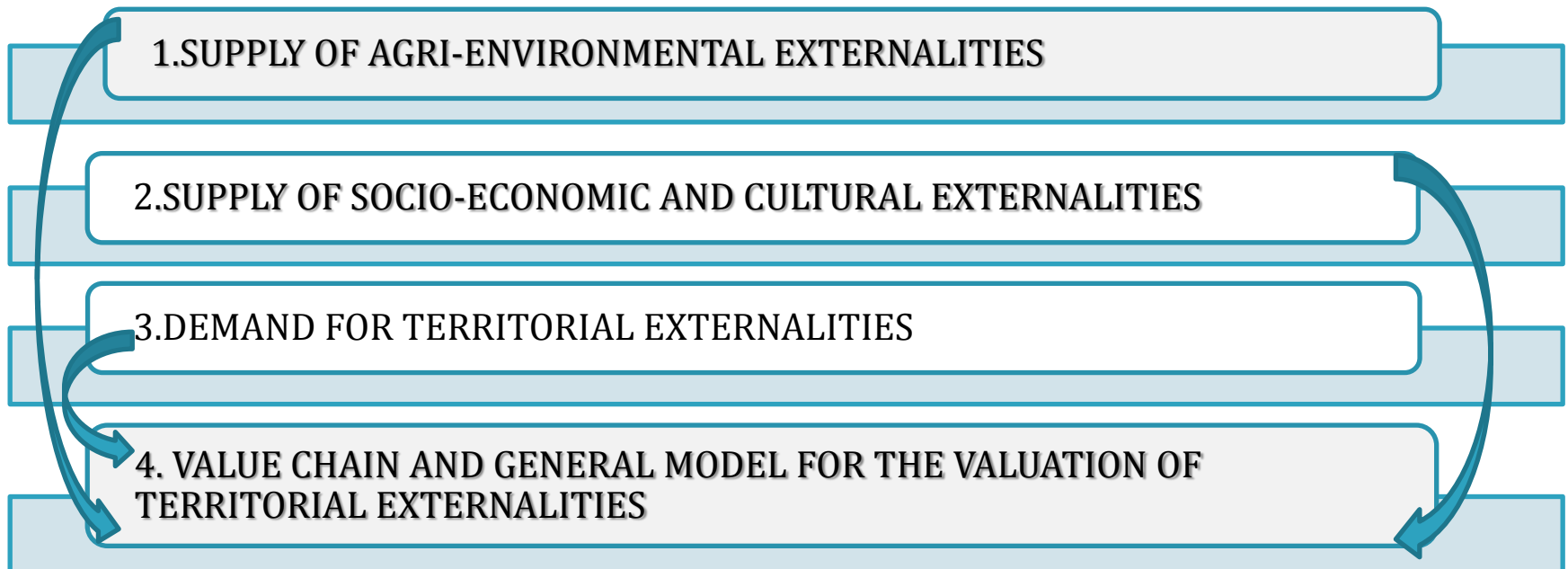
- Territorial externalities and spill-over effects promoted by the LAFS' institutional activity

EXTERSIAL PROJECT, SPANISH NATIONAL RESEARCH PLAN:

Local Agro-food Systems and public goods. Analysis and valuation models of territorial externalities in designations of origin of olive oil

PI: Dr Javier Sanz-Cañada (2012/16)

Objective: To elaborate the guidelines for a methodological proposal on the analysis and the assessment of the territorial externalities created by the economic and institutional activities of the PDOs of olive oil in Spain

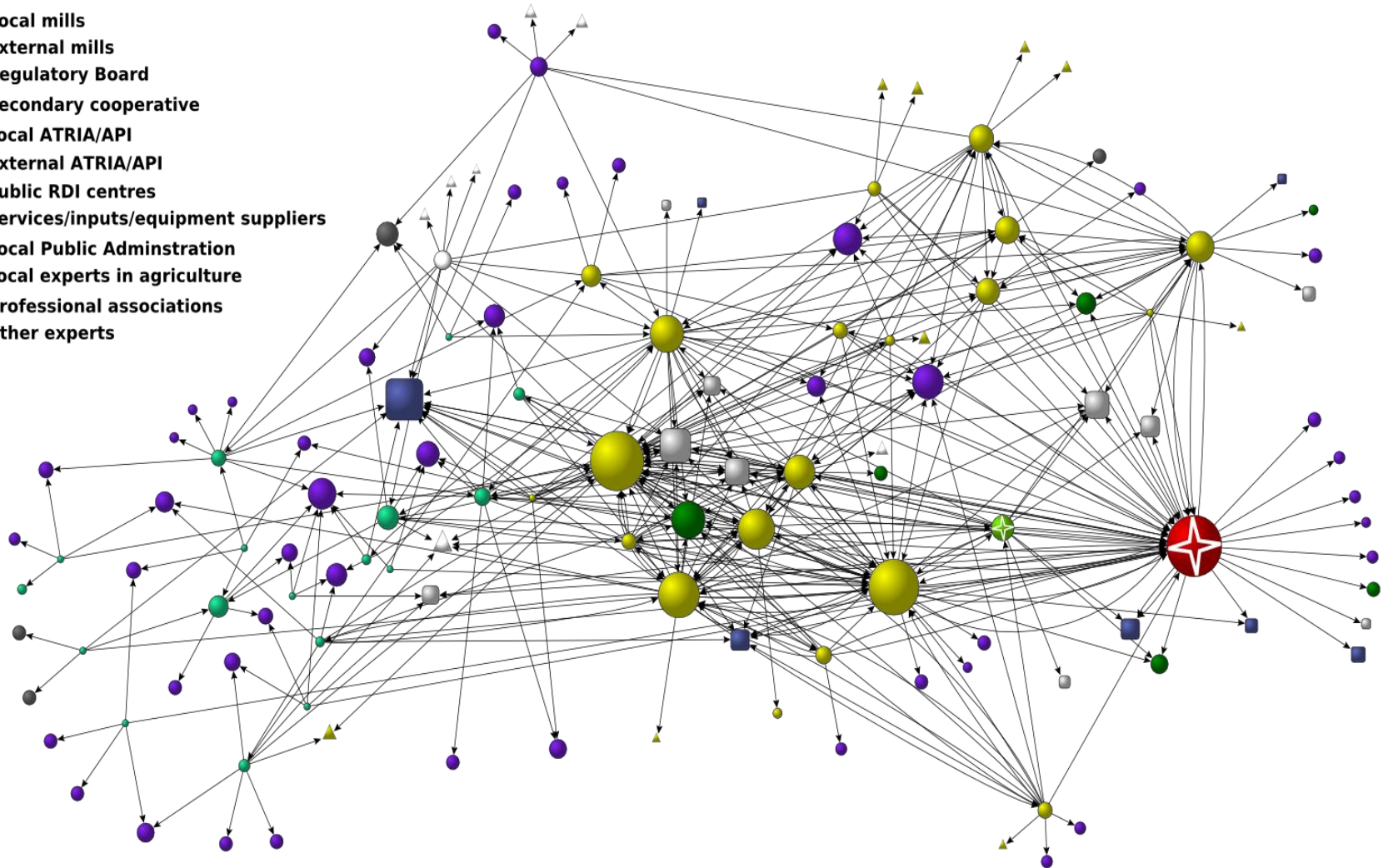


Supply of socio-economic externalities

- Effects of the PDOs' institutional activity on territorial governance
 - Interviews in-depth in each PDO to key stakeholders and local experts about *local chain and territorial governance*
 - A survey to all the mills belonging to each PDO:
 - Relational questions about technical, managing advice and collective actions → SNA
 - Innovation and knowledge dissemination
 - Organisational aspects
 - Commercial activities
 -
- *Social Network Analysis* techniques and *data analysis*
- **Hypothesis:** whether PDOs can become institutions of horizontal and vertical coordination which take on clear characteristics of an inter-professional organisation acting at a local level and whether the institutional activity of LAFS contribute to the creation of a framework for “territorial intelligence” .

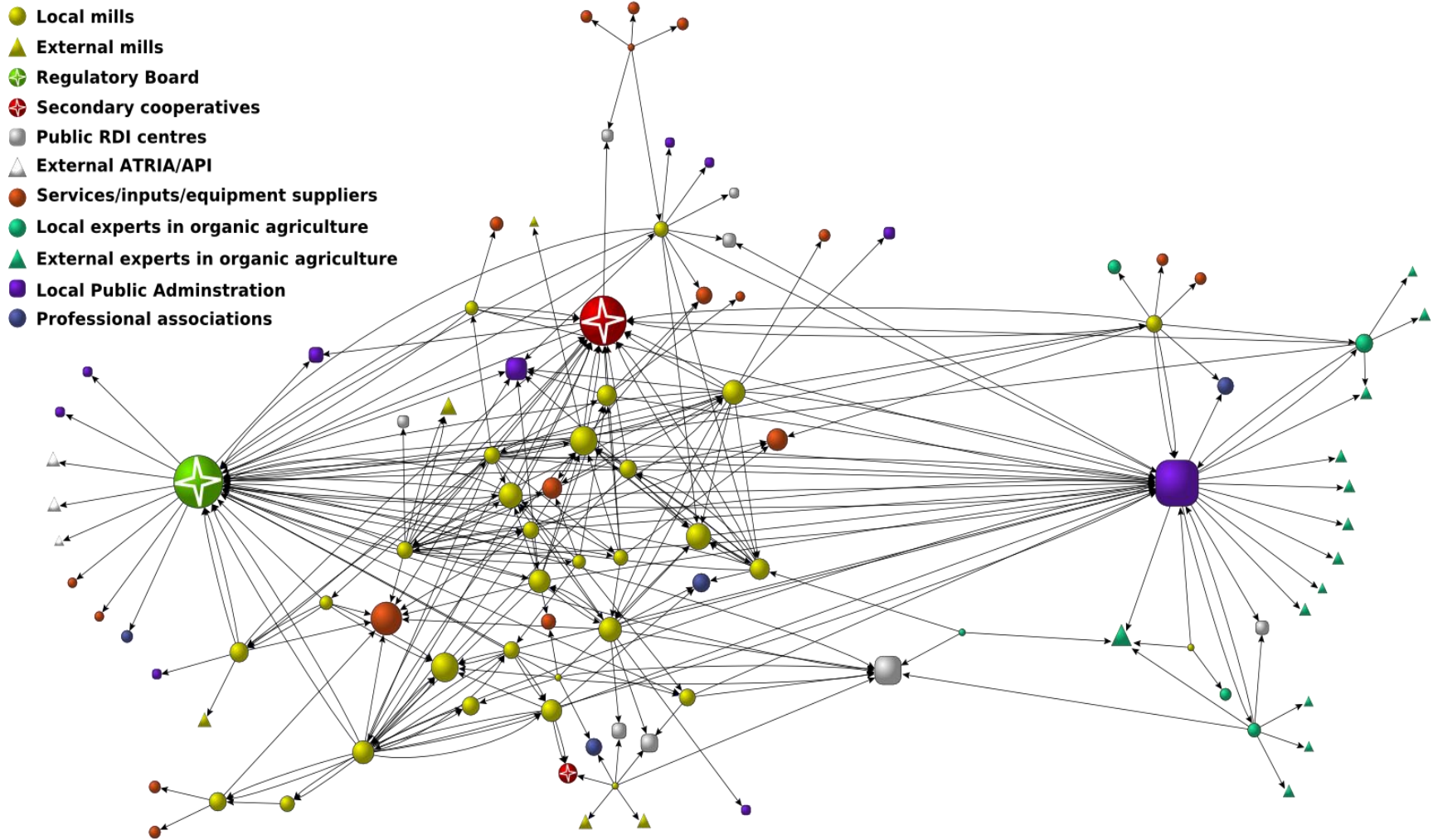
Estepa PDO: Technical/Managerial Advice Network through SNA according to the number and frequency of consultations received

- Local mills
- ▲ External mills
- ⊕ Regulatory Board
- ⊕ Secondary cooperative
- Local ATRIA/API
- △ External ATRIA/API
- Public RDI centres
- Services/inputs/equipment suppliers
- Local Public Administration
- Local experts in agriculture
- Professional associations
- Other experts



Source: Own elaboration from surveys with local agents of the LAFS (2012)

Sierra de Segura PDO: Technical/Managerial Advice Network through SNA according to the number and frequency of consultations received

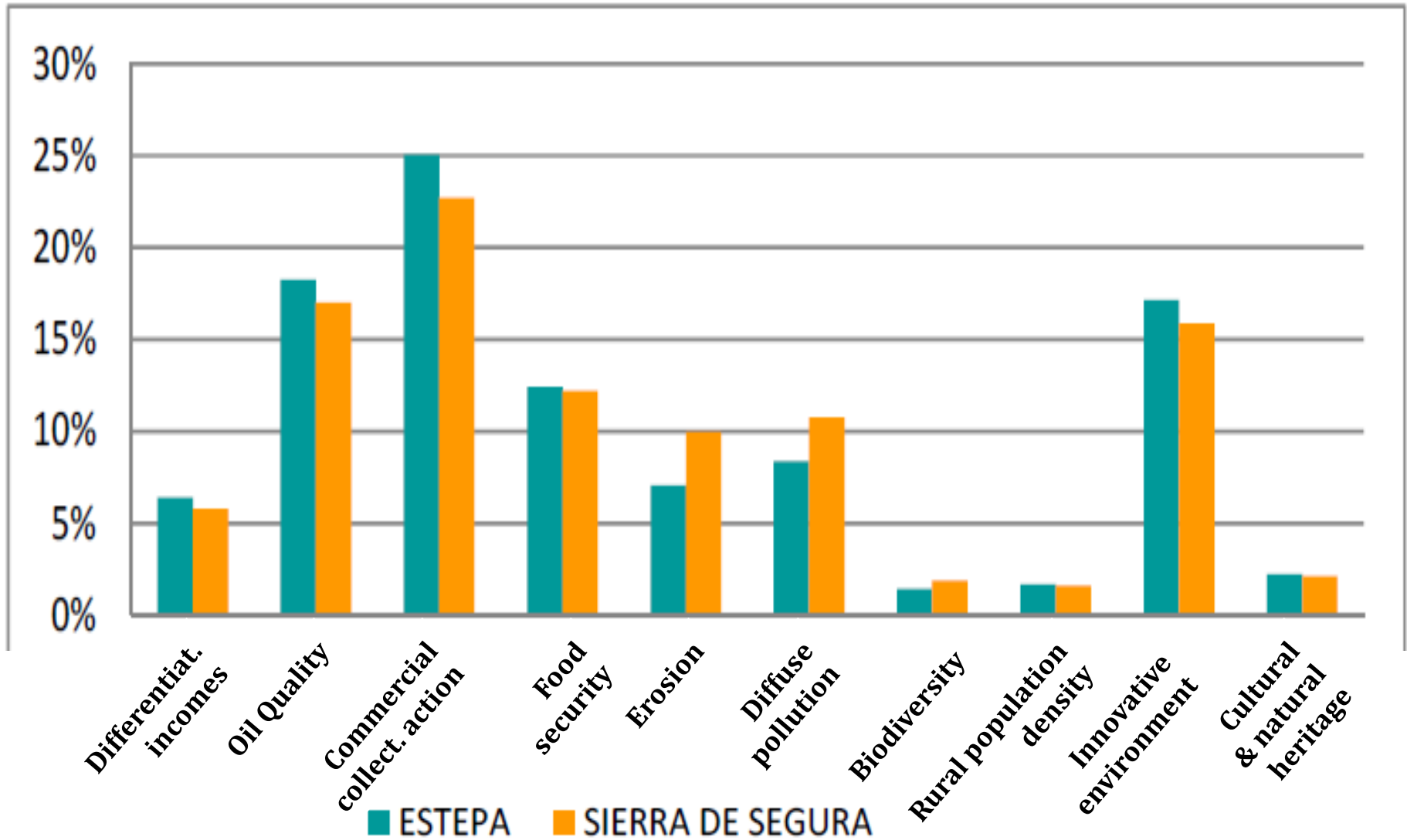


Source: Own elaboration from surveys with local agents of the LAFS (2012)

Demand for territorial externalities

- ❑ Valuation of non-market goods → *Network Process techniques and discussion groups*,
 - ✓ Based on proxy estimates of the social preferences made by local experts and local privileged stakeholders
- ❑ Experts are asked to compare criteria *by pair comparison*:
 - ✓ It is obtained a **hierarchy of criteria** according to local preferences: → for obtaining weighting coefficients related to everyone of the externalities
- ❑ **Hypothesis**: whether environmental criteria, as well as those relating to the natural and cultural heritage and social capital, acquire a significant specific weight in the values system of the population, and not only those corresponding to commercial attributes

Results of the Analytical Network Processes: priorities of the criteria



LAFS approach and Gis: final considerations and research to Social Sciences literature on food and territories

- ✓ LAFS approach analyses not only local food chain governance, but → research into **territorial governance**, taken as a whole, and the generation of **territorial externalities**
- ✓ *Terroir* is approached in LAFS theories as a '**region-resource**', defined as a group of interrelated territorial specific assets → opposed to a '**region-support**' approach: territory as only a place for the localization of economic activities
- ✓ GIs, as opposed to commodity production that can be delocalised, can become an interesting **alternative for rural development**
- ✓ GIs can transcend their main objective (characterise, certify, protect and promote the differential quality) → the institutional activity of Gis can become a **local inter-professional organisation** that contributes to the creation of a **framework for "territorial intelligence"**
- ✓ Policies must take into account not only the local specificity of identity-based food products but also the **local specificity of local organisation of LAFS**

