« The Future needs terroirs »

A human, socio-economic, cultural and environmental dynamics
An on-going process...
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. »

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Example of terroir:

l’AUBRAC
La situation de l’Aubrac en France


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Laguiole : 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

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Label Bœuf fermier d’Aubrac
IGP Fleur d’Aubrac

Labelled Meat production from Aubrac cattle

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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)

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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 ressources.

- 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 propose elements of sense for the coming world.

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« 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 »

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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

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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.

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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

« Diversity, Sustainability, Terroir and Development »

31 May – 1st and 2nd 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.

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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.
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Thank you for your attention