



Workshop 4.2: Localised and sustainable agri-food systems in times of rural changes

Convenors: **Paulina Rytkönen, Encarnación Aguilar and Theodosia Anthopoulos**

Sustainable agrarian production as an alternative to cultural extinction in Cantabria (Spain)

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Cantabria experienced a process of agricultural modernization during the last 150 years. Modernization resulted in the decrease of rural population and an aging population structure in rural areas, as well as a shift from traditional agriculture to intensive production practices. In contrast to the main areas, the mountain areas experienced a less intensive transformation, even though migration has been high. In the mountain areas some traditional production and knowhow was preserved. Currently this preserved know-how contributes to a return to a more sustainable agriculture. This study contributes to the debate on how to achieve a sustainable society through Cantabria's experience

When do trademarks create new markets? Entrepreneurship, trademarks and growth – Experiences from localized production systems of cheese in Austria, Spain and Sweden

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Entrepreneurship is often seen as the key to create economic growth at local, but the rationalization pressure of globalization requires strong tools for entrepreneurs to survive in a market. Trademarks are put forward as a very important tool to compete. This article highlights how trademarks are created by small scale cheese producers in Austria, Spain and Sweden and how these are used to promote entrepreneurship and rural development. The main question is what can we learn from these experiences? And how can these experiences contribute to a theoretical development and deeper understanding of the link between entrepreneurship and trademarks.

Consuming policy in a “coherent” way: Some differences in the Italian agri-food districts

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Territorially-based agri-food systems disclose ability to capture and create value in rural areas, departing from policies that encourage the valorisation of local food and the organisation of production through cooperation among local actors. However, not all territories show the same capability to benefit from the opportunities offered by policies. Our purpose is to analyse the relevance of territorial dimension in the access to rural development policies among farms, by investigating the degree of coherence in the access to economic and rural development policies and by measuring the relevance of key sectors in the amount of expenditure received by a territory.

Towards a sustainable rural development from SYAL Perspective

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This article addresses the recent debate on the relationship between Local Agri-food systems and biodiversity conservation, through three cases, Sierra de Cazorla, Segura and las Villas (Spain). The study highlights the potential of “territorial anchoring” and organic production in Natural Protected Areas (NPA), defining them as instruments for the creation of sustainable rural development strategies. The discussion departs from three statements: Organic production is a way to reduce pollution from agriculture and promote biodiversity; Organic agriculture is a platform to integrate people into natural resource management; It is a strategy to add value to low profitable and competitive goods.

Competitiveness of local production of apple in the Douro Region (northern Portugal)

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Apple production is a long tradition in the Douro region and its products are appreciated in the domestic market. Over the last decades, production expanded and became modernized. Infrastructure, improved commercialization channels and the emergence of cooperation networks all contributed to improved competitive power. The strategy has targeted regional markets and the needs of larger food retail companies. This article contributes with an evaluation of the competitive strategy adopted by the Douro apple sector and a characterization of the production systems of Douro. A main question is if the strategy is sustainable in an increasingly internationalized market.



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Direct selling in Italy: A marketing strategy to promote localized agrifood systems

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Direct selling is a diversification strategy based on the strong territorial linkage between the agrifood system and socio-economic sustainability of rural areas. It is increasingly used by farms as a response to decreasing prices and demand. The strategy allows farmers to retain a higher share of the product value and contributes to capture new market segments interested in local and fresh food. This paper analyzes the causes behind the adoption of the direct sales strategy at farm level in Italy using the probit model. The analysis includes institutional and socioeconomic determinants as well as the role of farm location.

Local agri-food products of women's cooperatives. The 'feminine side' of quality (Greece)

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Small rural female cooperatives have, during the last years, flourished in the Greek country side. These cooperatives are engaged in production of local traditional agri-food products driven by emerging consumer demand for specific food quality. Such successful initiatives have especially been developed with co-operative form, they are scattered throughout the country (mainland and islands) and the latter are more developed in terms of tourism. The study explores the extent to which artisanal food has embedded characteristics of 'specific quality' with connotations of 'a home made' and 'traditional' and 'healthy' food. This paper highlights consumer's perceptions of specific traditional food quality.

Indigenous species, traditional and local knowledge and intellectual property rights

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Europe is characterized by a variety of agricultural landscapes that have been shaped and influenced by specific traditional production methods and culinary traditions. Property concepts, rules and mechanisms such as Protected Geographical Indications (GI) include tools to protect local and traditional resources and ensure the principles of benefit sharing in the exploitation of these, as promoted in the Convention on Biological Diversity. Existing institutional setting fails to impede the misappropriation of traditional knowledge. This study highlights the relationship between intellectual property concepts, rules and mechanisms protecting farmers' rights and their impact on preservation of indigenous species and traditional local knowledge

Towards sustainable food systems through innovative networks in public catering

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and Minna Mikkola

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This article highlights the present status of thinking and acting for sustainability by statutory public catering made in Finland. Public catering in Finland is, in spite of price competition, still largely based on domestically produced food. As sustainable development entails food security, it is presented by public servants in their thinking and activities. This presentation captures the results of a survey to public caterers in Finland 2008-2009, and discusses future perspectives of increasing sustainability within public catering in light of first experiences from the actors' innovative networks and shows how those involved in catering understand and account for the concept.

Contribution of different farming and forage systems to biodiversity: An example in a PDO cheese in France

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Biodiversity is a new argument for acquiring PDO status. This paper assesses the grassland biodiversity present, produced and used by the farms holding the PDO for the St-Nectaire cheese in Auvergne (France). We investigate the link between forage and farming systems (organic/conventional, cheese maker or milk producer) and biodiversity through an analysis and characterization of the forage systems of 455 farms and their potential impact on biodiversity, the specification of the forage systems and link to the livestock system of 20 dairy farms and a simplified assessment of floristic and faunistic diversity in some of the surveyed farms