

# FAO case studies: Evidence on Rural and Sustainable Development



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*"qualité spécifique liée à l'origine"*  
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# Outline



## 1. Some evidence regarding sustainable development:

- Objectives of promoters
- Other activities (tourism)
- Contribution to biodiversity
- Social aspects

## 2. Towards recommendations...



**Some evidence**



# Objectives of promoters



*Other than economic (see first presentation)*

- Preservation of **biodiversity and environment** (Chuafo, Arriba, Neuquen, Livno, safran...)
- **Traditions**, know how and cultural assets preservation, in marginalised areas (Cotija, Turrialba, Neuquen, safran...)
- To improve **living conditions** and maintain rural population (Lemon, Neuquen, Cotija, Arriba, safran)
- To implement **pilot cases** (Turrialba-Costa Rica, Giant Maiz-Peru)

# Links with other activities



- Tourism is based also on the **valorisation of local resources** (natural, cultural), importance of the **identity**
  - ➔ **synergy** between promotion of the quality product linked to geographical origin and tourism
- Traditional tourism that contributes to the reputation (**Maíz del Cusco/Valle de Urubamba**)
- **Development of touristic activities** and job creation (**Café de Colombia: Parque Café, Feria del Café, Agritourism; Safran - agritourism**)
- **Tourist markets: product fairs and direct selling** (**Cotija, Turrialba, Livno cheese, Uzice ham, safran....**)
  - ➔ **reinforce or create rural activities, diversification, employment**

# Biodiversity



- Preserve and promote **specific varieties** (Cacao, white maize, Tetovo?...) and **local races** (Neuquen) adapted to their environment
- Preservation or recuperation of landscapes, pastures and their **biodiversity** (Neuquen, Livno,...)
- Raise awareness of producers on the **environmental challenges** (Maize, Pica, Safran, Livno...)
- ➔ Environment and biodiversity preservation are not a **primary objective** but an important **consequence** thanks to the specifications: **guidance for this?**
- ➔ Analyze of the impact case by case (e.g. increase of production can be positive or not)
- ➔ Importance in area with ecologic interest (Unesco biosphere in Souss Madra, Livno Polje...) : importance of creating **synergy between projects** (economic, preservation)

# “quality is a social construction”...



- Increase of **producers self esteem** through the focus and valorization of local resources, culture and practices race and way of living (fairs, Prizes, recognition) and “**territorial esteem**” (Neuquen: “school talent show” to find the logo...)
- Preservation of “**way of living**” (Cotija, Turrialba, Neuquen “criancero”)
- Contribute to **maintain rural population** (objective of producers, Neuquen)
- Creation of social/professional **networks** and strengthening of the local associations/cooperatives
- Role of **women** (cacao chuao, Livno cheese, Safran)

BUT:

- Problems of frustration and **demotivation** when delays...
- No exclusion observed (yet?) but possible **gap** between leaders and followers...(Cotija)





# Towards recommendations





# Key points



## → Link to territory is the potential for rural development

- Valorization of traditional products: a way to preserve non-standardized food products and the socio-ecological system associated, to maintain population and activities in rural areas
  - Marginalized areas: constraints turned out as assets
  - Ecologic value areas: a contribution from the production side to manage sustainable development
  - Tourism: a complementary activity based on identity (to be controlled...)
- But... not for all products and everyone: reputation (market), markets where to promote the specificities, capacity to move forward...
  - And: modalities of elaboration and content of the Code of practice (specifications)

# Draft recommendations



- Again concerning **the code of practice (specifications)** :
  - **Social aspects**: elaboration (participative definition – vertical/horizontal links), involving all the territorial actors in the process (public actors as for the “public good management”, school, tourism....
  - **Environmental aspects**: specifications taking into account preservation of resources and biodiversity for a sustainable use.
- To analyze further in developing countries: the **links between diversified diet and nutrition**



THANK YOU