



Gis in the territorial development

An analysis in terms of anchoring,
applied to the French cases of cheese supply chains

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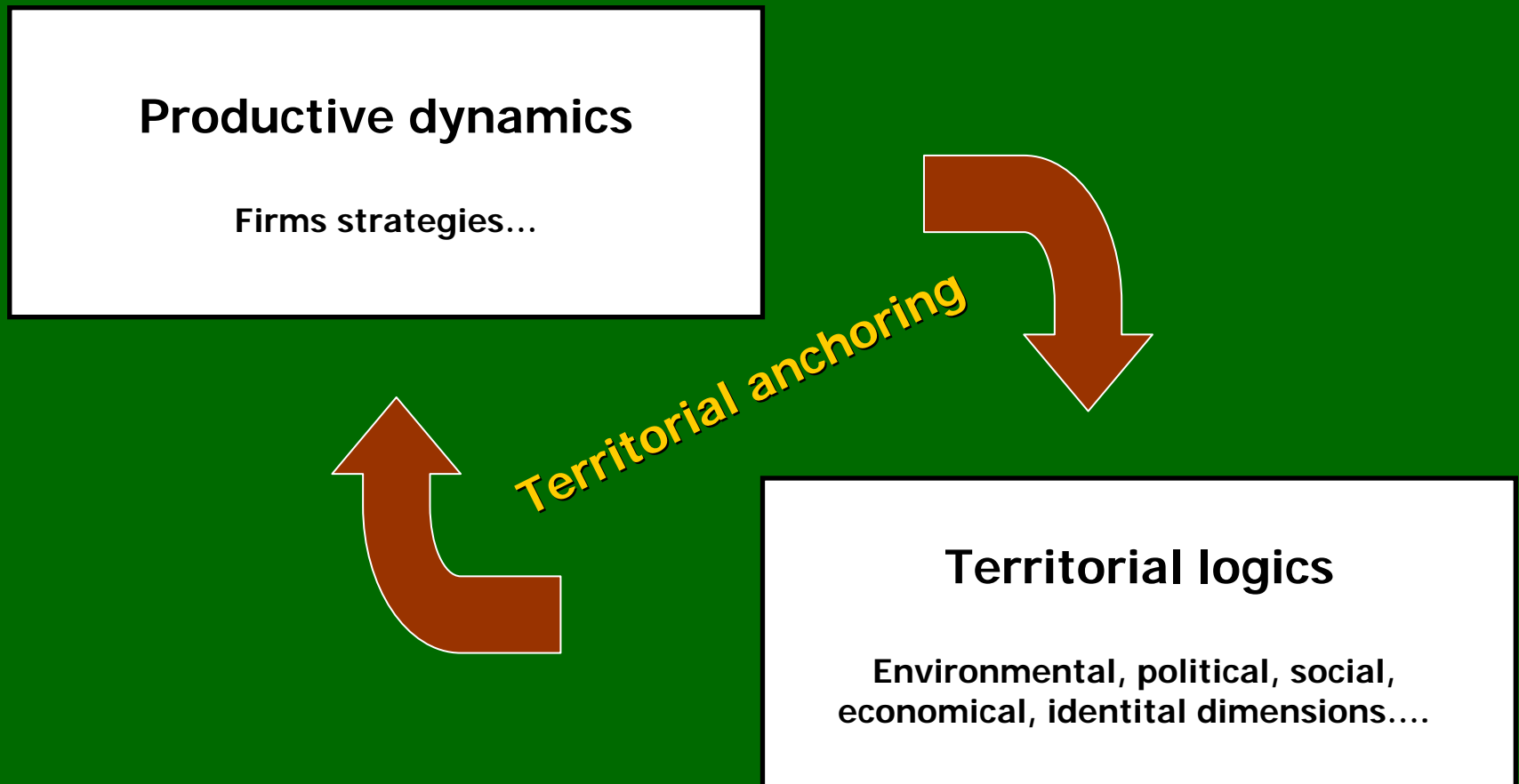
The main question

*How do the PDO cheese supply chains contribute
to the territorial development processes ?*

- **Theoretical framework and methodology**
 - the concept of territorial anchoring
 - the concept of « *pôle AOC* »

- **Main results : contributions for SYNER-GI**
 1. the evaluation of economic weight
 2. the profits of GI's for productions areas
 3. the construction of indicators
 4. a typology of local systems
 5. a better understanding of the territorial development process

The concept of territorial anchoring



The question of territorial development

The theoretical tools used and questioned in terms of territorial anchorage

- The GI's as an economic activity
- The GI's as a patrimonial asset
- The GI's as a system of actors

The two kinds of development's process considered

- the specification of productive resources
- the coordination between actors belonging to different "*sectors*"

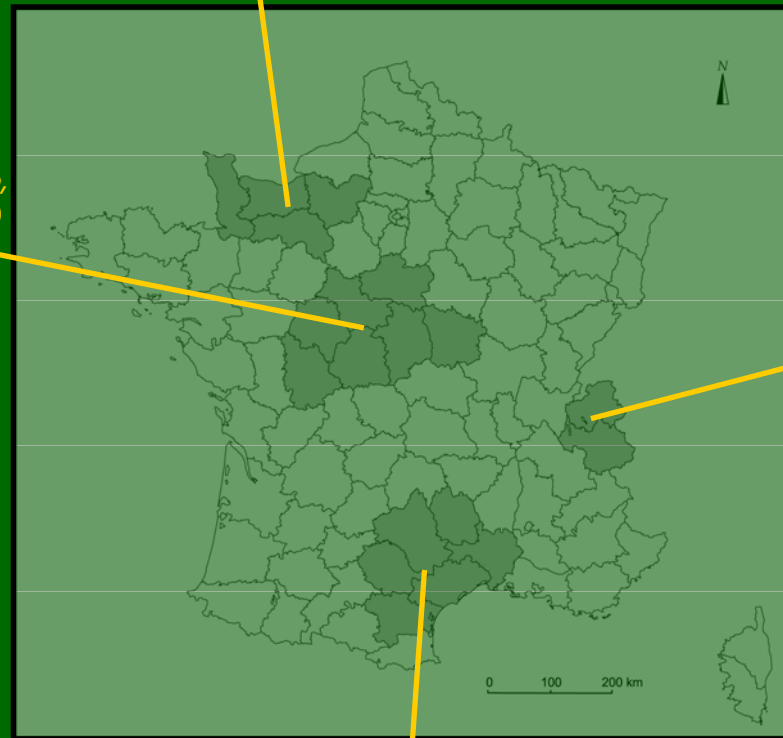
The choice of four « pôles AOC »

pôle « Basse-Normandie »
(*Camembert de Normandie, Pont-l'Évêque, Livarot*)

pôle « Centre »

(*Crottin de Chavignol, Sainte-Maure de Touraine, Selles sur Cher, Pouligny Saint-Pierre, Valençay*)

pôle « Savoies »
(*Reblochon, Beaufort, Abondance, Tome des Bauges, Chevrotin*)



pôle « Sud-Aveyron »
(*Roquefort, Pérail de brebis, en demande*)

Main results : contributions for SYNER-GI

- 1. the evaluation of economic weight**
- 2. the profits of GI's for productions areas**
- 3. the construction of indicators**
- 4. a typology of local systems**
- 5. a better understanding of the territorial development process**

1. The evaluation of the economic weight of PDO cheese

A relatively small weight (farms, industrial jobs)

	Basse-Normandie	Centre	Sud-Aveyron	Savoies
% PDO farms / total farms	4,9 %	3,7 %	34,8 %	12,1 %
% PDO jobs / indust. jobs	0,9 %	0,28 %	0,23 %	1,19 %

2. The profits of GIs for production areas

- The capacity of the GIs to "fix" an activity
- The role played by GIs in a higher price of milk
- The attractiveness of the production areas
- The beneficial influence in the practices and the representations of the actors

3. The construction of indicators for territorial development

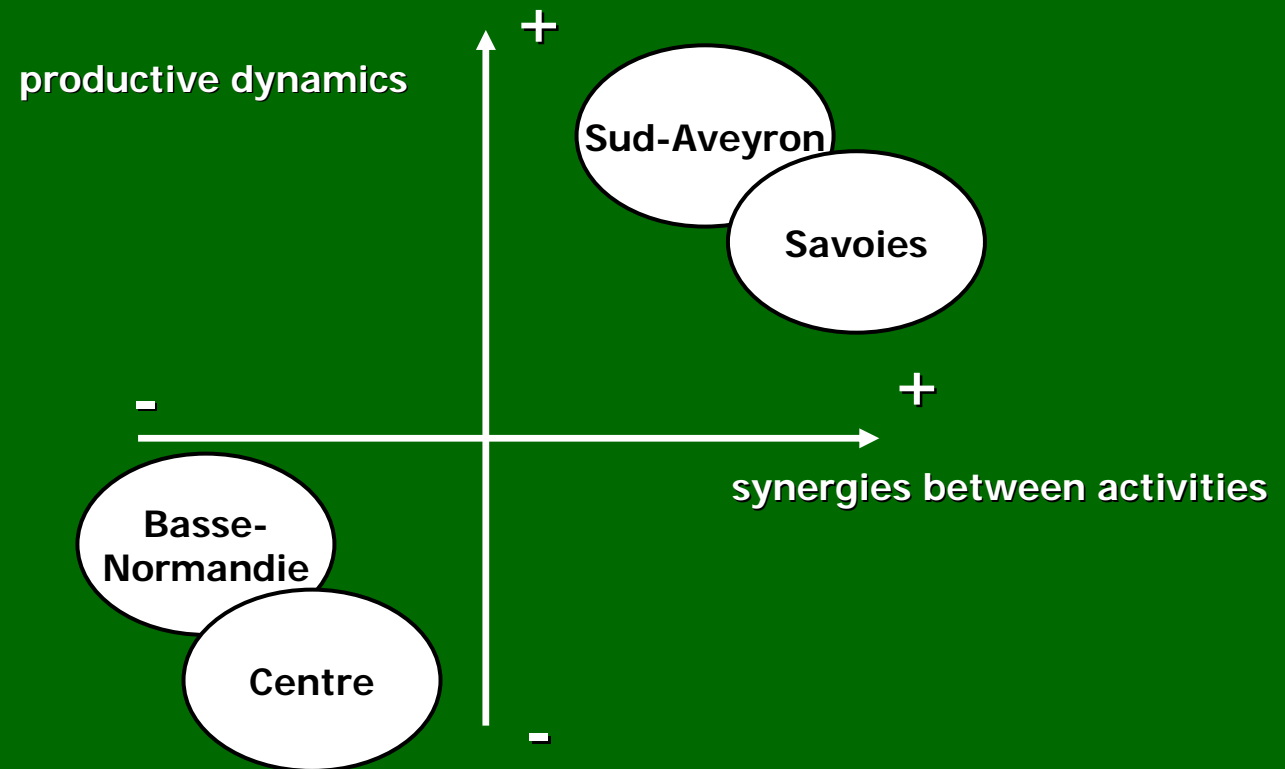
In terms of resources specification

- productive context
- forming
- research & development
- production of specific resource
- trajectory of development (assets and weakness)

In terms of synergies between activities

- territorial context
- role played by GIs
- actors and co-ordinations
- production of specific resources
- bundle of goods
- trajectory of development (assets and weakness)

The link between the two kinds of development processes



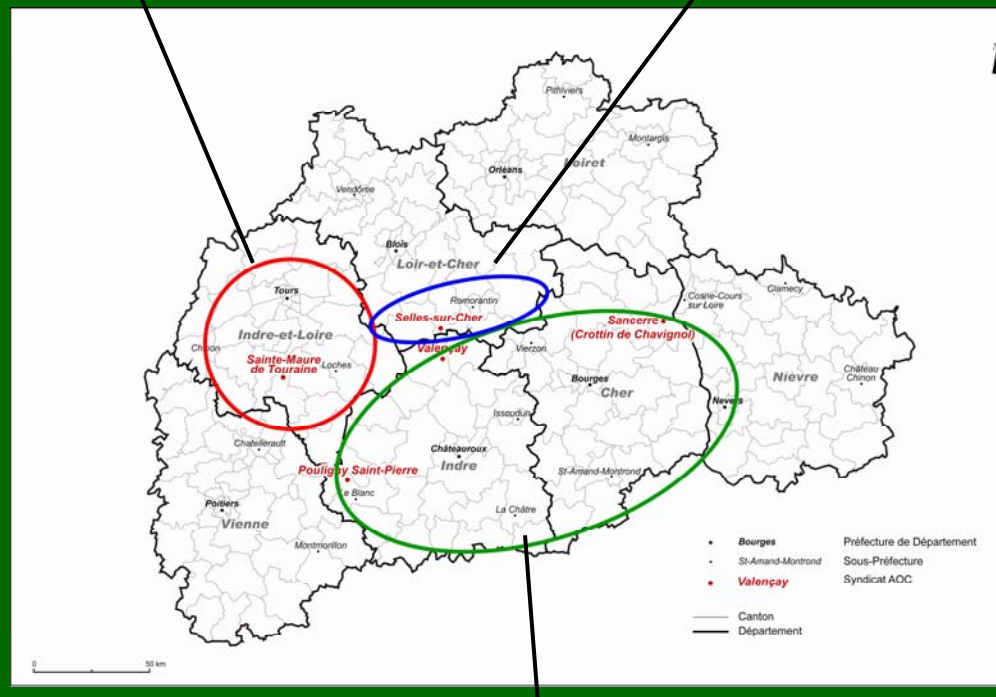
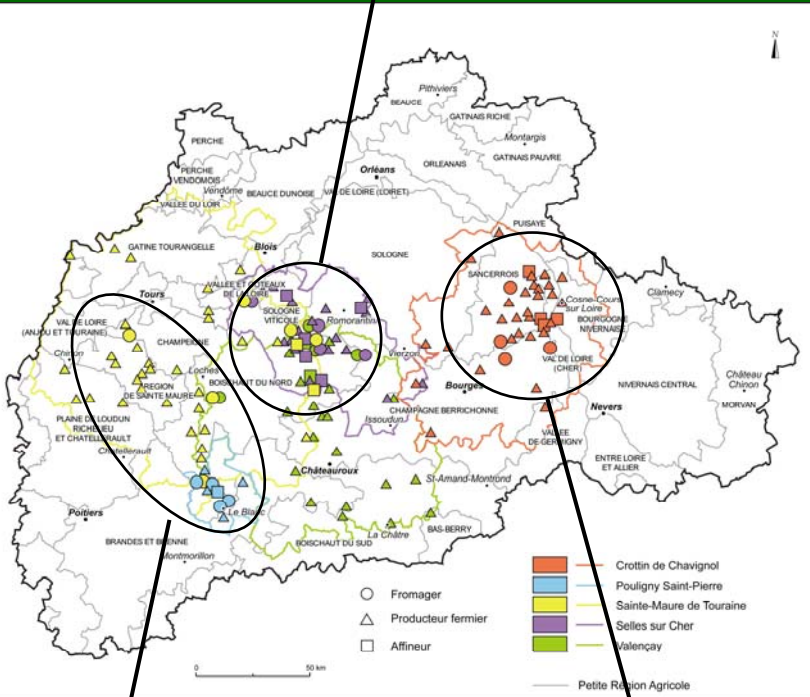
Production areas = touristical territories

The example of the « *pôle Centre* »

Selles sur Cher / Valençay

Touraine

Vallée du Cher

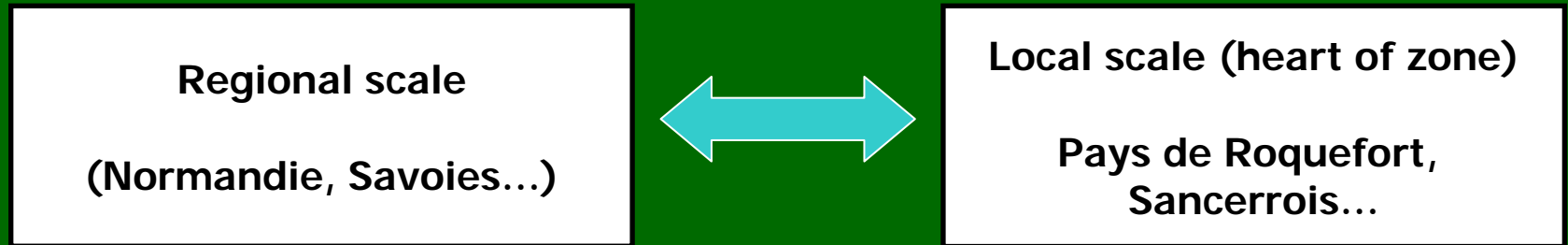


Sainte-Maure de Touraine /
Pouiligny Saint-Pierre

Crotin de Chavignol

Berry

4. A typology of local systems

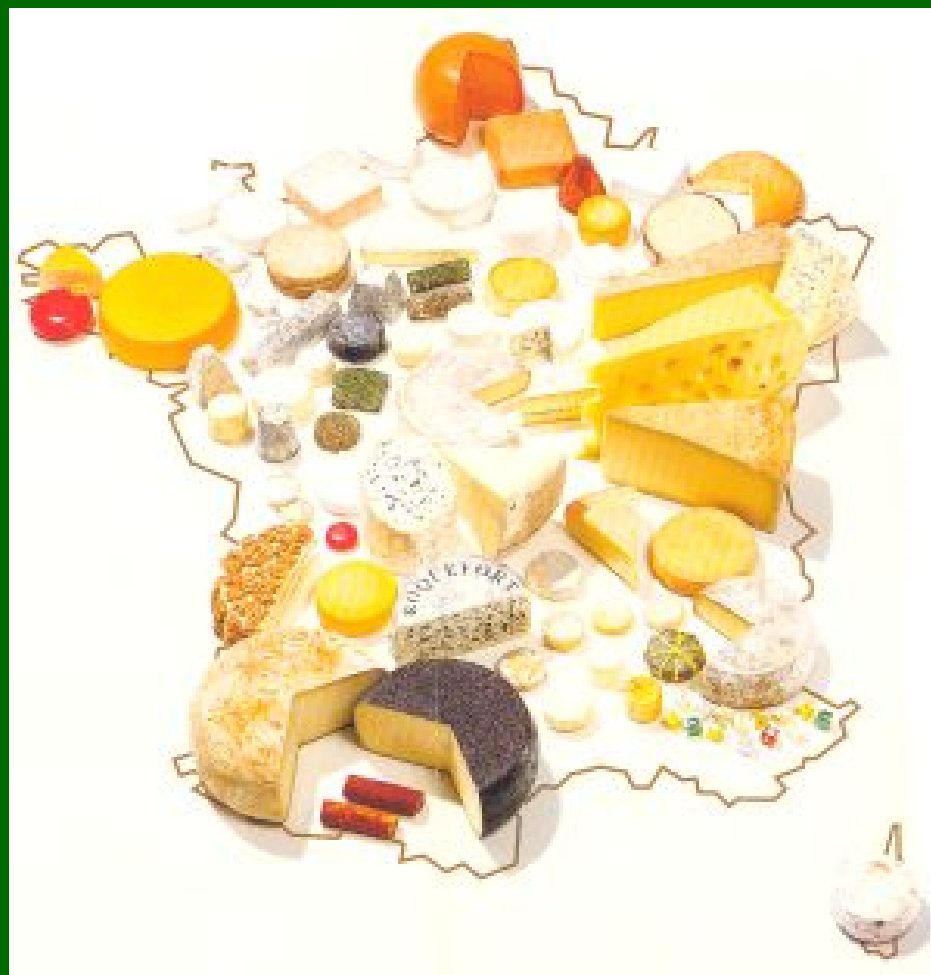


- private or public governance
- local offer (important or not, organised or not)
- importance of the PDO in the bundle of goods

5. A better understanding of the territorial development process

- **potentially convergent interests**
(the territory as a factor of perennality)

- **dialogue between private actors**
(the development as a learning process)



SINER-GI Meeting



C.N.A.O.L