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DOLPHINS 1st meeting

**The advances and difficulties of the certification
of Corsican farm food products :**

Some lessons drawn from involved approaches

SOME LESSONS DRAWN from CERTIFICATION of FARM FOOD PRODUCTS from CORSICA

***The DEVELOPMENT as a PROCESS of
SOLIDARITY between the ECONOMIC ACTORS***

Our contribution as researchers :

***to increase the capacity of the concerned actors
to control farming and marketing systems,
in respect with environmental cultural and heritage values.***

OUR HYPOTHESIS

- ✍ *The **PRODUCT QUALITY**, is looked upon as a result of the **CONSTRUCTION** of an agreement between actors, that could become a **MOTOR** for the **ORGANIZATION** of the producers and allow processes of solidarity on which sustainable development can lean.*
- ✍ *Then, the **CERTIFICATION** would allow to join products protection and the confirmation of farm activities, through the origin of raw materials and the valorization of the local technical culture.*
- ✍ *So, it would become a real **LEVER** for the **LOCAL DEVELOPMENT***

CERTIFICATION: NEEDS to ACTIVATE the GENERAL REGULATION

- THREE INDISPENSABLE SUPPORTS

- *A COLLECTIVE STRUCTURE, that bind the main interested parties together.*
- *A CODE of RULES, that applies to all concerned operators,*
- *A SYSTEM of CONTROLS, that guarantee the seriousness of the procedure.*

- A PROCESS to CARRY OUT in THREE MAIN STAGES

- *A SET of INITIATIVES to assume,*
- *INTERNAL NEGOTIATIONS to work out,*
- *AN EXTERNAL ACKNOWLEDGMENT to obtain.*

IN CORSICA : A DIVERSITY of SITUATIONS (a)

- STRATEGIES of EXCLUSIVE RIGHTS that showed their LIMITS

- *AOC « Brocciu corse »*
- *IGP « Clémentine de Corse »*

New definitions in process.

Two main types of difficulties :

- *Construction of agreements in heterogeneous interprofessional structures,*
- *Misunderstandings between implied characteristics and explicit characteristics.*

- REINFORCED OPENING DYNAMICS

After strategic choices imposed by events.

- *Viticultural AOC (Differentiation AOC /Vins de Pays de l'Île de Beauté)*
- *AOC « Miel de Corse - Mele di Corsica » (Main activity / Additional)*

IN CORSICA : A DIVERSITY of SITUATIONS (b)

- JOINT PROCEDURES IN PROGRESS

- *AOC « Farine de Châtaigne corse » (Chestnut flour)*
 - *Works on the product characterization and the local fruit varieties.*
- *AOC « Huile d 'olive de Corse » (Olive-oil)*
 - *Several structures and farming systems.*
- *Label Rouge « Poulet fermier » (Free-range chicken)*
 - *Vertical integration without PGI.*

- INTERNAL TENSIONS on DEFINITIONS and LABEL CHOICES

- *Other cheeses*
 - *Usual local cheese production and areas definition.*
- *Cured pork products*
 - *Products definitions and use of raw material.*
- *Bovine meat*
 - *Animal breeds and livestock systems.*

PARADOXICAL SITUATION.

SOME EXPLANATIONS :

- RENOWNED PRODUCTS, BUT SUICIDAL METHODS

- Products of great renown,
- A seasonal and captive market,
- A mining economy.

No strong will to reinforce this products fame

/ Practices today very remunerative.

- AN IMPLICIT REFUSAL OF THE LAW DEVICE

- State of no-right and *status quo*,
- Unsuitable regulations and derogations,
- Claiming and identity.

Claiming became reflex with an issue of identity

exarcerbating artificially the particularism of all local production.

- VIOLENCE MADE TO THE SOCIAL DEVICE

- Certification and unequal differentiation,
- Policy of unanimousness and aggression to identity,
- Culture of difference and culture of compromise.

TO COME OVER *that* PARDOXICAL SITUATION

TYPICAL PRODUCTS

Promote the origin (PDO)

SPECIFIC PRODUCTS

Promote the provenance (PGI)

« LOCAL HERITAGE PRODUCTS »

Heritage = indivisible joint property + rightfull claimants

Therefore, necessity to make these clearer.

Common good :

living, which have to be kept in good conditions, to be handed down.

Explanation of the heritage : process that allows

to fight against myths,

to while detache the product from the procucer person,

to reason changes,

to valorize on more segmented markets.

HERITAGE and DEVELOPMENT

QUALITATIVE DIMENSION

Local differentiation / External acknowledgment

COLLECTIVE DIMENSION

Mechanical cohesion of local community / Voluntary solidarity

TEMPORAL DIMENSION

Transference of a heritage / Project it in the future

In this way,

the regional product approach like the heritage products could help

- to stimulate situations that could seem blocked until then,**
- to reverse noted drifts,**
- to allow the implementation of a real certification policy..**