

Annex 16

**Paris Meeting
WP 3 Parallel Session**

Presentation G. Allaire

WP3: OLPs AND RURAL DEVELOPMENT

OLPs and Multifunctionality Orientation of Public Policies

(very brief) INTRODUCTORY NOTES FOR PARIS WP3 MEETING (2002, 6-7 may)

Gilles Allaire

1. Positive and normative approaches of Multifunctionality are not separable as far as collective action and public policies are concerned (see GA note#2).
2. Multifunctionality is not by itself a normative concept. The normative framework of Multifunctionality generally recognised is "sustainable development". Multifunctionality is depending on (social) construction and diffusion of sustainable development principles (see Marc Mormont note for Barcelona meeting).
3. These two first remarks lead to consider multifunctionality and OLPs development the general context of the restructuring of agriculture economy (see GA note#2 and Andrea/Giovanni introductory notes on strategy).
4. The issue of multifunctionality asks to decompose the value of OLPs in four blocks:
 - ?? Generic food value,
 - ?? Hedonistic (private) value,
 - ?? Local public value (amenities),
 - ?? Global public value, environmental and cultural (meaning existence value)
5. Cultural and environmental types of global public value of OLPs are they compatible and reinforcing ? That is not sure if the cultural value is a "club" (elite) good or concerns a small community. To consider global value, is it of necessity two distinguish a wider concept of OLP than that rest on the idea of a "unique" product ? In the second sense the origin gives to the product typical sensorial qualities (experience good), in the first one origin is regarded by consumers as a reassurance concerning a bundle of qualities (freshness...) and external global effects (credence good).
6. Considering the previous issue, can we distinguish between two strategies of OLPs development, one "elitist" and one "multifunctional" ? Can the producers handle in one strategy these two aspects ?