

Literature review WP 4

France

Agnès Alessandrin*, Vanessa Persillet**

**CRITT Crisalide, **INRA-UREQUA
Le Mans, France*

Review report

1. IDENTIFICATION OF THE MOST RELEVANT RESULTS

Descriptive and comparative studies with the others European countries show French consumers' good valuation about OLP (Sylvander et Melet, 1993 ; Trognon, 1999 ; Secodip, 1998 ; Eurobaromètre INRA, 1996). This agro-food specific attitude on "origingoods" (Valceschini, 1996) is the reflection of a link between consumer's representations and production's conditions close with origin. In a sociological and historical point of view, there's a french specificity (or latin), which can be present in European countries, deeply rural and endowed (in France) with a gastronomy strongly structured about consensuals excellence criterions (Alessandrin, Bruneti re 1999). Competence elevated by a public and voluntarism policy about Quality Officials Signs (QOS) set up from 1960.

However the right perception seems to be less consistent with declared purchase behaviour (Alavoine-Mornas, 1998) and *a fortiori* observed (Siriex, 2000). At this level, we should point out observable **disparities** on consumption behaviour as Quality Officials Signs, origin indicators ("AOC/ AOP", Red Label/ "IGP" and "CCP/ IGP") (Trognon, 1999 ; Secodip, 1998), and as each QOS's specificity. These disparities express themselves in accordance with :

- Sectors : wines and cheeses VS others products ;
- Districts (Trognon, 1999 ; Secodip, 1998 ; D'Hauteville, 1995) ;
- Couples of products/areas – Auvergne/ cheese for example (Trognon, 1999) – synergy effects are also discovered between Bio/ local or between QOS/private trademark (Siriex, 2000) ;
- Distribution network (Siriex, 2000) or more precisely the trade place existence between producers and consumers (Requier-Desjardins, 2000).

This kind of results raise the question of national QOS' performance as identification tools of origin, as far as, they, on the one hand, seem to be more an answer at products' differentiation strategies and productions' valorisation than consumers' wishes (Gallen, 2000 ; Trognon, 1999) and on the other hand, suffer from a certain "banalisation" (Gallen, 2000).

Theoretical approaches which are the result of Economy, Sociology or research in marketing underlined also the differences in nature and intensity of the link between consumer and origin product. In neoclassical point of view, Designation of Origin is more often working as a simple 6LJQDO of global quality (Marette, 2000 ; Trognon, 1999) which is a guaranty and a sign of credibility in the purchase of trust good (Valceschini, 1996, 1999) ; it can be also considered as an external product attribute whose evaluation comes from affective opinion (Mollard, 1999). Last approach more specifically in relation to AOC is a good way to understand area global supply (shopping basket, area rent) but it asks the question of legitimate opposition between Affective-Attribute/Cognitive-Sign.

Sociological approaches of representation (Lambert, 1996) show strong differences between social classes and age groups, which show leader opinion's role of intellectuals classes, which can be considered as OLP's connoisseur, ready to pay for a recognised higher value (Meulenberg, 2000 ; Alavoine-Mornas, 1998). Linguistics and semiological approaches of communication show languages' structuring close with OLP (Alessandrin et Brunetière, 1999) and allow to close that with consumers' representations (receiver) and with supply's strategies (transmitter).

New marketing (Lassaut et Sylvander, 1997) or economy (Requier-Desjardins, 2000, via analyse of consumption technologies) show consumer's competence and learning notions about OLP. They notice that producer and his customers relations need converse series of learning (on product and its identification) and mediations which drive to analysis in relation to cognitive and affective closeness. Beyond representations, complex and levelled conceptions are explained by consumers. Typological approach allow to identify consumers-citizens groups implicated in, competent and influential with which it's possible to have a dialogue (Leusie, Silvander, 2000) about technical and economical orientation of food.

2. SHORT ABSTRACT FOR THE MOST RELEVANT PUBLICATIONS : EVALUATION OF THE KEY FINDINGS WITH EXPLANATION REGARDING TO THE TOPICS

2000

Gallen C.

Contenu juridique et représentationnel des signes officiels de qualité sur les produits alimentaires.

Congrès des XVèmes Journées des I.A.E. - 6-7-8 Septembre 2000 - Bayonne-Biarritz.

The article's objective is the comparison between juridical content of quality officials sign which is in legal text and mental representations' content of consumers about it to examine the appropriateness of law with expressed needs of consumers. 42 persons have been interviewed by no directive interview fully analysed in their content. This study shows that the essential characteristics named in the juridical context join person's answers ; on the other hand others representations are not in the legally system of reference but are needs' expression that must be take in consideration (Information about signs' signification and guaranteed sort of quality).

Limits :

Study's limits are close with the sample's size which can be hardly applied generally, with methodological choices and with products' choices tested, which are constrained by doctoral research in which this study fit into.

Giraud G. ; Lebecque A. ; Léger L. ; Sirieux L. ; Trognon, L.

Comportement d'achat d'un panel scannerisé.

ENITA, Clermont-Ferrand, 80p.

Giraud G. ; Sirieux L. ; Lebecque A.

Consumers purchase behaviour towards typical foods in mass marketing : the case of PDO Camembert from Normandy

In : Sylvander, B. (éd.) ; Barjolle, D. (éd.) ; Arfini, F. (éd.). - *The socio-economics of origin labelled products in agri-food supply chains : spatial, institutional and co-ordination aspects* - 408 p. Actes et Communications, n° 17-1. - Paris : INRA Editions, 2000/11, 2 vol., pp 315-328.

Lacroix A. ; Mollard A. ; Pecqueur B.

Origine et produits de qualité territoriale : du signal à l'attribut ?

In : *Revue d'Economie Régionale et Urbaine* - n°4, pp 683-705.

This study is a hypothetical-deductive research based on a hypothesis which means origin effect pass its simple signals function of quality of intrinsic characteristic product (economic approach of the signal, cognitive logic) to play also external attribute of product part, which qualitative valuation is widely due to an affective opinion (marketing approach of consumers behaviour). In this case, origin may have a value, integrate as a qualitative externality, in price product (quality rent coupled with a territorial rent). Authors use olive oil of Nyons example to show picture value of soil existence, in comparison to other products which have the same origin.

Limits :

This study shows essentially limits of economics theories (signal, convention) for consumers preferences analysis. So there is an interest in take in consideration management science contribution which have apprehended for a long time symbolic and socio-cultural dimension of origin products or not origin products. But is there really a specificity on origin products ? Is there a possible general application on trademark (La Fraiserie, Benetton...) ? Is division rational signal / affective attribute relevant ? Opposed conception to the one of new economists (Requier, 2000).

Interest :

"Attribute" logic allow inclusion area global supply perception and to consider crossed external effects, for area products between themselves (shopping basket), or between environmental and landscape components of area and origin products valuation.

Requier-Desjardins D.

Local productive systems in agri-food supply chains, product specificity and consumer's behaviour: a cognitive approach.

In : Sylvander, B. (éd.) ; Barjolle, D. (éd.) ; Arfini, F. (éd.). - *The socio-economics of origin labelled products in agri-food supply chains: spatial, institutional and co-ordination aspects* - 408 p. Actes et Communications, n°17-1. - Paris : INRA Editions, 2000/11, 2 vol.

This paper would like to relate theoretically and empirically, territorial production of typical products, product characteristics and consumer knowledge. It will intertwine an approach of "territoriality" (existence of specific assets managed by local actors in their interaction process, internal or external) and an approach of the consumption process developed by "New Household Economics, specifically Lancaster, as a "consumption technology" relating products and characteristics. This technology requires that the consumer knows the relevant characteristics of products, which can be achieved by "proximity" with the product.

By this intertwining we would like to show that the cognitive relationship between the consumer and the product in agri-food markets could be an example of specific asset (capital) as long as the knowledge of the product rests on a specific relationship to the area of production. Some examples picked in Lot department (Chignier, 1998) for three labels (PDO for wine and cheese and PGI for lamb) will illustrate this point : AOC Rocamadour created a territorial image for the consumer outside the region but is not very profitable for small local producers ; Label Rouge Quercy seems to be more important as a guarantee of quality than the territorial identity of "Agneau du Quercy". In both cases, the feasibility of territorial labelling seems linked to consumer's knowledge and learning as regards territorial characteristics of the product.

Limits :

It's an economic approach illustrated by one area example in France. Which contribution have QOS in value induced by a common good existence shared between producer and consumer ? (SECODIP, 1998). In France, it's possible there is a difference induced by each QOS specificity (quality public policy) : guaranteed designed origin induced an area effect (attribute value) whereas for Label, origin take part in a quality guarantee (security, taste).

Interest :

This approach shows disparities between origin products within a same area (Lot) in relation to different sector-based context (Wine and cheese/ meat, SECODIP, 1998) and closeness existence (implication) more or less important with consumers-users (oenology for wine, markets for small cheese producers).

Sirieix, L. ; Giraud, G.

Les préférences des consommateurs, du standard au local : deux cas dans les secteurs crèmerie et charcuterie.

Colloque SFER, Paris, 2000/06/15; 2000/06/16 - SFER, Société Française d'Economie Rurale, Paris. - In : *L'agroalimentaire entre local et global*, 200 p.

Food products with quality signs have a good image. About two sorts of products as «Camembert» and «pork sausage» and about single source data of a scanned data consumer's panel, what are purchase behaviour of consumers and do they appreciate labelled products as much as they say ? What are disparities between observed purchase, preferences and declared purchase ? Based on sampling tests and interview, this study shows the characteristic elements in valuation of the two kinds of products as date of consumption limit for Camembert or quality trademark influence (Red Label) for pork sausage. Information influence on consumer's preferences (on distributors trademark, nationals trademark, quality trademark, etc.) or influence of purchase situation on products choice. This study shows also products' advantages and weaknesses as they are distributors trademark or with a quality sign and suggest strategies for Camembert (Guaranteed Designation of Origin) and Red Label pork sausage management.

Limits :

- *Weight in absolute value of the five groups of consumers ; weight of the «well-informed» is more important than the others groups that is a problem for intergroups comparisons,*
- *Unequal weight of references for each by-product classes (national trademark, distributors trademark, quality trademark and first price trademark),*
- *Methodological limits explained in the study.*

Interest :

- *This study tests a complex tool : consumer's panel with data triangulation about observed behaviour, preferences and declared behaviour,*
- *It uses a wide palette of statistics implements as crossing selection and data analyse,*
- *It shows elements which influence consumers' purchase and preferences for the two kinds of products ; variety research for cheese and information for pork sausage for example.*

Trognon L. Bousset J.-P, Brannigan J. ; Lagrange L..

Consumers' attitudes towards regional food products : a comparison between five different European countries.

In : Sylvander, B. (éd.) ; Barjolle, D. (éd.) ; Arfani, F. (éd.). - *The socio-economics of origin labelled products in agri-food supply chains : spatial, institutional and co-ordination aspects* - 408 p.

This paper reports the results of a comparative analysis of the main explanatory factors of consumer behaviour relating to regional quality products in five EU countries. Bayesian Network Technology was used to process data collected in the consumer task of the RIPPLE programme (400 consumer surveys using quota method).

General results : Consumer's country of origin was shown to be the main factor of difference between the study countries. But the distinction between consumers from the North and those from the South of Europe does not appear so evident, and rather than a marked typology, the analysis suggests a set of indistinct groups partly overlapping. The analysis also shows that consumers' knowledge, perception and attitude are as important in explaining behaviour patterns as the socio-demographic factors. Moreover, these four groups of factors strongly interact to influence consumer behaviour. Especially, main explanatory factors for behaviour of QPS consumer in France are : location residence relative tot the study region and level of education (Socio-demographic) ; the higher price (Perception) ; information source' used to find QPS (Knowledge). The typical European

consumer profile is defined (higher age, income and educational level) and also the differences (variation) between countries are shown : for French typical consumer, it underlines the importance of "association with a particular area of origin" and "differentiation from other similar products" (Perception), the good knowledge of QPS inside and outside its region (Knowledge), the high degree of confidence in the official quality marks (Attitude) and a purchase behaviour characterised on a frequent weekly basis from supermarket.

Limits :

Behaviour study, declarative, areas choices (Auvergne ?), relevance of differences between countries but no detailed analysis for France.

Interest :

This study underlines relation intra and inter groups of factors (Perception, Knowledge, Attitude, PSC).

1999

Alessandrin A, Brunetière V.

Concevoir une étiquette : Etude d'un cas packaging.

In : Fraenkel B. ; Legris Desportes C. - *Entreprise et sémiologie : analyser le sens pour maîtriser l'action* - chap.3, Dunod, 243p.

This article is a good way to explain Language Science contribution in definition of the French quality product concept for farmer poultry and its possible adaptation to German and English markets. Semiolinguistics analysis apply to a wide palette of communication stands for the general public (advertisements and labels) shows a model bases which point out component main values of picture : on the one hand, alive animal VS food (axe 1) and, on the other hand, human part in quality construction : actor VS consumer (axe 2). In France, communication about farmer poultry (Red Label, "PGI") refers to alive animal and wavers between traditional quality, fruits of the work and know-how of the breeder and a conception more modern focuses on animal in freedom in the wilds.

French model adaptation to German and English situations after an evaluation of their communication allows advocate supply strategies coherent in term of put the appropriateness between product and consumers wishes and put the form of communication to contribute to quality food success in exportation.

Limits :

Qualitative methodology.

Interest :

This communication reveals mentalities and deep wishes of consumers-citizens : cultural substratum of demand, values.

Trognon, L. ; Lagrange, L. ; Marsat, J.-B.

Perception des produits alimentaires régionaux de qualité par le consommateur : une contribution liée au programme européen RIPPLE.

In : *Signes officiels de qualité et développement agricole : aspects techniques et économiques* - 348 p. - Paris : Lavoisier.

This study about 205 consumers in Auvergne (Quotas methodology about sex, PSC) confirms importance of origin in food products of quality notion. Most of consumers thinks designation origin as a trademark whereas supply develops schedules more and more precise. Investigation point notoriety differences between the different QOS (DGAL, 1994) in decreasing order : Guaranteed Designation Origin, Red Label, French norm (90 % in receiving), Organic Farming (64%) and Conformity Certification (22%). Consumers perceive in QOS, which meaning isn't well-known, only a global guarantee of trust. In that way, they seem to be more attentive about typical attribute of products (similarities with other products of the category in which they associate it) than products typicality (specificity) developed and promoted by operators.

Limits :

Conclusion about typical attribute/ typicality is expressed without investigation results can explain it.

1998

SECODIP (1998)

Les signes de qualité et d'origine des produits agricoles et alimentaires.

Conseil économique et social, 50p.

After a small presentation of consumers' panel methodology, this study deals with main household orientations and quality products place. 8% of new products looming up on markets since 1997 are tradition, soil and origin products. This study shows more precisely consumption of quality product as cheese and milk products, wines and alcohol and meat products and poultry. She points out household purchase, distribution network weight, feed conversion ratio for national market and socio-demographic consumers profiles. Generally speaking, labelled products or G.D.O. products have a portion more and more

important in household consumption, they have regular customers who are more than 50 years old and have a well-off income. This study shows also quality products good recognition by consumer except for butchery meat.

Limits:

This study is statistic and doesn't allow to understand purchase motivations, opinions or individuals wishes.

Interest:

- This study is enough reliable statistic base considering sample size (8000 households), sample is representative at national level and households are continuously asked on their purchase,

- This study allows to understand enough precisely consumers socio-demographic profiles.

3. SELECTION OF SCIENTIFIC AND RECENT (SINCE 1990) PAPERS, PUBLICATIONS, MEMORIES AND STUDIES IN THE COUNTRY (INCLUDING INTERNATIONAL AND NATIONAL MEETINGS HELD IN ENGLISH)

2001

Leusie M. ; Sylvander B.

La déqualification des OGM aux yeux des consommateurs : des attitudes aux conceptions.

INRA – UREQUA, Le Mans et CRITT Crisalide - Le Mans - 4 avril 2001.

2000

Brodhag C.

Agriculture durable, terroirs et pratiques alimentaires.

Courrier de l'environnement de l'INRA, n°40, juin 2000, pp. 33-45.

Gallen C.

La dissonance cognitive et le risque perçu dans la consommation alimentaire : le rôle des signes de qualité.

Acte des 1ers Ateliers de Recherche AFM sur le Risque en Marketing - 9 Juin 2000 – Sorbonne – Paris - pp.100-115.

Gallen C.

Contenu juridique et représentation des signes officiels de qualité sur les produits alimentaires .

Congrès des XVèmes Journées des I.A.E. - 6-7-8 Septembre 2000 - Bayonne-Biarritz.

Giraud G. ; Lebecque A. ; Léger L. ; Sirieix L. ; Trognon, L.

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Gozlan E. ; Marette S.

Commerce international et incertitude sur la qualité des produits.

Economie Internationale – INRA-ESR-GRI – n°81 - 2000 – pp. 43-63.

Lacroix A. ; Mollard A. ; Pecqueur B.

Origine et produits de qualité territoriale : du signal à l'attribut ?

In : *Revue d'Economie Régionale et Urbaine* - n°4, pp 683-705.

Meulenberg M.

Report of the workshop 1: consumers 'expectations and purchasing behaviour for origin labelled products.

In : Sylvander, B. (éd.) ; Barjolle, D. (éd.) ; Arfini, F. (éd.). - *The socio-economics of origin labelled products in agri-food supply chains : spatial, institutional and co-ordination aspects* - 408 p. Actes et Communications, n° 17-1. - Paris : INRA Editions, 2000/11, 2 vol., pp 311-313.

Requier-Desjardins D.

Local productive systems in agri-food supply chains, product specificity and consumer's behaviour : a cognitive approach.

In : Sylvander, B. (éd.) ; Barjolle, D. (éd.) ; Arfini, F. (éd.). - *The socio-economics of origin labelled products in agri-food supply chains: spatial, institutional and co-ordination aspects* - 408 p. Actes et Communications, n°17-1. - Paris : INRA Editions, 2000/11, 2 vol.

Sirieix, L.

Kologisch erzeugte und regionale lebensmittel in Frankreich und Deutschland : eine vergleichende untersuchung zueinkaufsverhalten und einstellungen.

Agrarwirtschaft (DEU), vol. 49, n° 12 *Herkunft, Qualität und regionales Marketing*, 2000/12, pp 452-457.

Sirieix, L. ; Giraud, G.

Les préférences des consommateurs, du standard au local : deux cas dans les secteurs crèmerie et charcuterie.

Colloque SFER, Paris, 2000/06/15; 2000/06/16 - SFER, Société Française d'Economie Rurale, Paris. - In : *L'agroalimentaire entre local et global*, 200 p.

Trognon L. Bousset J.-P, Brannigan J. ; Lagrange L.

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1999

Alessandrin A. ; Brunetière V.

Concevoir une étiquette : Etude d'un cas packaging.

In : Fraenkel, B. Legris Desportes, C. *Entreprise et sémiologie : analyser le sens pour maîtriser l'action* - chap.3, Dunod, 243p.

Gallen C.

Perception par les consommateurs des signes de qualité et des marques commerciales sur les produits alimentaires.

In Lagrange L. (coord.) : *Signes officiels de qualité et développement agricole : Aspects techniques et économiques* - 348 p. Paris : Lavoisier.

Giraud G. ; Lebecque A. ; Sirieix L.

Les consommateurs et les produits avec signe officiel de qualité : préférences et comportements en grande distribution.

In Lagrange L. (coord.): *Signes officiels de qualité et développement agricole : aspects techniques et économiques* - 348 p. Paris : Lavoisier, pp 259-264.

Sirieix L. ; Schaer B.

Les produits biologiques locaux : quelles perspectives ?

In Lagrange L. (coord.) : *Signes officiels de qualité et développement agricole : aspects techniques et économiques* - 348 p. - Paris : Lavoisier, 1999, pp 242-246.

Trognon L. ; Lagrange L. ; Marsat J.-B.

Perception des produits alimentaires régionaux de qualité par le consommateur : une contribution liée au programme européen RIPPLE.

In Lagrange L. (coord.) : *Signes officiels de qualité et développement agricole : aspects techniques et économiques* - 348 p. - Paris : Lavoisier.

Valceschini E.

Les signaux de qualité crédibles sur les marchés agroalimentaires : Certifications officielles et marques.

In Lagrange L. (coord.) : *Signes officiels de qualité et développement agricole : Aspects techniques et économiques* - Lavoisier, pp 147-166, Actes du colloque SFER-INRA-ENITA; Clermont-Ferrand (FRA); 1999/04/14-15.

1998

Alavoine Mornas F. ; Camman C.

Fruits et légumes de terroirs : des producteurs face aux attentes des consommateurs et des distributeurs.

Ingenieries (France), Dec 1998, n° 16, p. 47-59.

Chignier et al.

Territoire, homme, technique : quelles relations ? Etude dans le lot : agneaux, fromages et vins.

Report, research project SYAL, CNEARC-CIRAD/TERA-INRA/SAD, 83 p.

SECODIP

Les signes de qualité et d'origine des produits agricoles et alimentaires.

Conseil économique et social, 50p.

1997

Giraud G. ; Lagrange L. ; Trognon L.

Les produits alimentaires de terroir et la grande distribution .

Communication au Colloque SFER : Marketing et distribution, Montpellier, 22-23.

Lassaut B. ; Sylvander B.

Producer-consumer relationships in typical products supply chains : where are the theoretical differences with standard products ?

In Actes du 52nd EAAE Seminar, *Typical and traditional productions : rural effect and agro-industrial problems* – Parma, 19-21 juin 1997 – pp. 239-255.

1996

Giraud-Héraud E. ; Mahenc P.

Price signal quality and a bottle of wine.

8. Congress : Redefining the roles for European agriculture, Edimbourg (GBR), 1996/09/03; 1996/09/07 - EAAE, European Association of Agricultural Economists, La Haye (NLD). - 1996/09, 14 p.

INRA Eurobaromètre 44.1

Les labels de qualité .

Commission européenne DG VI.BI.4 : agriculture.

Lambert J-L.

Les mangeurs entre traditions et nouveautés : quelques spécificités du "marketing alimentaire".

in Giachetti I. – *Identité des mangeurs, Image des aliments* – CNERNA, CNRS – Paris – Polytechnica – pp. 151-173.

Ruffieux B. ; Valceschini E.

Biens d'origine et compétence des consommateurs : les enjeux de la normalisation dans l'agro-alimentaire.

In : *Revue d'Economie Industrielle* – n°75 – premier trimestre.

1995

D'Hauteville F.

Marketing agroalimentaire et globalisation des marchés : le rôle perturbateur du consommateur et du distributeur.

Colloque 16 et 17 octobre 1995, Paris.

INAO

Attitudes des français vis-à-vis des produits de terroir et des produits sous Appellation d'Origine Contrôlée.

Note de synthèse de l'enquête Goût, Gastronomie et Gourmandise - Paris, INAO, 6p.

Lahlou S.

Les représentations « du bien manger ».

Colloque SFER : La qualité dans l'agroalimentaire. Questions économiques et objets scientifiques – Paris 1992/10/25 ; 1992/10/27 – in Nicolas F. ; Valceschini E. – *Agroalimentaire : une économie de la qualité* – Paris – INRA – Editions Economica – 1995/02 – 433 p. – (Economie agricole et agroalimentaire) – pp. 155-166.

Melet I. ; Sylvander B.

L'agroalimentaire paysan européen : enquêtes de marchés en Allemagne, Belgique, France, Grande-Bretagne .

INRA-ESR-AUZ – 1995/10 – 181p.

1994

DGAL

Perception des produits alimentaires portant les reconnaissances officielles de qualité.

Ministère de l'Agriculture et de la pêche.

1987

Lambert J-L.

L'évolution des modèles de consommation alimentaire en France.

Ed. Lavoisier Tech et Doc – 200p.

Discussion report

1. THE KEY AREAS FOR FUTURE RESEARCH

OLP's system heterogeneousness and intervals observed between picture perceived and consumers behaviour ask the question of QOS' real performance as brander of origin and durability of consumers abilities as regards origin products. We have to notice on the one hand the deterioration in traditional competence passed on from generation to generation in relation with distance between spheres of production and spheres of consumption : ground experience will let picture have its place through backward-looking and nostalgic of OLP. On the other hand, new forms of knowledge and practical stand out, they have been gained by active consumers-citizens in their research of experience shared with the sphere of production (sampling, sites visits, etc.). Otherwise, limit of classical tools and available materials which shows activities of use around origin product has been also underlined (Casabianca, 2000).

In this context, it seems to be necessary to define and apply new tools of investigation to on the one hand, understand in a better way nature of links existing between consumers-citizens and origin product as a local common good, and on the other hand to determine evolutive capacities of OLP in term of territorial (synergy with the others local products) and environmental effects integration. For that, two sorts of research can be engaged :

- analysis of the importance which food consumers attach to functional and hedonic values, social and emotional values respectively, epistemic values of regional product (Meulenberg, 2000),
- analysis of the consumer as a user of regional products. In order to stimulate the demand for regional products, it is important to improve the way consumers prepare and consume such products, e.g. by extension, education and providing recipes. Therefore it is useful to analyse the consumer not only as a buyer but also as a user of regional products (Meulenberg, Casabianca, Requier 2000).

These sorts of investigation require disciplinary widening to human sciences (linguist and semiologist, historian, teaching specialist) in a perspective of a systemic approach of complexity.

On that bases, it will be possible to build a consistent and lasting link between user, products and absorbing parts of origin system : implementation of meeting places, share places and know-how acquiring places, imposition of communication, take in count environmental values and controlled evolution of areas : landscape and environmental contribution of origin product, contribution for economic dynamism and social cohesion of the area.

2. THE KEY POLICY RELATED ISSUES AND THE MOST RELEVANT PUBLICATIONS

2.1. OLP find their legitimacy as a central piece of a rich and varied cultural heritage

Most of studies lay stress on legitimacy of OLP as a common good of civilisation known, recognised, shared and appreciated by nucleus and network of experts. Affective characteristic of link which unite consumers to these products (Mollard, 1999) shows durability of symbols, rituals, filiations, knowing which are concerned by. As regards these sociocultural aspects, consumers representations are rich and complex (Sirieix, 2000) and their wishes go to the preservation of products diversity and protection of a part of the French cultural heritage which are estimated in an extinction way, if they are not yet. This phenomenon is in relation to an ideology of concerned reaction of tradition preservation, but liberty and education also (Bouquery, 1991).

2.2. But their contribution in term of developing area remains to be established and to be developed

At the same time of this predominance of OLP's characteristics of heritage, we can see the small numbers of studies about OLP's area impact as tool of area developing. Consumers-citizens representations have been few apprehended about this point, and when they have been, it's always in a logic of heritage : for example, design of traditional landscape of high mountain pastures or vineyards to safeguard. So, it's necessary to integrate for future, advance to environmental values more modern, interviewed in PGI poultry communication (Alessandrin, Brunetière, 1999). In this way, an important work remains to be engaged about identification and development of relations between lasting development and origin productions with strong values of heritage (Brodhag, 2000).