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

Productive dynamics

Firms strategies...

Territorial anchoring

Territorial logics

Environmental, political, social, economical, identital dimensions....
The question of territorial development

The theoretical tools used and questionned 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)

<table>
<thead>
<tr>
<th></th>
<th>Basse-Normandie</th>
<th>Centre</th>
<th>Sud-Aveyron</th>
<th>Savoies</th>
</tr>
</thead>
<tbody>
<tr>
<td>% PDO farms / total farms</td>
<td>4.9 %</td>
<td>3.7 %</td>
<td>34.8 %</td>
<td>12.1 %</td>
</tr>
<tr>
<td>% PDO jobs / indust. jobs</td>
<td>0.9 %</td>
<td>0.28 %</td>
<td>0.23 %</td>
<td>1.19 %</td>
</tr>
</tbody>
</table>
2. The profits of GI s for production areas

- The capacity of the GI s 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 GI s
- 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

productive dynamics

synergies between activities

Sud-Aveyron
Savoies
Basse-Normandie
Centre

Production areas = touristical territories
The example of the « pôle Centre »

- Selles sur Cher / Valençay
- Touraine
- Vallée du Cher
- Sainte-Maure de Touraine / Pouligny-Saint-Pierre
- Crottin 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 pereniallity)

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