

Literature review WP 2

France

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Review report

1. IDENTIFICATION OF THE MOST RELEVANT RESULTS

1.1. The workings of OLP supply chains and operator systems: legitimacy, coordination and diversity

1. Standard microeconomic theory is very reticent about OLPs because of the risk of general sub-optimality. However, recent research points to opposition between competitive optimum (in terms of welfare and consumer prices) and the drawbacks related to a decline in quality brought about by the freeing of trade. Some observers conclude that a "labelling" policy may even be justified in a liberal economy in that it permits product diversity and maintains quality (Gozlan and Marette, 2000). Nonetheless, the issue of whether OLPs are legitimate in standard economic theory is still very much on the agenda.

2. Transaction cost theory (TCT) explains why there are hybrid forms (HFs) between the spot market and integrated firms, and how they work (Raynaud and Valceschini, Meynard, etc.). Such contracts prevail in local operator systems and/or supply chains for OLPs and probably reduce transaction costs. Nonetheless, this approach based on transaction costs and HFs does have its weak points, which are well analysed in Sans and Chappuis (2000). Firstly, the approach fails to determine whether governance structures are more efficient. Secondly, it remains vague about the nature of HFs: bilateral contracts, multilateral contracts, standard contracts (e.g. Comté cheese), complex organisations, as shown by Meynard. Thirdly, it cannot readily accommodate the power of the market, which may in some cases organise supply chains around the instigators of projects and "channel captains" (Barjolles and Sylvander, 2000). This raises the question of vertical relations within the supply chain and the stability of HFs (Bouvier Patron, 1998).

3. Heterodox strands, related to economic sociology, spatial economics (proximity economics), and the evolutionist or conventionalist approach (see Torre, 2000 and RERU, no. 3, 2000), no longer start from the hypothesis of opportunism but from that of embeddedness, organisational and geographical proximity, trust or adhesion to a convention (joint project). This idea of adhesion clearly conveys the cohesion that is quite specific to the world of AOCs (Dickens and Trift, quoted by Moran and Perrier Cornet). Such local systems are in a position to generate and manage a "local quality rent" when the consumer buys a "basket of goods" from the region in question (Pecqueur and Mollard, 2000).

4. Economic approaches generally and TCT fail to allow for the diversity of models of firms, forms of organisation and conventions within the OLP systems and supply chains. This includes diversity of arrangements in OLP supply chains (Sans and Chappuis), in the beef industry subsequent to the BSE crises (De Fontguyon and Sans), or in the wine trade (Moran and Perrier Cornet, 2000). The diversity of quality conventions has been emphasised since Eymard Duverney and Thevenot (1986), Thevenot Boltanski (1991), production worlds of Salais (see Salais in Sylvander, Barjolles and Arfini, 2000). This phenomenon is identified in Allaire Sylvander (1995): co-existence of different models of firms within the same system of OLP operators, local and sector-based governance (Allaire and Sylvander, further to Pecqueur, Storper, Quéré) within the world of AOCs and OLPs. Besombes (2000) highlights "quality worlds" within the beef industry drawing on compromise conventions regulated between the micro- and macroeconomic levels. The world of "jointly-directed quality", reminiscent of the partnership arrangements of Bouvier-Patron (1998), may apply to "equitable" management of value added in supply chains. A question raised in many studies is that of access to artisanal OLP supply-chain markets and their viability in the face of competition from dominant firms in the distribution sector.

Marty (1998) shows for the OLP "jambon sec" that three modes of reasoning and forms of management achieve equivalent performances: intuitive reasoning (artisanal model), Cartesian reasoning (industrial model) and open-ended reasoning (quality-oriented industrial model). The latter allows for variability in the environment (radical uncertainty) which it tackles with scientific knowledge adapted to the situation. This approach is confirmed empirically by Leusie and Alessandrin (1996).

5. The combination of collective strategies and individual strategies is still problematic. Laporte (2000) shows that the combination of private and public strategies in brand management may increase profits in the Burgundy wine trade. This is consistent with the thinking of Lassaut (2000) for Rillettes du Mans, which shows that the collective frame of reference only holds together because, within the organisation, the market is divided into different ranges which are exploited by the different operators.

6. The decisive role of central and local government in supporting OLPs is emphasised for example in Chappuis and Sans, De Fontguyon and Sans (1999) and in Barjolles and Sylvander (2000).

1.2. The emergence of OLP operator systems and supply chains: learning process and negotiation

1. The question of the emergence and the dynamics of operator systems and supply chains is a pressing one, whatever the theoretical frames of reference: how and why do HF, socio-technical systems or conventions come about? This question is not addressed by TCT, which seeks to minimise transaction costs (efficiency) but fails to allow for operators formulating a pro-active strategy based on more than private interests or individual rationality. It is a difficult challenge: can an institution arise from the conjunction of individual rationality and self-interest? Hypotheses based on proximity or trust are more realistic but merely defer the problem. Nor is the question solved by rent theory: is rent granted by reservation of the name and state aid, or is it constructed, and if so how is the rent constructed? The same difficulty arises in the convention approach, analysed in depth by Besombes (2000).

2. The macroeconomic approach to regulation theory emphasises the historical compromises leading to regulations where employee relations and consumer demand are in phase. After the Fordist phase of accumulation, a new economy of quality has come about, where supply chains of specific quality such as OLPs have found a place (Boulet and Bartoli, 1989 ; Allaire and Boyer, 1995). These changes lead to a radical redefinition of the rules of product remuneration between cooperatives and farmers (Thouzard, 2000).

3. Evolutionary approaches also tackle the question of emergence (Torre, 2000). In more of a management type approach, Barjolles and Sylvander (2000) argue that operator systems do not seek to adapt to their environment but adopt deliberate strategies by constructing and applying new collective functions. Five factors seem decisive in the birth of OLPs: existence of a threat to the standard, development of a technical specificity for the product, development of a relevant market for the product, consumer preparedness to pay for the specificity compared with the standard, development of coordinated management functions, under the impetus of an instigator, supported by a focused public policy.

Agreement around these aims is reached at both local and global level (Letablier and Delfosse, 1995). The necessary agreements are often reached between operators in the industry through compromises between producers, artisans and industrialists (Perrier Cornet and Sylvander, 2000). Negotiation about production and management models and the combination between sector and area governance may be facilitated by the open model of Marty (Sylvander and Marty, 2000). The way to achieve this may involve procedural rationality (Biencourt and Sylvander, 2001). These changes necessarily call on the basic skills of operators and operator groups and an organisational learning process (Torre, 2000), in a close relationship between local productive systems and consumers (Requier-Desjardins, 2000).

2. SELECTION OF SCIENTIFIC AND RECENT (SINCE 1980) PAPERS, PUBLICATIONS, MEMORIES AND STUDIES IN THE COUNTRY (INCLUDING INTERNATIONAL AND NATIONAL MEETINGS HELD IN ENGLISH)

2.1. Books 2001-1995

Sylvander, B. (éd.) ; Barjolle, D. (éd.) ; Arfini, P. (éd.)

The socio-economics of origin labelled products in agri-food supply chains: Spatial, institutional and coordination aspects.

67. EAAE Seminar, Le Mans, 1999/10/28 ; 1999/10/30, EAAE, European Association of Agricultural Economists, La Haye
Actes et Communications, N° 17-1/2, INRA Editions, Paris, 2000/11, 2 vol., 866 p.

Following the INRA conferences at Toulouse in 1995, the EAAE (European Association of Agricultural Economists) conference at Parma in 1997 and the SFER conferences (Clermont-Ferrand 1999 and Paris 2000), the economics of origin labelled products has proved itself as a justified and particularly fruitful field of research. This is an encouraging development for the many participants in the sector who follow and help with this research. It is also a result of the direction of the Programmes Cadres by the European community, and of academic bodies like the European Association of Agricultural Economists that hosted the 67th international conference, the proceedings of which are presented in this document.

Initiatives taken by the European Union (Protected Designation of Origin and Protected Geographical Indicator labels) and their effect on agricultural development and consumer protection are important subjects of research influencing the economics and management of businesses, supply chains and regions within the general context of economic globalisation.

This EAAE conference, organised by the INRA-UREQUA Le Mans research group and the University of Parma, was held at Le Mans in October 1999. The conference examined regional (or "territorial") as well as economic sector issues, with presentations made at one of four workshops:

1. Consumer expectations and purchasing of origin-labelled products
2. Spatial economics and origin-labelled products
3. Economics of the supply chain: markets and coordination, firm strategies and management
4. Local and global agreements on quality and origin

The main conclusion of these studies underlined the growing importance of effective coordination and training in producing the confidence, contracts and agreements that form a suitable framework for action. These issues need to be understood from both static (description and evaluation of the system of participants, regions, norms and markets) and a dynamic point of view (collective training, knowledge sharing among participants, the emergence of effective and fair partnerships and agreements, the development of new types of consumption and of new relationships between consumers and producers, etc).

Lagrange, L. (éd)

Quality Labelled Product signs and agricultural development: Technical and economical points.

Actes du colloque SFER, Clermont-Ferrand, 1999/04/14 ; 1999/04/15, SFER, Société Française d'Economie Rurale, Paris, INRA, Paris, ENITA, Ecole Nationale d'Ingénieurs des Techniques Agricoles, Lempdes, Lavoisier, 1999, 348 p.

Alessandrin, A. ; Leusie, M. ; Benani, F. (collab.) ; Brunetiere, V. (collab.)

Strategic guide: Agrofood origin labelled products.

Crisalide Critt, Le Mans, 1996, 50 p.

This guide shows how to act technically in dealing with the current attitude of society worldwide with regard to the requirements of traceability and certification of agro-food products. If we wish to create new market segments, we must learn to meet consumer requirements.

Casabianca, F. (éd.) ; Valceschini, E. (éd.)

Quality in the agro-food industry: An emerging area of research.

INRA-SAD, 1996/06, 344 p. (Rapport final de l'AIP Construction Sociale de la Qualité, secteur SESAMES, Département SAD Systèmes Agraires et Développement).

Allaire, G. (éd.) ; Boyer, R. (éd.)

The transformation of Agriculture. The point of view of the French schools of regulations and conventions.

INRA Editions/Economica, Paris, 1995. 444 p.

An economic analysis on changes of agricultural institutions and organizations especially in the agro food sector. The change from a productivist agriculture to a search for differentiation through quality and services raises the question of which agricultural policies may replace the market regulations set up during the "Trente Glorieuses" (the post-war years of growth). Economists, researchers, teachers and all those concerned by our changing modern societies will find interesting reading.

Nicolas, F.(éd.) ; Valceschini, E. (éd.)

The Agro-food System: The Economics of Quality.

Colloque : La qualité dans l'agroalimentaire. Questions économiques et objets scientifiques, Paris, 1992/10/25 ; 1992/10/27,- SFER, Société Française d'Economie Rurale, Paris, INRA Editions/ Economica, Paris, 1995/02, 433 p. (Economie agricole et agroalimentaire). Starting out with four major themes - consumers, institutions, competition and management - this book highlights what is at stake today in the agro-food industry from the economic point of view. The authors, specialists in economics, sociology, management, history, geography and agronomy, have aimed this work at readers experienced in agriculture, industry and administration. Researchers and teachers will also find new frameworks for analysing the concept of quality.

2.2. Congress Proceedings, Journal Article, Book Sections, Thesis 2001-1989

2001

Sylvander, B. ; Biencourt, O.

Cahiers d'Economie et Sociologie Rurales, N°55-56, 2001, pp 71-89

The negotiation of animal products standards: the procedural negotiation on unpasteurized milk.

When actors are negotiating standards, the assumption on procedural rationality means that they commit themselves in discussions without being able to forecast or to maximize the issues. In that extend, they may find and use a rational method. The approach implemented in this article is related to conventions theory and allows explaining the working out of a new convention on unpasteurized milk as a new basis for an agreement between craftsmen and industries in the case of "Tome d'Ost". Craftsmen was initiator for this orientation in favour of an agreement on unpasteurized milk, due to the good perception consumers have on this kind of products. Industrial companies was in a first phase against this decision, but realized during the negotiation process that this aspect was interesting on a long term basis, as it enables the supply chain to build up good hygienic production conditions, which reinforce the image.

2000

Albert, P. ; Martin, M.

Changes in the organization of the firms of wine and alcoholic beverage industry. From a national level to a vineyards analysis.

Colloque : L'agroalimentaire entre local et global, Paris, 2000/06/15 ; 2000/06/16, SFER, Société Française d'Economie Rurale, Paris. 2000/06, 10 p.

In this paper we bring to the fore some simple forms of organization to which firms refers. The various level of stability of each form of organization is used as a device to measure the level of specificity of the assets of firms. In the third part of the paper we show that, in the vineyards areas, one can found different types of organization of the wine industry.

Aurier, P. (éd.) ; Autran, F. (éd.) ; Couderc, J.P. (éd.) ; Galas, J. (éd.) ; Rastoin, J.L. (éd.)

Agro-food firm dynamics: A look at Languedoc-Roussillon (France).

Agreste, 2000/05, 223 p.

A sector-based panorama of the region enhanced by a strategic approach derived from an opinion survey of business leaders of small and medium-sized firms. Inter-level relations are not studied in strategic terms ; their dependence is shown without going further into the duality "small flour mills and large firms, bakers and firms" (size, origin of supplies, sector physiognomy). Contrasts are underlined but not analysed so this is not an industry study.

Barjolle, D. ; Sylvander, B.

Some factors of success for origin labelled products in agri-food supply chains in Europe: Market, internal resources and institutions.

67. EAAE Seminar, Le Mans, 1999/10/28 ; 1999/10/30, EAAE, European Association of Agricultural Economists, La Haye, 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 coordination aspects*, 408 p.

Actes et Communications, N° 17-1, Paris, INRA Editions, 2000/11, 2 ; vol., pp 45-71

This paper provides an overview of a FAIR research project into the specific conditions and institutional requirements for the development of PDO and PGI products (Protected Designation of Origin and Protected Geographical Indication). The research project is to be completed in 1999 and it is hoped that the assessments and recommendations made will help in harmonising the implementation of European Council Regulation (EEC) No 2081/92. Twenty-one supply chains in seven countries are analysed (France, Italy, Greece, Netherlands, UK, Spain and Switzerland). The primary factor in success is the capacity of a set of firms in a supply chain based in a particular area to effectively coordinate such matters as the identification of joint objectives, definition and control of quality, variety management, image promotion, and research & development. Market characteristics are secondary factors in success. Following Bouquin (1986) we draw a distinction between effectiveness and efficiency. Emphasising the crucial step of goal setting (effectiveness) may highlight the relevance of internal resources and competencies of a set of firms, according to Teece (1981). This explains why the set of firms manages not only to react to their environment but also to influence it. This approach is consistent with a number of rationality and organisation models proposed by Simon (1976). This kind of transition from individual to collective forms of management shows a possible link between an approach in terms of hybrid forms (efficiency) and an approach in terms of core competence (effectiveness). We end with an evaluation of Reg. (EEC) 2081/92 and highlight a number of problems with its implementation.

Barjolle, D. ; Chappuis, J.M. ; Sylvander, B.

Three conditions for a system of actors located in a territory to last in the context of a global economy. The case of cheeses with a Protected Designation of Origin in Europe.

Colloque : L'agroalimentaire entre local et global, Paris, 2000/06/15 ; 2000/06/16, SFER, Société Française d'Economie Rurale, Paris, 2000/06, 7 p.

In this article, we identify three main factors, which contribute to maintain agrifood supply chains with logic of territorial development: the creation of a superior value for the consumer, the mastering of costs and the cohesion of the system of actors. From a research conducted on agricultural products of Protected Designation of origin (PDO), studied in the framework of the European project *Products: Market, Supply Chain and Institutions*, comes out that collective strategies with a logic centred on the rural development of the territory, even less favoured, allow the undertakings to develop in the context of a global economy. We analyse the three main factors which contribute together to the success and the development of these supply chains with different theoretical tools from economic sciences and management sciences.

Besombes, C.

Actors' coordinations and uncertainty on products quality. A quality of worlds in bovine meat supply chain. Multiple players and uncertainties about product quality. Quality in the bovine meat industry.

Thèse de doctorat, Sciences économiques, Université Paris 10, UFR de Sciences économiques, Gestion mathématiques et informatique, Nanterre, (Sous la direction de F. Eymard-Duvernay et B. Sylvander), 2000/12, 369 p.

Coordination among players as analysed here is characterized by uncertainty about product quality. The multiple registers of justification can be interpreted on the basis of Boltanski and Thévenot's economies of magnitude ; this interpretation applied to the French beef industry identifies the forms of economic regulation. At macroeconomic level the institutional framework constrains the work of operators by mechanisms characteristic of the historical stages of the farming world. At mesoeconomic level there are various forms of "meat industry" leading to the definition of quality universes. These vertical organizations include operators, sharing the same conception of quality, in their productive activity and their interactions with others. This conception induces a way of judging quality, a business strategy, and one or more forms of specific coordination. The universe of high quality seems particularly coherent and adaptable. The universe of industrial quality promotes formalization and standardization. The universe of jointly-organized quality forms a civic-domestic, market compromise. As for the universe of false quality, it misuses principles of justification for an illusory characterization of the products traded. At microeconomic level determinants of compromise are revealed by explaining the coordination resources mobilized to counter uncertainty, define

prices, or settle disputes. While this interpretation of forms of coordination fails to reveal all the connections between the three tiers of economic action, it nevertheless conserves the wealth of observations of economic analysis. The link between theory and empiricism and the study of plurality contribute to an analysis of coordination compromises, factors of adaptation for players in a complex environment.

Boutonnet, J.P. ; Busson, G. ; Remaud, H.

From breeding to meat industry.

In : Aurier, P. (éd.) ; Autran, F. (éd.) ; Couderc, J.P. (éd.) ; Galas, J. (éd.) ; Rastoin, J.L. (éd.) *Dynamiques des entreprises : agroalimentaires : regards croisés sur le Languedoc-Roussillon*, 223p, Montpellier, Agreste, 2000, pp 147-152

A descriptive study evoking the duality of craft activity and industry in production-processing models without analysing the roots and specific modes of operation. The appearance of quality labels is reported as merely factual while the formation of competitive advantages and segmentation are analysed. The role of collective brands is referred to, but with no real prospective significance.

Capt, D. ; Schmitt, B.

Spatial economics and agriculture: The spatial dynamics of contemporary agriculture.

Revue d'Economie Régionale et Urbaine, N°3 "Activités agricoles et agroalimentaires et développement local", 2000, pp 385-406
After presenting the main models of Spatial Economics and the mechanisms by which they explain the location of agriculture, we argue that the forces at work in the location of agricultural production operate schematically at two separate scales. Because agriculture specialises in inputs production, its dynamics largely escapes from the influence of nearby cities and is based on processes involving comparative advantages in the traditional sense (natural and structural advantages), but also in the sense of recent approaches of international economics and economic geography. These processes lead to productive specialisation at the scale of nation-states and of regions. At a "mesospatial" level, however, the influence of urban centres remains non negligible for nearby agriculture. Land rent (von Thünen's model) is still a driving force for the location of agricultural production around cities. Yet it is not enough to account specifically for the shift of some agricultural holdings towards the production of goods and services for end-consumers.

Chappuis, J.M. ; Sans, P.

Actors coordination: Governance structures and institutions in supply chains of protected designation of origin.

67. EAAE Seminar, Le Mans, 1999/10/28 ; 1999/10/30, EAAE, European Association of Agricultural Economists, La Haye , 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 coordination aspects*, 458 p.

Actes et Communications, N°17-2, Paris, INRA Editions, 2000/11, 2 vol., pp 51-66

In the first part of this article, we present the theoretical foundations of Transaction Cost Economics (TCE) (Williamson, 1985 and 1996). Coordination in the supply chain is certainly a major aspect for the success of the PDO product (Protected Designation of Origin) and for the competitiveness of the firms producing and marketing it. TCE helps us to have a systematic approach in the comparison of governance structures (how firms organise transactions) in different PDO supply chains. The attributes of the transactions (asset specificity, frequency and uncertainty) partly explain the encountered arrangements. We show that they are not sufficient to explain all the observed arrangements because TCE considers governance structures between two private operators (bilateral agreements). It is limited when we come to institutional arrangements set up on a collective basis at a meso-economic level (multilateral arrangements).

In the second part of this article, we highlight the diversity of PDO supply chains regarding the number of firms at the different levels. We give a list of issues, which must be coordinated at a meso-economic level in PDO supply chains, and we focus on the influence that a collective management of the supply chain can have on the arrangements of private operators. We thus highlight the strong diversity of responses to problems common to PDO supply chains. As a conclusion, we call for further research in the field of collective management of food supply chains.

Couderc, J.P. ; Fort, F.

Soil reference, a pass-port for export.

Colloque : L'agroalimentaire entre local et global, Paris, 2000/06/15 ; 2000/06/16, SFER, Société Française d'Economie Rurale, Paris., 2000, n.p. [13 p.]

In the new forms of competition which characterize the "agro-food" sphere today, the strategic axis of differentiation by the way of the "soil" reference in SMEs (small and medium-sized firms) seems to offer new opportunities worth to investigate. We shall show in this article that the territorial anchoring of the food-produce companies of Languedoc-Roussillon constitutes a key factor of success for their national and international markets development. The new consumer requirements for food security, which seem to emerge in the world and Europe in particular, can strengthen a strategic coordination between a localization of production and a global market approach developed by agro-food SMEs.

Doucet, C.

Between international reference and local tradition: Identity and continuity stakes of the Bordeaux wine system.

Colloque : L'agroalimentaire entre local et global, Paris, 2000/06/15 ; 2000/06/16, SFER, Société Française d'Economie Rurale, Paris, 2000, n.p. [10 p.]

The Bordeaux wine system remains an international reference. Nevertheless, international competition questions the organisational logics it is based upon: can Bordeaux marketing structures and quality trends keep the system stable and efficient? Indeed, the system's continuity will depend on actor's adaptability, but also on the stability of an identity link with its underlying traditional model (transaction-Terroir-Theatricality).

Erguy, T. ; Remaud, H. ; Sirieix, L.

"Terroir": A valuable signature.

In : Aurier, P. (éd.) ; Autran, F. (éd.) ; Couderc, J.P. (éd.) ; Galas, J. (éd.) ; Rastoin, J.L. (éd.). Dynamiques des entreprises agroalimentaires : regards croisés sur le Languedoc-Roussillon, 223 p. Montpellier, Agreste, 2000, pp 64-71

Falque, A. ; Remaud, H.

Agro-food market structuring and its consequences for small and medium-sized businesses.

Colloque : L'agroalimentaire entre local et global, Paris, 2000/06/15 ; 2000/06/16, SFER, Société Française d'Economie Rurale, Paris, 2000, n.p. [14 p.]

People buy their food mainly in hypermarkets and supermarkets. Generally speaking, the situation is the following: some distributors, about ten at the very most, deal with a great number of farm-produce companies, including a few important ones. According to us, this situation is convenient for a structuring of the farm-produce market by its members. Since it is almost impossible to circumvent the GDA in order to gain access to the consumers, the food large-scale distribution (GDA) is very often in a position to "block" or to "stage" this access to food markets. The aim of this presentation is to bring elements enabling us to understand the factors of the launching of farm-produce markets and the role played by the producers in this launching on the market. Along with the stage-setting work which the GDA is able to perform on the farm-produce market, one can see a second type of interventionism in the systems of quality official signs. Having said that, the farm-produce companies still have to find alternative strategies to launch autonomously their own produces.

The conclusions about ties with the local area (terroir) (symbolized by the link to the area location) are explained by the predominance of AOC labels, which is itself greatly influenced by the significant presence of wines. The hypothesis of higher added value as a sign of quality is not analysed. A general conclusion is drawn as to the consolidation of the link to place as a factor of development. The territorial rationale is asserted through the concept of supply chain. Further research must therefore involve this concept.

Frayssignes, J.

The territorial footing of an AOC (Protected Designation of Origin) cheese industry: The example of the "Roquefort system".

Colloque : L'agroalimentaire entre local et global, Paris, 2000/06/15 ; 2000/06/16, SFER, Société Française d'Economie Rurale, Paris, 2000, n.p. [10 p.]

This paper intends to study the evolution of the relationships between an old cheese industry - Roquefort – and its territory. In spite of deeply divergent logics and recurrent crisis, the economic and institutional perennality of this system is a reality. In accordance with us, the territorial footing of the industry is the foundation of its perennality, so, this complex notion must be clarified, notably in order to highlight its numerous dimensions.

Gozlan E. ; Marette S.

International trade and uncertainty as to product quality.

Economie Internationale, N° 81, 2000, pp 43-63

This paper shows some of the difficulties raised by the issues of product quality and safety. It highlights the possible decline in quality as trade becomes less restricted, emphasizing the complexity of market mechanisms. Intensification of competition or imperfect information may lead producers to put less effort into ensuring quality or safety. Finally it presents the advantages and drawbacks of various public actions designed to correct market malfunctions resulting from these questions of competition and information. The corrective instruments may produce distortions in market operation. Comparison of various instruments shows that labels of quality or origin often seem preferable as they allow for product diversity.

Laporte, C.

Information system for quality and profit: The case of AOC wine in Burgundy (French region).

Thèse de doctorat, Sciences économiques, Université de Bourgogne, UFR de Science Economique et de Gestion, Dijon (Sous la direction de J. Perreur), 2000/05/03, 358 p.

This thesis studies the relationship between the profit derived from producing an AOC wine and the system of information on the quality of AOC wines in Burgundy. It is based first on an empirical analysis for characterizing the local system of information on quality. This system rests on the differentiation principle collectively accepted by operators and on the distribution of roles between the appellation and identifiers managed by the firms to indicate the overall characteristics of a wine. The appellation is considered a public sign of quality ; it allows a first level of differentiation among wines, typicality independently of price, on the bases of legal requirements as to production conditions. Brands and estate names are private signs of quality by which to identify the consequences of practices specific to each firm on the characteristics of a wine, by reference to the typicality of the appellation. In Burgundy the behaviour of firms reflects the fact that profits increase with quality as a result of their specific choices. These choices depend on the structure of the firm and for an appellation the diversity of quality reflects the diversity of the firm's structures. Secondly, a theoretical formalization constructed according to the model of Shapiro (1983) accounts for this empirical analysis. Profit is shown to divide into two components. The first depends on the level of supply of an appellation and is the outcome of rules required to obtain typicality. This component of profit is independent of the specific choices made by firms. The second component is related to the scope left for private signs for identifying quality and increases with quality as this is dependent on yield. The profit derived from the production of Burgundy wine then appears to be the consequence of the solution adopted collectively by producers to indicate quality, a solution based on a pre-existing principle of differentiation, constructed by operators, recognized by consumers, and upheld by AOC legislation.

The thesis validates theoretically the complementarity of institutional and individual strategies, the rate of profit being the product of the definition and collective promotion of typicality and of private brand strategies based on different standards of quality. This result, which is known to the firms, does not provide a tool for combining these strategies optimally.

Letablier, M.T.

Conceptualizing the origin: The relationships between products and space.

Revue d'Economie Régionale et Urbaine, N°3, "Activités agricoles et agroalimentaires et développement local", 2000, pp 475-487

This paper examines the relationships between a product and its origin. The relationship is not only a matter of localisation of industrial activities but also an interactive relation between the product and the place where it is produced. In the first part of the paper, we show how products like cheeses are imbedded in a local space, not only because of specific nature of the ground, but also as a result of a social construction of qualification of specificity. In the second part, we try to look at these different dimensions of the organization of a "convention of quality" based on origin: the producing of knowledge, the producing of norms, and the way of making controls. We conclude on a specific way of understanding local development through an "economy of proximity" based on collective action and on an alternative way of producing norms.

Moran, W. ; Perrier-Cornet, P. ; Traversac, J.B. ; Rousset, S. (collab.)

Economic organisation and territoriality within the wine industry of quality: A comparison between France and New Zealand.

67. EAAE Seminar, Le Mans, 1999/10/28 ; 1999/10/30, EAAE, European Association of Agricultural Economists, La Haye, 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 coordination aspects, 408 p.

Actes et Communications, N°17-1, Paris, INRA Editions, 2000/11, 2 vol., pp 315-328

At first sight the wine industries of the countries of Europe and the New World use geographic space to create value in quite different ways. The French appellation system divides space in an intricate, hierarchical manner and regulates many of the actions of enterprises. In most New World countries, in contrast, rules about the naming of wines and viticultural and winemaking practices are much looser. Yet, when it comes to commercial practices and details of labelling, enterprises in the New World use territory in a range of ways to enhance their images and to manage their risks. Moreover, different forms of production, notably family producers and large corporations, relate to territory at different scales and in different ways. These practices are investigated by examining the geography of the commodity chains of winemaking enterprises in New Zealand and France (Burgundy) in relation to their local and regional environments. The use of different analytical perspectives - the enterprise and the territorial complex - to understand these agro-commodity chains is explored. This paper explores three themes from our initial interviews and data collection. The first is a description of the forms of territoriality of two central protagonists in the two contexts: the large corporation Montana in New Zealand, which plays a dominant role in the New Zealand "filière" and the "négociants-éleveurs" in Burgundy. The second is the role of geographic indications and the professional organisations of the two regions in their territoriality and the third is to reflect on the convergence between France and New Zealand in the territorial behaviour of the participants in industries of the two countries.

This paper is a valuable comparison of European (Burgundy AOC wines) and Anglo-Saxon (entrepreneurial, New Zealand) approaches. It nonetheless considers that there is a territorial anchorage in New Zealand because of the array of grape varieties and soil types managed by zones in a large firm (what might be termed an assemblage in Europe). But such a practice does not mean that there is territorial anchorage, perhaps quite the opposite. It is hard to imagine that individual dynamics alone should lead to collective rules about grape varieties and soil types.

Perrier-Cornet, P. ; Sylvander, B.

Firms, governance and territoriality: An economic review of the diversity of the "filières d'appellation d'origine" (Origin designation chain of supply).

Economie Rurale, N°258 "Les signes officiels de qualité. Efficacité, politique et gouvernance", 2000/08, pp 79-89

The "filières d'appellation d'origine" all have a similar legal foundation and rely on the same notion of products possessing specific qualities that are related to territory. But, they are not a homogeneous group. This paper contributes to the understanding of the economic diversity of these supply chains by analysing three aspects of their organisation – the strategies of the individual firms (where we emphasise the models of enterprises) ; the different forms of coordination, that are indicative of the different collective strategies of the firms involved ; and thirdly the territorial dimension of these localised systems of production where we find a tension between sectorial and territorial forms of governance.

Saives, A.L. ; Lambert, A.

The joint construction of territorial resources to explain the diversity of anchorage models of agro-food firms.

Symposium : Recherches pour et sur le développement territorial, Montpellier, 2000/01/11 ; 2000/01/12, INRA, DADP. Délégation à l'Agriculture, au Développement et à la Prospective, Paris. 2000/01, pp 3-18

Requier-Desjardins, D.

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

67. EAAE Seminar, Le Mans, 1999/10/28 ; 1999/10/30, EAAE, European Association of Agricultural Economists, La Haye, 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 coordination aspects, 408 p.

Actes et Communications, N°17-1, Paris, INRA Editions, 2000/11, 2 vol., pp 329-337

This paper would like to relate theoretically and empirically, territorial production of typical products, product characteristics and consumer knowledge. It will intertwine two theoretical approaches:

✎ The first one is an approach of "territoriality" which essentially boils down to the existence of specific assets managed by local actors in their interaction process, internal or external. In this setting, spatial proximity is often a proxy for cognitive proximity that enhances innovation processes.

✎ The second one is the 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 know 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 as long as the knowledge of the product rests on a specific relationship to the area of production. Some examples picked in various countries, developed and developing, will illustrate this point. Labelling seems more likely to emerge in developed countries than in developing ones, as the institutional environment is more reliable. But, in both cases, the feasibility of territorial labelling seems linked to consumer's knowledge and learning as regards territorial characteristics of the product.

Sans, P. ; De Fontguyon, G. ; Dulawa, V.

Which outlet for meat from Limousine in small and medium sized supermarket ? A case of bovine meat: Strategies developed from Limousine beef breed and/or Limousine area.

Ministère de l'Agriculture et de la Pêche, DRAF. Direction Régionale de l'Agriculture et de la Forêt du Limousin, Limoges, 2000/05, 70 p.

Sans, P. ; De Fontguyon, G. ; Dulawa, V.

Which outlet for meat from Limousine in small and medium sized supermarket ? A case of lamb: Strategies developed from Limousine area.

Ministère de l'Agriculture et de la Pêche, DRAF. Direction Régionale de l'Agriculture et de la Forêt du Limousin, Limoges, 2000/05, 12 p.

Sylvander, B. ; Marty, F.

Sectorial and spatial trends in protected designation of origin for cheese productions: Compromising through the industrial flexible model.

Revue d'Economie Régionale et Urbaine, N° 3 "Activités agricoles et agroalimentaires et développement local", 2000, pp 501-518

This contribution deals with the concepts of territorial versus sectorial governance structures in the fields of Denomination Protections of Origin. Some previous works had show how the concerned products could be much more heterogeneous than

expected as far as territorial governance is concerned. How firms' strategies are influenced by this situation? We intend to answer this question through using our recent results about the plurality of rationality in management actions in the firms. Besides the craft and industrial models, this research states the existence of a flexible model (called "open rational model"). The aim of the contribution is to describe how it can be used as a basis of a compromise in the negotiation process between the territorial and sectorial logics.

Thiedig, F. ; Sylvander, B.

Welcome to the Club ? An economical approach to geographical indications in the European Union.

Agrarwirtschaft N° 49 "Herkunft, qualität und regionales marketing", 2000/12, pp 428-437

The legal protection of geographical indications in form of the Council Regulation (EEC) N°2081/92 is one mainstay of the new European quality policy. This instrument is supposed to meet three objectives: answering the growing demands for products with identifiable geographical indication, securing higher incomes for producers and harmonizing the legal practices. The "Roman" (French and Italian) appellations of origins were used as a paradigm. In general four types of geographical names can be distinguished: generic indications, indications with full legal protection (like the appellation of origin), indications protected by competition law and individualized geographical indications. Geographical indications generally are collective name monopolies. Products with geographical indications dispose of an acquisitional potential. Thus, the price-sales curve will form a monopolistic gap. It is shown that monopolistic behaviour can be favourable and in some cases only monopolistic possibility to approach geographical indications by neoclassical economic theory. Producers form a club deriving benefits from sharing the geographical indication. They face costs in form of erection costs. Especially the exclusion costs (control costs) raise questions on the ability of self-financing and indirect subsidies. Club theory can explain some the empirical observations and factors of performance. To find explanations for the collective behaviour the theory of conventions is introduced. Conventions help to decrease transaction costs. But they differ crucially within the European member states and will to unavoidable misunderstandings. The definitive exclusivity of the instrument of the European quality policy (Council regulation EEC N°2081/92) proclaimed by the European Commission pushes "northern" countries in "Roman" system. This jeopardizes the quality conventions in "the northern" countries and endangers the acquisitional potential of the traditional "Roman" system.

Torre, A.

Economics of proximity, agricultural and agribusiness activities. Elements for a research agenda.

Revue d'Economie Régionale et Urbaine, N°3, "Activités agricoles et agroalimentaires et développement local", 2000, pp 407-426

This paper is an attempt to apply the research program of the economics of proximity to the study of the dynamics of the agricultural and agri-business sectors. The first part is devoted to a presentation of the notion of geographical proximity and organisational proximity and explores their connection which the study of agricultural and agri-business dynamics. The second part is concerned with institutions and coordination between actors, be there untraded coordinations, organisations of producers based on auality networking, or trust and co-operative relations founded on imperative rules. The third part stresses on the central role played by interactions of spatial and organisational types, be there intentional or non intentional, and their influence upon the agricultural and agri-business processes in the case of knowledge transmission. The conclusion asks the question of methods, and opens fields for future researches.

Touzard, J.M.

Local coordinations, innovation and sectorial governance: The case of transition from mass wine towards quality wine in Languedoc.

Revue d'Economie Régionale et Urbaine, N°3, "Activités agricoles et agroalimentaires et développement local", 2000, pp 589-604

This paper explains the role of local coordination in Languedoc-Roussillon wine industry transformations, using regulation theory framework. Wine history review shows how local coordinations have interacted with both economic dynamics of the wine national sector and structures of the regional territory. Relationships between local coordinations and territory are specified in the case of actual transition towards quality wine production. Winegrowers are facing at the same time the table wine inherited territory and the new territory built by specific resources creation.

Valceschini, E.

Denomination of Origin as credible quality signal.

Revue d'Economie Régionale et Urbaine, N°3, "Activités agricoles et agroalimentaires et développement local", 2000, pp 489-499

The article analyses the institutional environment that is necessary for the naming origin the status of credible quality signal. To be relevant as quality signal, denomination of origin must constitute a summary of information that makes sense for the consumers. A specific link between the peculiar characteristics of a product and the particular characteristics of the place of production is not sufficient ; consumers must also know this association. Quality indicated by the denomination of origin is not standard but variable and its exploitation is collective. So, to be credible signal of quality, denomination of origin supposes an institutional environment that allows combining a device of certification and a mechanism of reputation.

1999

Alessandrin A. ; Brunetière V.

Label designing: a case study in packaging.

In : Fraenkel, B. ; Legris Desportes, C. *Entreprise et sémiologie : analyser le sens pour maîtriser l'action*, 1999, Dunod, 243p, (chapitre 3).

Chevassus-Lozza, E. ; Galliano, D.

Firm's localisation and competitiveness: The case of the French food industry.

Symposium : Recherches pour et sur le développement territorial, Montpellier, 2000/01/11 ; 2000/01/12, INRA, DADP. Délégation à l'Agriculture, au Développement et à la Prospective, Paris.- In : Courlet, C. (éd.) ; Lacombe, P. (éd.) ; Lacour, C. (éd.) ; Sébillotte, M. (éd.). *Recherches pour et sur le développement territorial. Tome 1 : Communications du Symposium*, 484 p., Paris, INRA, 1999/12, pp 19-33.

Daniel, K. ; Maillard, L.

Agricultural policy and production localisation: Connection to the European markets.

Symposium : Recherches pour et sur le développement territorial, Montpellier, 2000/01/11 ; 2000/01/12, INRA, DADP. Délégation à l'Agriculture, au Développement et à la Prospective, Paris. In : Courlet, C. (éd.) ; Lacombe, P. (éd.) ; Lacour, C. (éd.) ; Sébillotte, M. (éd.). *Recherches pour et sur le développement territorial. Tome 1 : Communications du Symposium*, 484 p., Paris, INRA, 1999/12, pp 35-53.

The authors analyse the impact of changing localization of community demand on the localization of agricultural production within the European Union. The empirical analysis developed is based on theoretical work in economic geography. Agricultural production tends to concentrate near to demand in accordance with a design to minimize the costs of accessing the market. The localization of highly subsidized production under the Common Agricultural Policy is less dependent on transport costs. Such production (milk, beef, and cereals) is less concentrated geographically than production that receives little support.

Dupuy, C. ; Filippi, M.

Markets of organizations, territories, and confidence: Competition and cooperation within producer networks in the food sector.

Université des Sciences Sociales Toulouse, LEREPS. Centre d'Etude et de Recherche sur l'Economie, les Politiques et les Système sociaux, Toulouse, 1999, 16 p

This paper sets out to examine agro-food producer networks by analysing the forms of coordination involved, the influence of confidence, and their relationship to territory. White's model can be used to distinguish between forms of organization depending on the choice of commercial strategies related to the definition of quality products. It is shown that it is then possible to distinguish between two standard types of producer network depending on the predominant mode of coordination. On the one hand networks may be coordinated by confidence, making the existing rules more flexible and allowing self-inspection by producers. In this case geographical and social proximity are reinforced by organizational proximity expressing White's paradox that quality increases and costs fall. On the other hand coordination among producers is conducted by rules that cannot readily be interpreted inducing a loose connection with the territory.

Erguy, T. ; Remaud, H. ; Sirieix, L.

Perception and valorisation of local products by agro-food firms in Languedoc-Roussillon (France).

Colloque : Signes officiels de qualité et développement agricole, Clermont-Ferrand, 1999/04/14 ; 1999/04/15, SFER, Société Française d'Economie Rurale, Paris. In : Lagrange, L. (éd.). *Signes officiels de qualité et développement agricole: aspects techniques et économiques*, 348 p., Paris, Lavoisier, 1999, pp 249-258.

Fourcade, C.

The contributions of business strategy tools to understanding territorialization processes.

Symposium : Recherches pour et sur le développement territorial, Montpellier, 2000/01/11 ; 2000/01/12, INRA, DADP. Délégation à l'Agriculture, au Développement et à la Prospective, Paris. In : Courlet, C. (éd.) ; Lacombe, P. (éd.) ; Lacour, C. (éd.) ; Sébillotte, M. (éd.). *Recherches pour et sur le développement territorial. Tome 1 : Communications du Symposium*, 484 p., Paris, INRA, 1999/12, pp 99-114.

Giraud-Héraud, E. ; Soler, L.G.

The relationship between vineyard and trade: Efficiency of differentiated vertical structures.

67. Seminar : The socio-economics of origin labelled products in agrifood supply chains: spatial, institutional and coordination aspects, Le Mans, 1999/10/28 ; 1999/10/30, EAAE, European Association of Agricultural Economists, La Haye, 1999, 14 p.

The authors investigate the ordering policies between an industrialist and an agricultural supplier and their impact on the standard of quality of products in the industry. They show first, in a context of uncertainty as to demand, the industrialist's failure to make any commitment as to order price and quantity before the beginning of the agricultural production cycle makes high quality output impossible. They then study two types of contract combining an early undertaking by the industrialist and flexibility relative to his initial order (agreement with flexibility as to order quantity and options agreement). They show that under certain circumstances such contract may allow a return to high quality production. Finally, taking the example of Pays de Loire wines, they look at the practical difficulties encountered by wine growers and wine dealers and examine the impact of the contracts under study on operators' profit and the standard of quality of the wines sold.

This approach shows that in theory interprofessional agreements allow market segmentation while maintaining a high standard of quality. Its weakness is its static character, based on a very simplistic typology of firms in the sector (vineyard, wine trade, cooperative) and its inability to distinguish within a highly diversified sector between strategies at each tier of the supply chain on the basis innovations in the different types of firm.

Hollander, A. ; Monier-Dilhan, S. ; Ossard, H.

Pleasures of Cockaigne: Quality gaps, market structure and amount of grading.

American Journal of Agricultural Economics, Vol 81 N°3, August 1999, pp 501-511.

The article explores under what circumstances high-quality producers would not voluntarily submit to grading when low-quality firms would readily do so and under what conditions high-quality firms would have a lesser proportion of their output graded than would their low-quality counterparts. It also investigates how market structure affects the decision to grade, establishing that a competitive industry carries out the optimal amount of grading. When some firms have finite market shares, the industry engages in excessive grading.

Hollander, A. ; Monier-Dilhan, S. ; Ossard, H.

Pleasures of Cockaigne: Quality gaps and grading.

Colloque : Signes officiels de qualité et développement agricole, Clermont-Ferrand, 1999/04/14 ; 1999/04/15, SFER, Société Française d'Economie Rurale, Paris. In : Lagrange, L. (éd.). Signes officiels de qualité et développement agricole : aspects techniques et économiques, 348 p., Paris, Lavoisier, 1999/04, pp 177-181

The starting point of this chapter is the difficulty in terms of tonnage encountered by a producer organization seeking to promote a collective brand to enhance quality products. This observation is attributed to the reticence of some producers to join the collective programme for promoting quality products. It is this result, which is a priori contradictory with the standard finding that good producers indicate their products, which is studied here. It is a simple model of vertical differentiation. The authors show that in a competitive framework, profit maximization leads the best firms to indicate a lower proportion of their product than others. Moreover, this result is more likely when market share is low and there is a high proportion of good quality product in the industry as a whole.

This article is interesting in its theoretical positions but fails to analyse the case in question empirically. It ignores the point that the private specification for "Plaisir de Cocagne" is not very restrictive and commits only a few firms. It should also be pointed out that it is not producers who are engaged in the process but the basic cooperatives, which accord it little importance compared with their private strategies.

Marette, S. ; Crespi, J.M.

Cartel stability and quality signalling.

Université Paris 10, THEMA, Théorie Economique Modélisation et Applications, Nanterre. 1999/09, 46 p.

Under both Cournot and Bertrand cases, cartel stability is investigated in a context of adverse selection, where consumers are imperfectly informed about the product quality. Producer's collusion may be necessary to signal quality via a third-party certification or a price. In particular, cases with and without economies of scale concerning third-party certification are examined. We show that a stable cartel that provides information about product quality may improve overall welfare (including consumers' surplus) even if producers collude to reduce competition. Finally, we underline the role for public support for providing product information while preventing producers' collusion.

Perrier-Cornet, P. ; Sylvander, B.

Firm's strategies and supply chain organisation for origin labelled products.

Colloque : Signes officiels de qualité et développement agricole, Clermont-Ferrand, 1999/04/14 ; 1999/04/15, SFER, Société Française d'Economie Rurale, Paris. In : Lagrange, L. Signes officiels de qualité et développement agricole : aspects techniques et économiques, 348 p., Paris, Lavoisier, 1999, pp 107-118

The authors make an economic analysis of the strategies of producers and firms in the agro-food industries for quality labelled products (mainly protected designations of origin) at three levels: (i) at microeconomic level, that is, the individual strategies of firms, providing understanding of the economic process of competition between firms whose diversity is a postulate under a general assumption of multiple rationalities and multiple models of firm ; (ii) at the collective level of relations between firms

within the industry, where they examine the nature of cooperative processes between economic agents and the bases for the distribution of functions among them within the industry ; (iii) at geographical or territorial level related to the fact that these individual and collective strategies are localized production strategies to be analysed as an economic organization or localized productive system. What are the economic effects in this case of the geographic proximity of actors and of the territory itself? These three levels are reviewed and the final one is developed more particularly leading to proposals for a typology of PDO industries.

Rastoin, J.L. ; Vissac C.V.

The strategic group of terroir firms.

Revue Internationale PME, Vol. 12 N°1-2, 1999, pp 171-192

This essay analyses the conditions for the emergence of a strategic group of "small and medium-sized local-product firms" in the food industry. The positioning of local products relative to other food products is based on the concept of quality. The recent crises that have shaken the food system (BSE, hormones, GMOs, etc.) have emphasized the importance of trust that consumers place in a product with a reputation, a history, a cultural heritage. In such cases, the identity of the product and the identity of the firm are inseparable. However, despite different representation (AOC, PDO, PDI) the concept of local product remains vague. This raises the question of how to enhance local products while there is a nursery of small and medium-sized businesses able to enter or intensify their activity in this niche. Small and medium-sized firms, if they are to keep their competitive advantage in this type of market, must construct strong enough entry barriers. They must develop a collective strategy to promote and strengthen the equivalence ratings between quality, safety, diversity, innovation and regional development, together with their managerial skills to create value.

Sans, P. ; De Fontguyon, G.

Exogenous shock and hybrid forms: The effect of the "mad cow" crisis on the beef meat supply chain.

Sciences de la Société, N°46 "Organisation et qualité", 1999, pp 173-190

The Bovine Spongiform Encephalopathy (BSE) crisis, which broke out in March 1996, was a major exogenous shock for the French beef industry. Based on recent initiatives, the authors shows how it promoted the development of new forms of coordination involving all the operators in the industry (including producers). These forms of coordination often involve qualitative differentiation of products (mainly certification of conformity) and the emphasis for consumers of breeding characteristics (breed, foodstuffs, well-being). An analysis of the changing forms of relations and their determinants within the industry is proposed.

Sans, P.de Fontguyon, G.

Product differentiation and market segmentation: The example of French beef meat.

Cahiers d'Economie et Sociologie Rurales, N°50, "Marchés en crise : la viande bovine en Europe", 1999, pp 55-76

The beef meat supply chain recently underwent a major exogenous shock: the publication of the possible transmission of the Bovine Spongiform Encephalopathy (BSE) agent to human led to a rapid and extended change in the relationship between the different protagonists in the whole supply chain. For the consumers the consequence of this evolution was the sudden appearance of several distinctive judicious labels (Viande Bovine Française – VBF, Critères Qualité Contrôlée – CQC) in order to reassure and advise them while purchasing. The purpose of this paper is to analyse the process of segmentation of the fresh beef meat market. In the first part, the authors make a brief inventory of the supply chain before the crisis. They show that this supply chain presents some characteristics (heterogeneity of the upstream product, low added value of the processing industry) that explain why the vertical differentiation of the beef is weak. The vertical differentiation concerns only very limited market segments and can use collective labels (label Rouge, Bœuf Verte Prairie) or private labels (such as Charal, a meat packer's brand with great notoriety): both generate a guarantee on the product tenderness. Then, the authors propose an analysis of the vertical differentiation of the product after the BSE crisis in which they show that this differentiation is mainly based on a collective brand (CQC) developed by the inter professional body and based on the communication of reliable information to consumers (reliable because based on controlled regulation). This communication focuses on the product safety and is only possible because of organisational innovation present in the whole supply chain (i.e. breeders and meat packers). This collective designation is used jointly with private brands, mainly developed by modern retailers, who inform about the upstream supply chain practices. Lastly, the analysis of the reasons of this rapid diffusion of the vertical differentiation of the beef leads the authors to suggest a new configuration of the beef shelf for the future. On this shelf, a product, which will offer only health guarantee, will be found next to differentiated products with retailers' brand names. These brands will adopt or not the collective signature CQC. The industrial brands mainly relate to the convenient goods market (such as minced meat and vacuum-packed fresh meat for example).

Sans, P. ; De Fontguyon, G. ; Dulawa, V.

Comparison of three lambs' business involved on a Protected Geographical Indication request (P.G.I.): Lamb of Quercy, lamb of Limousin (France) and Ternasco of Aragon (Spain).

Purpan, N°192 "Les ovins en Europe", 1999/09, pp 207-213

Sarrazin, F.

The coordination of production zones at different tiers of local government.

Symposium : Recherches pour et sur le développement territorial, Montpellier, 2000/01/11 ; 2000/01/12, INRA, DADP. Délégation à l'Agriculture, au Développement et à la Prospective, Paris. In : Courlet, C. (éd.) ; Lacombe, P. (éd.) ; Lacour, C. (éd.) ; Sébillotte, M. (éd.). Recherches pour et sur le développement territorial. Tome 1 : Communications du Symposium, 484 p., Paris, INRA, 1999/12, pp 115-128.

Torre A.

The localized grouping of producers in agri-food domain: Between co-operation and formal rules.

Symposium : Recherches pour et sur le développement territorial, Montpellier, 2000/01/11 ; 2000/01/12, INRA, DADP. Délégation à l'Agriculture, au Développement et à la Prospective, Paris. In : Courlet, C. (éd.) ; Lacombe, P. (éd.) ; Lacour, C. (éd.) ; Sébillotte, M. (éd.). Recherches pour et sur le développement territorial. Tome 1 : Communications du Symposium, 484 p., Paris, INRA, 1999/12, pp 85-98.

Raynaud, E. ; Valceschini, E.

The regulation of competition and coordination between firms: The case of a collective brand, the "label rouge" (red label).

In : Froehlicher, T. ; Vendemini, S. Connivences d'acteurs, contrats, coopération inter-entreprises et métamorphose des organisations, 1999, Presse Universitaire, Nancy, pp 183-200.

1998

Alavoine Mornas, F. ; Camman, C.

Local fruit and vegetables: How producers cope with the expectations of consumers and distributors.

Ingénieries, N°16, 1998/12, pp 47-59.

Beuret, J.E.

Agriculture and quality of rural areas: coordination, convention, and mediation. Analysis of supply and demand for quality of a non-market good, and the forms of coordination implemented by agents (from a case in central Brittany (France)).

Thèse de doctorat Economie rurale, ENSAR, Département environnement et exploitation des ressources naturelles, Rennes (Sous la direction de C. Mouchet), 1998, 340 p.

Bouvier Patron, P.

Forms of relation between the major names in distribution and their suppliers.

Colloque : Grande distribution alimentaire, Paris, 1997/05/22 ; 1997/05/23, SFER, Société Française d'Economie Rurale, Paris CIHEAM, Centre International des Hautes Etudes Agronomiques Méditerranéennes, IAM, Institut Agronomique Méditerranéen, Montpellier.

Economie Rurale, N°245-246 "La grande distribution alimentaire", 1998/08, pp 69-74

A short review of the recent position of the big food distributors shows two opposing trends: integrating and non-integrating. It should be pointed out that the term is used differently from its business use where an integrating supermarket is one which has a centralized purchasing department (purely intra-organizational perception) whereas here the integrating supermarket is one which, for example, with or without a centralized purchasing department, acquires property rights (or control as part of a group rationale) externally over one or more processing activities (inter-organizational perception in the context of an industrial strategy). The two patterns mentioned (among the leaders respectively are Casino, Leclerc, and Intermarché on the one hand, Carrefour on the other) are of considerable economic significance. However, dynamically, it seems that the non-integrating (or hybrid) trend is developing more today and above all that among hybrid forms those with better quality now tend to come out on top.

Marty, F.

Economic action and rational adaptation: How agro-food firms manage a protected product subjected to technical regulation.

Thèse de doctorat, Sciences économiques, Université Paris-10, UFR de Sciences Economiques, Gestion, Mathématique et Informatique, Nanterre (Sous la direction de R. Salais), 1998, 403 p.

This thesis addresses a concrete issue: how do agro-food firms manage a geographically protected product controlled by a technical regulation? What performances do they achieve? The field of study covers three production areas for dried ham:

Parma, Bayonne, and Lacaune. A comprehensive methodology is required to answer this question: (i) the actual practices of players are interpreted and deductive, (ii) the rules for interpretation are inferred from a theoretical quality model. The methodology allows the efficiency of real firms to be evaluated and resolves the tension between theory and practice. A model of economic action is constructed on the following assumptions: the world is complex, agents follow procedural rationality, the management of uncertainty is central to action, the player develops a "rational adaptation" that is consistent with his perception of uncertainty as to the external environment and to the procedures that he develops. Four styles of adaptation or "action principles" are defined (open rational, intuitive rational, Cartesian rational, creative rational) with a performance pathway, a dynamic and a learning mechanism specific to each of them. The model is applied to seven crucial actions in the management of the firm and to five actions in the manufacture of dried ham. The choices of firms, their dynamics and their efficiency are included and evaluated. A very significant correlation shows that qualitative evaluation of efficiency by this approach and economic profitability are related. The incentive and influence of the technical regulation on each action principle are foreseen for each action and then observed on the actual population. Each regulation appears different, subject to interpretation, and more or less consistent with the local firms. The complexity of the work of those who develop and accept the technical regulation is emphasized and the tools developed in this thesis may provide them with a decision-making aid.

Sylvander, B. ; Porin, F. ; Mainsant, P.

The success factors of specific quality supply chains in the French food industry.

7. Journées des Sciences du muscle et technologie de la viande, Rodez, 1998/10/01 ; 1998/10/02 - INRA, Paris. - 1998, 17 p. INRA-ESR-LMA, 42038

This paper is similar to Barjolles and Sylvander, 2000

1997

Marette, S.

Asymmetric information about quality and market mechanisms.

Thèse de doctorat, Sciences économiques, Université Paris-10, Nanterre, (Sous la direction de E. Giraud-Héraud), 1997/05, 248 p. (Mémoires et thèses N°21).

This thesis deals with market organisation in presence of imperfect information about quality. We consider an adverse selection context in which the quality of each commodity is exogenously given and is private information for each seller. Consequences of such a situation are first analysed when buyers and sellers cannot communicate before trading. We show that multiple equilibrium can be exhibited if quality follows some specific distributions and if the distribution of buyers' type is sufficiently concentrated. Three types of behaviours are then analysed: the buyers' search process concerning the product quality, the sellers' ability to convey credible information about quality and the middleman's interventions. We underline the connections between those different behaviours that can give sufficient information leading to a specific price for products of each quality. If search by buyers or price posting by sellers or by middlemen are too costly, inefficiencies may appear. With the buyers' search process, we distinguish between search goods whose quality is known prior to search and experience goods depends on buyers' strategic decisions which influence the price determination and the quality of the products that are traded. The endogenous choice of trading rule is analysed. Sellers may choose either price negotiation or price posting to signal the products quality. We demonstrate that competition among sellers always implies the choice of posted prices that makes it possible to distinguish between low quality and high quality. Pricing policy of middlemen is analysed. Even if a middleman in a monopoly situation cannot certify product quality, the ask and bid prices of this middleman may act as a quality indicator and may benefit to some buyers. With several middlemen prices competition can be welfare improving. We conclude with considerations concerning market regulation.

1996

Coestier, B.

Asymmetric information about quality, competition, and certification.

Thèse de doctorat, Sciences économiques, Université Paris X Nanterre, Paris, (Sous la direction de P. Picard), 1996/11/20, 291 p.

Giraud-Héraud, E. ; Mahenc, P.

Price signal quality and a bottle of wine.

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

Starting from the example of the marketing of wine, the authors formulate the question of signalling quality by price in this type of market. The authors initially consider that a non negligible proportion of consumers do not know the exact quality of the wine they buy before making their purchase (purchases in super and hypermarkets, mail order, etc.) and that wine can be considered in this case as an experience good. Three important parameters are used in the model: heterogeneity of consumer tastes, the reputation of the wine on sale, and the proportion of consumers informed about quality. They then show why quality may be signalled by raising price (the price is higher than it would be with complete information). Producers therefore prefer to lose consumers by increasing sale prices

and thereby being recognized as "good producers". While the reputation of the estate is important for its results (the cost related to the signal is lower for a good reputation), the proportion of informed consumers, which may be increased by certain forms of selling (sale at the estate, at a specialist store, etc.) is not a decisive factor for the producer.

Marette, S.

Bargaining versus price competition under adverse selection.

8. Congress: Redefining the roles for European agriculture, Edimbourg, 1996/09/03 ; 1996/09/07, EAAE, European Association of Agricultural Economists, La Haye, 1996, 32 p. (Cahiers de Grignon N°96-2)

This paper analyses competition among sellers to negotiate or display prices in a research model with imperfect information about quality. If prices are negotiated, the optimal rule for heterogeneous purchases is presented: purchasers may refuse negotiation. If prices are displayed, the price to signal high quality may be higher than the marginal cost. The endogenous determination of the trading rule results in the emergence of displayed prices for sellers of high quality and low quality.

Sans, P.

Vertical relations and power within a distribution channel: the case of French bovine meat processing industry in its relationships with the modern distributive trade.

Thèse de doctorat, Sciences Economiques, Université des Sciences Sociales de Toulouse, Toulouse, (Sous la direction de D. Coquart), 1996/07/26, 207 p.

1995

Allaire, G.

From productivity to quality, transformations of agreements and regulations in farming and the agro-food industry.

In : Allaire, G. (éd.) ; Boyer, R. (éd.) La grande transformation de l'agriculture : lectures conventionnalistes et régulationnistes, 444 p. Paris, INRA Editions/Economica, 1995, pp 381-410

Allaire, G. ; Boyer, R..

Regulation and agreements in agriculture and agro food industries.

In : Allaire, G. (éd.) ; Boyer, R. (éd.). La grande transformation de l'agriculture : lectures conventionnalistes et régulationnistes, 444 p. Paris, INRA Editions/Economica, 1995, pp 9-29

Delfosse, C.

The emergence of two conceptions of cheese quality between the two world wars.

Colloque SFER: La qualité dans l'agroalimentaire. Questions économiques et objets scientifiques, Paris, 1992/10/25 ; 1992/10/27, in : Nicolas, F.(éd.) ; Valceschini, E. (éd) Agroalimentaire : une économie de la qualité, Paris, INRA Editions-Economica, 1995/02, 433 p. (Economie agricole et agroalimentaire), pp 199-208

Eymard-Duvernay, F.

Negotiating quality.

Colloque SFER : La qualité dans l'agroalimentaire. Questions économiques et objets scientifiques, Paris, 1992/10/25 ; 1992/10/27, in : Nicolas, F.(éd.) ; Valceschini, E.(éd) Agroalimentaire : une économie de la qualité, Paris.: INRA Editions-Economica, 1995/02, 433 p. (Economie agricole et agroalimentaire), pp 39-48

Lahlou, S.

Ways in which "eating well" is portrayed.

Colloque SFER : La qualité dans l'agroalimentaire. Questions économiques et objets scientifiques, Paris, 1992/10/25 ; 1992/10/27, In : Nicolas, F.(éd.) ; Valceschini, E.(éd) Agroalimentaire : une économie de la qualité, Paris, INRA Editions-Economica, 1995/02, 433 p. - (Economie agricole et agroalimentaire), pp 51-63

Letablier, M.T.

The quality and dynamics of firms. Towards a new model of organization in the dairy industry.

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

Letablier, M.T. ; Delfosse, C.

The formation of an agreement on quality. The case of designations of origin for cheeses.

In : Allaire, G. (éd.) ; Boyer, R. (éd.). La grande transformation de l'agriculture : lectures conventionnalistes et régulationnistes, 444 p. Paris, INRA Editions/Economica, 1995, (Economie agricole et agroalimentaire), pp 97-118

De Sainte Marie, C. ; Prost, J.A. ; Casabianca, F. ; Casalta, E.

The social construction of quality: Stakes around the Protected Designation of Origin "Brocciu corse".

Colloque SFER : La qualité dans l'agroalimentaire. Questions économiques et objets scientifiques, Paris, 1992/10/25 ; 1992/10/27, In : Nicolas, F. (éd.) ; Valceschini, E. (éd) Agroalimentaire : une économie de la qualité, Paris, INRA Editions-Economica, 1995/02, 433 p. - (Economie agricole et agroalimentaire), pp 167-184

Sylvander, B.

Quality conventions, competition and co-operation. The case of "Label Rouge" (Red Label) in poultry production.

In : Allaire, G. (éd.) ; Boyer, R. (éd.). La grande transformation de l'agriculture : lectures conventionnalistes et régulationnistes, 444 p. Paris, INRA Editions/Economica, 1995, (Economie agricole et agro-alimentaire), pp 73-96

The purpose of this chapter is to analyse the validity of concepts of forms of coordination and quality conventions in the agro-food sector, and the possible role in the analysis of its development, taking the example of the "label rouge" convention in the poultry industry, which is considered as an industrial agreement. The first section describes the general economic setting and then the poultry sector. The second section analyses the workings of the "label rouge" agreement, the terms of cooperation and competition under the label system, and business models. The conclusion situates the changes in the European system of certification.

Sylvander, B.

Quality agreement, markets and institutions: The case of specific's quality products.

Colloque SFER : La qualité dans l'agroalimentaire. Questions économiques et objets scientifiques, Paris, 1992/10/25 ; 1992/10/27, In : Nicolas, F. (éd.) ; Valceschini, E. (éd) Agroalimentaire : une économie de la qualité, Paris, INRA Editions/Economica, 1995/02, 433 p. (Economie agricole et agroalimentaire), pp 167-184

Thévenot, L.

From markets to standards.

In : Allaire, G. (éd.) ; Boyer, R. (éd.). La grande transformation de l'agriculture : lectures conventionnalistes et régulationnistes, 444 p. Paris, INRA Editions/Economica, 1995, (Economie agricole et agro-alimentaire), pp 33-52.

Touzard, J.M.

Sector-based regulation, regional dynamics, and the transformation of a localized productive system: The case of wine growing in Languedoc (France).

In : Allaire, G. (éd.) ; Boyer, R. (éd.). La grande transformation de l'agriculture : lectures conventionnalistes et régulationnistes, 444 p, Paris, INRA Editions/Economica, 1995, (Economie agricole et agroalimentaire), pp 293-322

Valceschini, E.

How business and the authorities address quality: Agro-food products in the European market.

In : Allaire, G. (éd.) ; Boyer, R. (éd.). La grande transformation de l'agriculture : lectures conventionnalistes et régulationnistes, 444 p., Paris, INRA Editions/Economica, 1995, (Economie agricole et agro-alimentaire), pp 53-72

Valceschini, E.

Contract, coordination, and institutions. Issues and methods in rural economics.

In : Allaire, G. (éd.) ; Boyer, R. (éd.) La grande transformation de l'agriculture : lectures conventionnalistes et régulationnistes, 444 p, Paris, INRA Editions/Economica, 1995, (Economie agricole et agroalimentaire), pp 227-240

1989

Bartoli, P. ; Boulet, D.

Dynamic and regulation of the agro food sphere: The case of viticulture.

Thèse de doctorat, Sciences économiques, Université de Montpellier I, Faculté de Droit et des Sciences Economiques, Montpellier. (Série Etudes et Recherches N° 97) Montpellier, INRA-ESR, 1989, 3 vol., 1400 p.

This thesis sets out to account for the long-term dynamics of a sphere of activity, the vine-wine sphere and the terms on which it is socially integrated in France. The first part reviews the main interpretations of the way agriculture and capitalism fit together. The bounds of general explanations lead to the concept of a mode of sector regulation as a combination of economic operating regimes and institutional mechanisms, the hypothesis being that the sector level may, under certain circumstances, be a relevant level for regulation not reduced to refraction in the sphere of the general trends of capitalism. The historical process of the formation of the viticultural sphere is then studied, marked in particular by the emergence of powerful organizational regimes in response to the economic imbalance and social tensions to which the operation of the viticultural economy led. This provides a basis for addressing the economic analysis of viticultural institutions and policies, the analysis of markets, of economic operating regimes at the level of production, distribution, and consumption. The analytical approach is extended by a synthetic study of the forms of sector regulation in viticulture, marked by the structuring role of institutional mechanisms and the existence of divergent dynamics depending on the social status of the products ; this leads on to prospective considerations on the factors of erosion and transformation of these forms of sector regulation. The conclusion discusses the conditions of relevance of an approach in terms of sector regulation and a number of general lessons derived from this approach.

1986

Lambert, J.L.

Changing models of food consumption in France.

Thèse en Sciences Economiques, Université de Nantes, Faculté des Sciences Economiques, Nantes, 1986, 245 p.

Discussion report

1. NEED FOR NEW RESEARCH (WHICH AND WHY) AND POLICY RELATED ISSUES : WHICH PAPERS ARE IMPORTANT FOR THE POLICIES AND IMPORTANT FOR THE WTO

1. The themes of coordination and learning process (individual and collective skills) must be developed in future: coordination to engender trust, contracts, operation or emergence of conventions as a framework for actions. These different themes must be given increased consideration in dynamic terms:

- innovation in putting products on the market locally and globally,
- collective learning process, changes in the distribution of knowledge in operator systems,
- precise definition and emergence of effective and equitable partnership arrangements, working of informal contracts, emergence of conventions,
- changing relationships between consumers and producers,
- role of operator ability, which should be better known: motivations, cohesion around objectives, achievement of common management functions (quality management, placement on market, standards, etc.).

2. On the issue of local area (territoire), the idea of the local area as a resource that is constructed and the capacity for adaptation is increasingly accepted. In this respect, although it is the basis for origin-labelled products, the issues extend more widely than just to products. The theme of how local (territorial) and global (particularly sector-wide) levels intermesh should be developed in terms of analysing governance, which should form the basis of compromise between conflicting rationales:

- global markets ("industrial" specifications and technologies) on the one hand and attachment to the local area (progress is required on the definition and criteria of attachment), and environmental management on the other hand.
- contradictions and consistencies between types of firm in the industry and at the same stage of the supply chain.
- interaction between productive structures and institutions.

3. In a coherent way with the idea of learning process, work must be done on knowledge, its protection, its handing down (over time), its transfer (in space), and its adaptation / capacity for appropriation by productive structures. Knowledge of producers and processors, but also of consumers (knowing how to appreciate and differentiate). In this respect, innovation often entails finding, formalising and enhancing this knowledge and associating with it innovative techniques derived from modern development that are compatible with the typical nature of the product.

4. In terms of methods, emphasis must be placed on interdisciplinary research (especially with legal science and with technology) and international comparisons. The connection between heterodox and orthodox approaches should be investigated.

2. POLICY RELATED ISSUES : WHICH PAPERS ARE IMPORTANT FOR THE POLICIES AND IMPORTANT FOR THE WTO

1. Question of the international legitimacy of OLPs. Research into markets along neoclassical lines shows that the liberalisation of trade may have, under certain circumstances, adverse effects for the quality of products supplied and that the harm may be greater than drawbacks in terms of general welfare related to protectionism. The connection with such research must therefore be investigated more closely.

2. In law, the legitimacy of OLPs may be based on the concept of "qualité substantielle" (mistake about an essential property of the subject matter of a contract), specific to common law countries. Discussion of this with technologists and legal scholars is planned so that the necessary investigations can be envisaged this year.

3. Another question that arises is that of the inclusion of national and European policies for protection and/or development of OLPs within the context of global policies. This is necessary in a dynamic system where interaction is beginning to come about but the relative strengths of states (particularly in the WTO context) exploit the inconsistencies between competition policies, agricultural and rural policy, and consumption. Negotiators have scope here for imagining, together with research scientists, how to move beyond classic opposition. This relates, for example, to increasing awareness of multipurposeness in Europe (environmental aspects, rural development, regional and landscape development related to the image of products and producers, local areas and society as a whole). Moreover, the qualification of some products relies essentially on their environment-friendly mode of production and/or animal

welfare. It is becoming essential to include these aspects. These steps are an important factor in the spatial distribution of farming, local development in many regions and therefore affect the type of agricultural development. This is all the more important because OLP-related activities are conducted in fragile areas where specialisation and the lack of alternatives make initiatives very vulnerable.

4. Specifically on European policy towards OLPs, the diagnosis in the context of the "PDO-PGI: products, markets and institutions" project is that Europe is hesitating between regulation and a genuine policy (see box).

3. Application of public policy first raises the question of accompanying measures for collective initiatives. In this area, we have seen the diversity in forms of governance, associating firms, productive systems and political institutions. This collective dynamic appears more important and necessary than legal protection, which is after all merely a framework for action. It is important in this respect to account for the forms of learning about global accompaniment of local initiatives as the situations are highly diverse by sector and by country. In some cases, accompaniment takes the form of an elaborate and effective mechanism while in others (English-speaking countries and Northern Europe), there is no collective culture capable of instigating and helping to develop sustainable OLP supply chains. These learning processes are very vast as they largely exceed the functions of management assistance and even include the development of knowledge and technical innovations compatible with OLP rules and regulations, or even sensorial analysis. They relate to the specific nature of OLP control systems, which should be defined and organised so as to give OLP sectors even more credibility.

Annex

"PDO-PGI: Products, markets and institutions"

Summary

On completion of the research project, the main theme of this final report is that the European Commission has not decided between simple legal protection of geographical names and a policy of product quality and origin.

On reading the preamble to regulation 2081/92 (see table 1), it appears that justification of the regulation is based on general outcomes that relate to various policies: agricultural and rural policy, competition policy and consumer policy. The regulation is justified by a unified vision that seeks to reconcile these different policies.

However, research carried out both within and beyond the framework of this project¹ shows that a quality policy must coherently bring together several highly inter-related factors such as technical definition of production methods, the specificity (or typicality) of a product compared to potential substitutes, and consumer understanding of these factors. The Official Labels of Quality are based on such factors. In contrast, the protection of geographical names only requires the establishment of institutional mechanisms ensuring effective legal protection and does not need a broad consensus on policy.

The terms of future debate concerning European AOC and PGI policy will be based on:

- ? Maintaining a broad quality policy with a major effort to agree on its principles, interpretation and implementation throughout the European community. Once quality is a technical and objective reality of products and there are similar institutional mechanisms for achieving it, such a policy will improve the credibility of consumer information.
- ? Restricting policy to the simple legal protection for geographical names. The subsidiarity principle will continue to ensure that each member state maintains a certain freedom of interpretation of the regulation according to national history and context. In this case the official "PDO" and "PGI" labels have a much more limited signification. In so far as there is no harmonised implementation of the regulation these labels cannot act as an indication to consumers that the quality of the product is related to its origin. In such conditions, the provisions provided by article having been implemented in different ways and a single, general message on product characteristics (whether this concerns the quality, age or traditional nature of the product) will tend to mislead consumers.

These alternatives are clearly not compatible with one another. The analyses carried out within the framework of our research on twenty-one PDO and PGI supply chains, as well as analyses of institutions at both a national and European level, shows that diverse approaches had been adopted according to the country and product even while the Commission was financing a major communication programme aimed at promoting the idea of a unique concept among consumers.

The role of interprofessional bodies and of the strategic capacity of PDO-PGI product supply chains were clearly identified among the conclusions of our research programme. The competency of PDO-PGI interprofessional bodies should be recognised by a particular regulation.

¹ See Sylvander & Barjolles (1999), Sylvander, Mainsant & Porin (1998), Valceschini (1999), Lagrange & Trognon (1999)

² This approach is similar to that developed by C. Béchet, in Sylvander, Barjolles & Arfini (2000)