A human, socio-economic, cultural and environmental dynamic

International Movement of Terroirs des Terroirs initiated by

[Logos and names]
«The Future needs terroirs»
Planète Terroirs
2005 : adoption of a charter and an international definition of Terroir at UNESCO International meeting

Definition

« A Terroir is a geographical limited area where a human community generates and accumulates along its history a set of cultural distinctive features, knowledges and practices based on a system of interactions between biophysical and human factors. The combination of techniques involved in production reveals originality, confers typicity and leads to a reputation for goods originating from this geographical area, and therefore for its inhabitants. The terroirs are living and innovating spaces that can not be reduced only to tradition. »
Since 2003, the bases of our action:

- To build a new globalisation, more human, sustainable and viable. Respecting the actors of the territory, their culture and their environment, Terroirs activate and valorize the ressources.

- To respond to standardisation. Terroirs are the cradle for a large diversity: human, biological and cultural.

- To take in account the current planet stakes and to propose elements of sense for the coming world.
« The terroirs, that you are thinking over, appear like spaces where the sort of links between man and biosphere has opened alternative ways to develop sustainable societies.

Thus, they are a crucial laboratory for us to understand wealth and potential included in these territories, as well as interdependancy between cultural and biological diversity.

Koïchiro MATSURAA
General Director of UNESCO
Forum « Planète Terroirs – Aubrac 2006 »
A pluri-disciplinary and multi-cultural team

His Chairman: Dominique CHARDON, Farmer, Gard (France)

- With a diversity of members and supports: farmers, agronomists, researchers, oenologists
-.... coming from universities, research institutes, private sector
- and from different regions and different countries
TERROIRS & CULTURES: AN ASSOCIATIVE MOVEMENT FOR WORLD TERROIRS

**OBJECTIVES**

- **To propose and defend** an alternative economic project, source of added value and proposing an answer to food issue.

- **To make the realities** of terroirs more visible for decision makers and regional, national and international authorities.

- **To build and initiate** new itineraries for sustainable development around the multiple dimensions of terroirs: no cut and paste solutions for local development.

- **To value and promote** terroirs’ people, their knowledges, abilities, cultures, experiences as well as the « terroirs’ products, goods and services baskets.

- **To make the multiple stakes of the terroir considered** from local to global level: locally designed, protected origin, specificity and typicity, intellectual property, valorising culture and food sovereignty.
On-going activities

- **To develop** research and innovation on terroirs of the world based on a wide partnership with many institutions working with us: Agropolis International, INRA, CIRAD, CEMAGREF, CIHEAM, Universities, MontpellierSupAgro, GisSyal, CNRS, INAO

- **To favour and organise debates**, scientific thinking and international exchanges. Many countries are already involved: Hungary, Greece, Morocco, Québec, Laos...

- **To support** theoretical and practical training, conveying and highlighting local and universal values, and cultural patrimonies linked to terroirs.
Planète Terroirs:
a specific Dynamic of T&C with Unesco (MAB), associating many research institutes and actors of terroirs in the world

- To associate actors of terroirs and scientists in order to create around UNESCO an operational international network
- To facilitate and share knowledges and experiences
- To develop an international resources center
The International Forums “Planet Terroirs”

- These Forums **allow to elaborate, to share and to validate collectively different know-how, suggestions and ways to operate, in order to achieve a sustainable development of the rural territories** based on the culture of diversity and the valorisation of local characteristics, so that the terroir eventually gains more visibility and recognition.

- Organized every other year in a specific terroir, approximately **300 participants who are all involved in the dynamics of “Terroir”:** direct or indirect actors, scientists, farmers, decision-makers, representatives of consumers and development associations, professional agricultural and rural organizations, institutions from all over the world.

- 3 forums have been held:
  - 2006: Aubrac (South of Massif Central, France)
  - 2008: Dentelles de Montmirail (Beaumes de Venise, Gigondas et Vacqueyras;Vaucluse, France)
  - 2010: Chefchaouen (Morocco)

- In – Coming:
  
  **2012: the Fourth International Forum “Planet Terroirs” in Syria**
OUR PROJECTS
2011-2012

• "Mediterranean Forum Planet Terroir - Syria 2012" - Terroirs and Origins

• Strategic ways for the construction, the emergence and the development of the terroir approach on rural areas

• Organization of the second "International Meeting - Planet Terroir" at UNESCO

• Development of the network Planet Terroirs and his actions of its Scientific Committee

• Project of the creation, the development and launch of the Institute of Terroirs. Training center and advanced players Terroir

• "Communication tools" - Information and communication about the approach "Terroir"
A successful example of Terroir:

I’ AUBRAC
The localisation of the Aubrac in France

A SUCCESSFUL EXAMPLE OF TERROIR: L’AUBRAC

Somewhere on Earth...
The cow Aubrac and his calf
A SUCCESSFUL EXAMPLE OF TERROIR: L’AUBRAC

Laguiole:
The AOC Cheese

CHEESE:
- True product of terroir Traditional in a dynamic cooperative.
- High local added value
A SUCCESSFUL EXAMPLE OF TERROIR: L’AUBRAC

L’aligot de l’Aubrac

- Fresh Cheese with potatoes
- Local popular meals
A SUCCESSFUL EXAMPLE OF TERROIR: L'AUBRAC

Label Bœuf fermier d’Aubrac
La CEMAC - IGP Fleur d’Aubrac

• Labelled Meat production from Aubrac cattle
A SUCCESSFUL EXAMPLE OF TERROIR: L’AUBRAC

Laguiole Knife

- Typical local knife
- Now well known in the world
- Added value out of the terroir
“Basket of goods and services” for products from the Terroir

(400 enquêtes 2005, source Maison de l’Aubrac)
A SUCCESSFUL EXAMPLE OF TERROIR: L’AUBRAC

Tourism and culture

La descente d’estive

L’aligot géant
Your contacts:

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