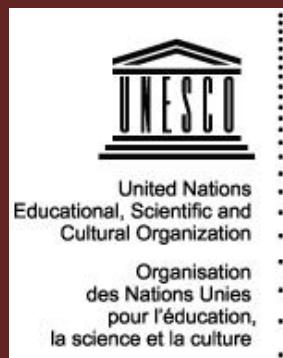




A human, socio-economic, cultural and environmental dynamic



International Movement of Terroirs des Terroirs initiated by



*Consulting, Development,
Training and Exchange*

Terroirs
&
Cultures
International

*Consulting, Development, Training
and Exchange*

« The Future needs terroirs »



**PLANÈTE
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 resources
- ☞ 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 interdependency 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

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





Au Pays des Narçaises — 225. AURRAC (Aveyron) - Alt. 1400 mètres
 Station estivale — La croix des Trois Evêques, érigée en 1228 par les religieux
 d'Aurac à la jonction des trois départements Lotzère, Aveyron, Cantal. Un
 miracle fut tenu par les évêques des départements ci-dessus pour louer une
 femme, nommée l'étracé, qui avait à se plaindre des brutalités de son mari.



Quelque part sur terre ...

1

Somewhere on Earth...

3



Brigitte Julien



**The cow Aubrac
and his calf**





Laguiole : The AOC Cheese

CHEESE :

- True product of terroir Traditional in a dynamic cooperative.
- High local added value



L'aligot de l'Aubrac

- Fresh Cheese with potatoes
- Local popular meals

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



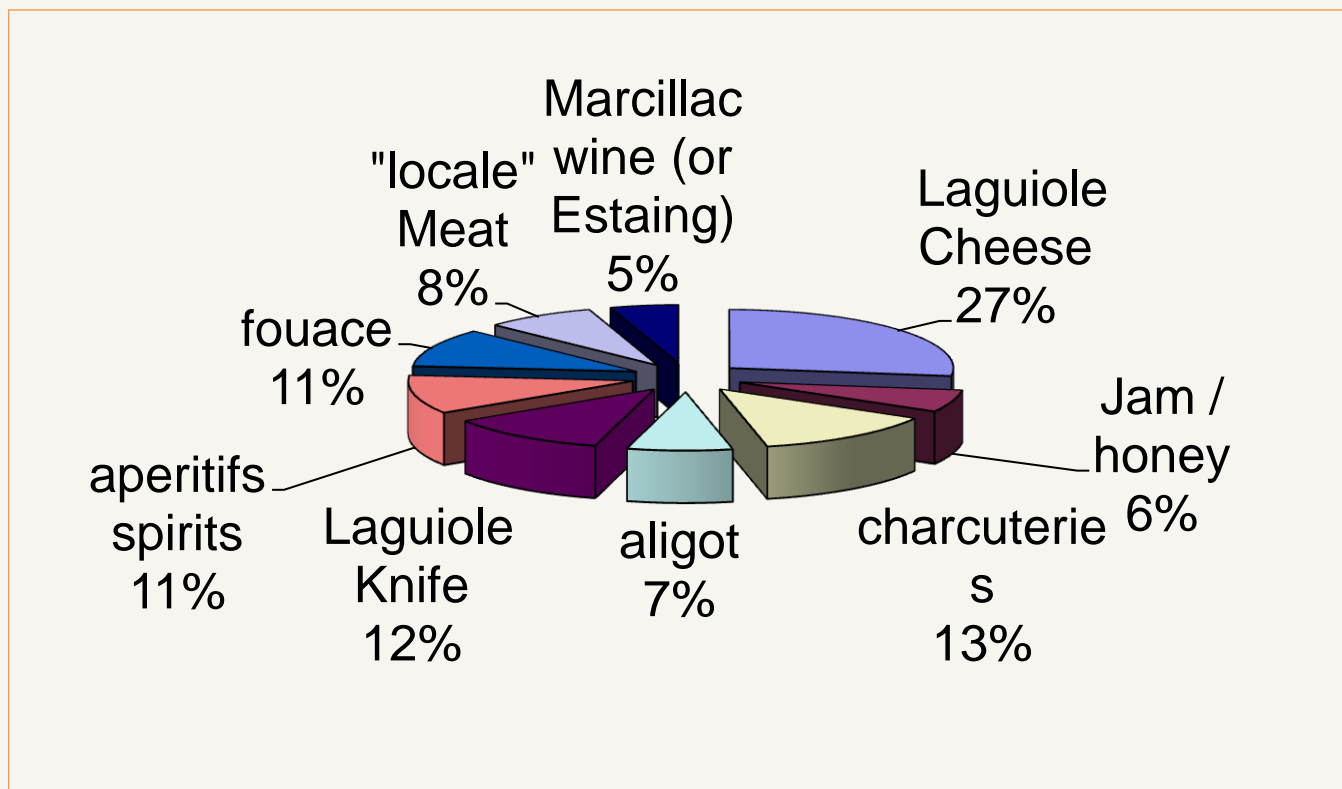
- Labelled Meat production from Aubrac cattle

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)

Tourism and culture



La descente d'estive

L'aligot géant



Your contacts :

- Eric Barraud – Managing Director
- Karine Lagarde – Project Officer
- Aurélie Espitalier-Noël – Official Representative
- Laure Taberné – Official Representative

**Association Terroirs & Cultures
Institut des Terroirs**

2 bis rue Jules FERRY
34000 MONTPELLIER - France

Association Loi 1901

N° SIRET : 450 367 149 00017

Tél. : +33 (0)4 67 63 37 95 – +33 (0)6 85 03 98 88

contact@terroirsetcultures.org

www.terroirsetcultures.org – www.planete-terroirs.org

