

Trading on *Terroir*:

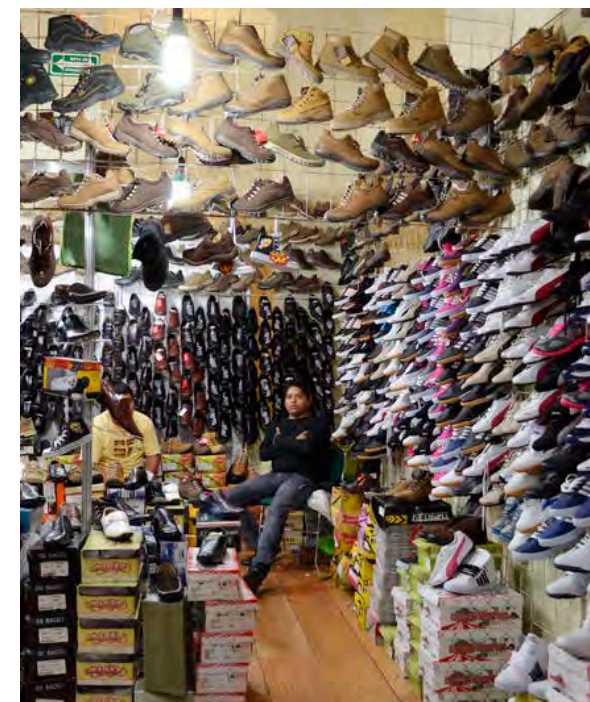
Fostering Artisanal Cheese and Alcohol Production through
Specialized Agrarian Industrial Districts

I D

Industrial Districts



Textile industry in Tiruppur, India



Footwear industry in Leon, Mexico

I D

Industrial Districts

S A I D

Specialized Agrarian Industrial Districts

Regional Clusters

Scott + Storper
Schmitz + Nadvi
Forster
Glaeser
Mike Davis

Cooperative Competition

Humphrey + Schmitz
Unger
Porter
OECD

World-Historical

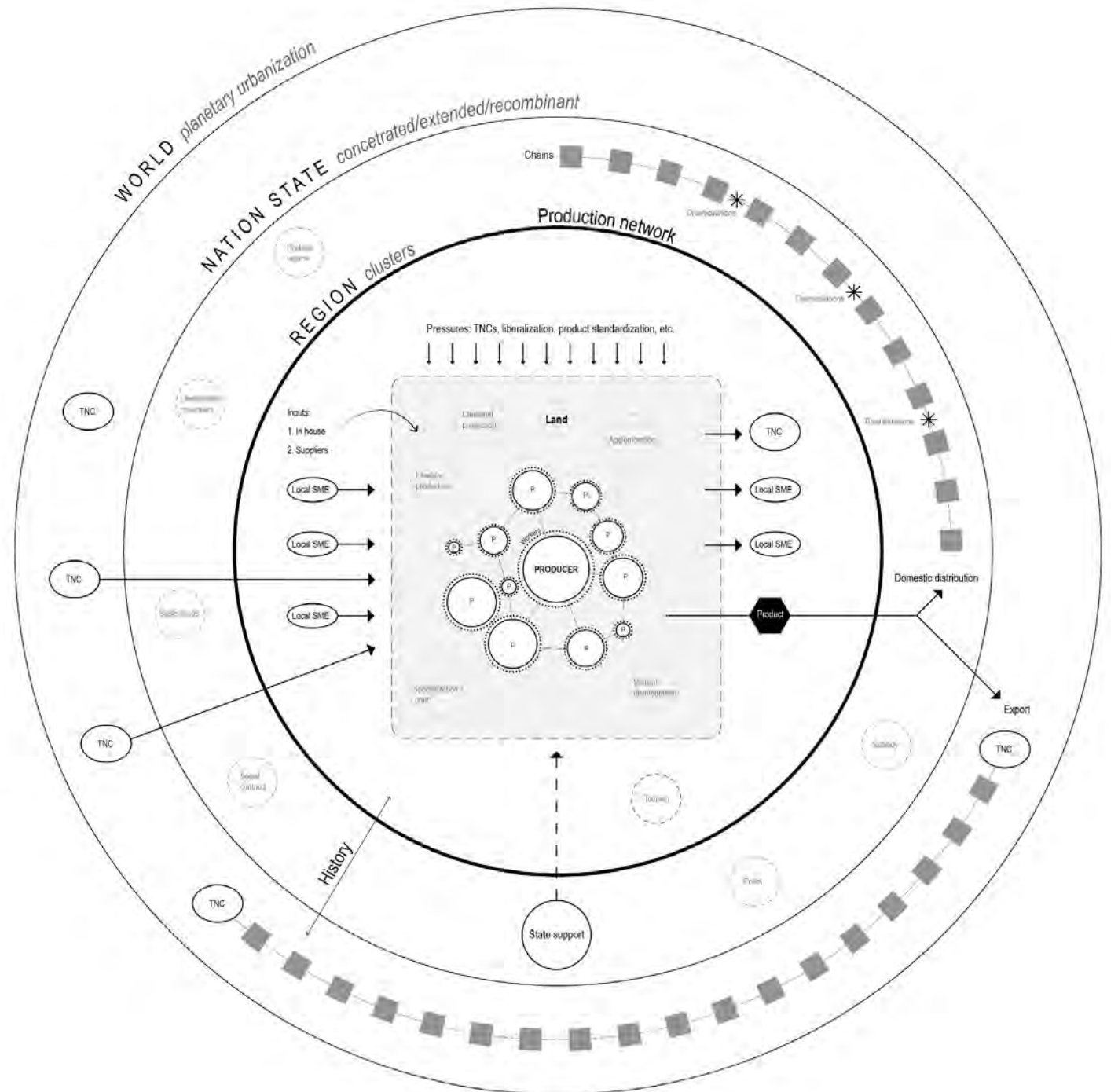
Piore + Sabel
Harvey
*Institute for Development
Studies (IDS)*

Chains

Bair + Werner
McMichael
Pietrobelli + Rabellotti

Depeasantization

Araghi
Sanyal
Mazoyer + Roudart





1. ***Mezcal*, Zapotitlán de Vadillo, Jalisco, Mexico.**
2. ***Queijo Canastra*, Serra da Canastra, Minas-Gerais, Brazil.**
3. ***Fromage Comté*, Jura, Franche-Comté, France.**
4. ***Stellenbosch Wine*, Stellenbosch, Western Cape, South Africa.**

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1

Regulatory and institutional arrangements



2

Landed property regimes



3

Terroir



1

Regulatory and institutional arrangements



Protectionism

Economic nationalism

Exclusion

Privileged small producers

2

Landed property regimes



Exploitative labor practices

Informal labor flows

New right-wing political coalitions

3

Terroir



Social construction of taste and desire

Commodification of cultural capital

Intellectual expertise

Consumer demand as driver

Consumer masquerading



1

Regulatory and institutional arrangements



The Landless Workers' Movement (MST) in Brazil continues to grow, with an estimated informal membership of 1.5 million[3] across 23 of Brazil's 26 states.

TAX REFORM

The tax reform of 1965 in Brazil sought to streamline state taxation, replacing the old tax on sales and consignement (IVC) with a modern value added tax on the circulation of goods (ICM) as part of a profound change that aimed to build a national tax system.

During the process of drafting the 1988 Constitution, the foundation of the ICM was expanded. The tax regime has created increasing problems for the economy and the federation, which have worsened as successive attempts at reform have failed.

QUEIJO DE CANASTRA

Queijo de Canastra was formally declared an "intangible cultural heritage of Brazil," with help from Aprocana - Producers Association of Canastra and the Aprocame - Association of Producers of Canastra Cheese in Medeiros.

Queijo de Canastra is registered as Brazilian Cultural and Immaterial Patrimony, and is certified by the National Institute of Industrial Property (INPI) with the Geographical Indication (GI) seal, in the "Indication of Origin" (IP) regime.

SlowFood declares that Canastra Cheese is "in danger".
Producers cite unfair dairy legislation.

BOLSONARO

Jair Bolsonaro sweeps the region of the seven towns producing Queijo de Canastra, for example winning 62% of the vote in São Roque de Minas and 60% in São João Batista do Glória.

1980

1985

1990

1995

2000

2005

2010

2015

2019

In Franche Comté, penalty system evolves to include fines and mandatory small-producer trainings.

PDO REGIME

The concept of "Appellation d'Origine" (in France constructed progressively throughout the 20th century starting 1919), passed into the European legislation through the Protected Designation of Origin (PDO) regime.

In France the stocking rate of Montbéliard cows is limited to one cow per hectare of grassland pasture, and one milking per day (down from two).

Franche Comté's PDO is defined as a collective right of use and its utilization is delegated to producers of the Appellation grouped in an AOC Defense Syndicate.
Farm size is further limited and "sub-terroirs" within the Comté region are introduced for further differentiation.

General change drivers for SAIDs:

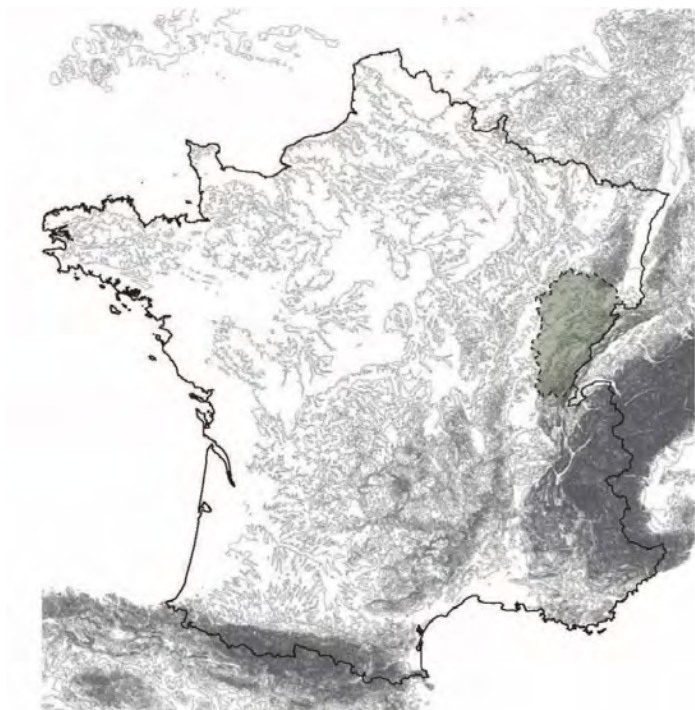
LIBERALIZATION: free trade agreements, product export regimes, product standardization vertical integration.

DEVELOPMENT OF REGIONAL INSTITUTIONS FOR CLUSTERS: cooperatives, knowledge-sharing regimes and networks, and local growth and production poles connected to logistics nodes.

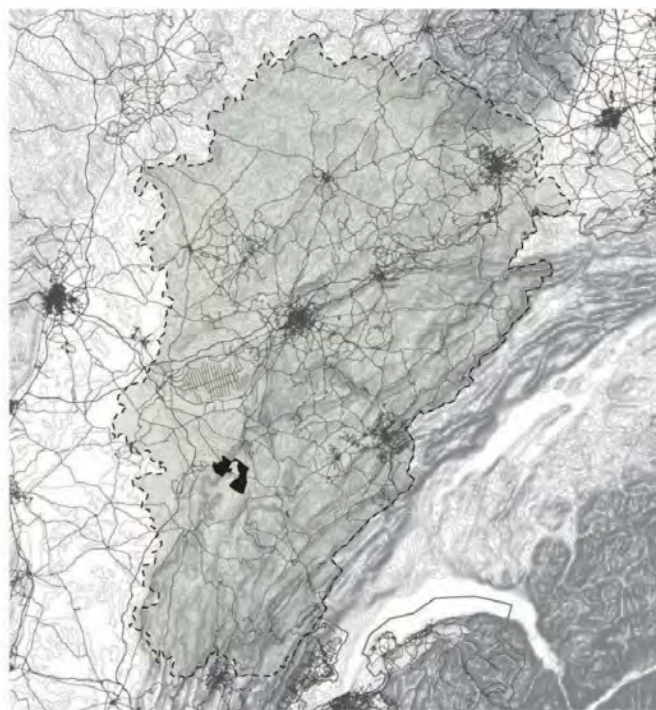
NEW STATE-SANCTIONED RULES AND REGULATIONS: support to smallholders.



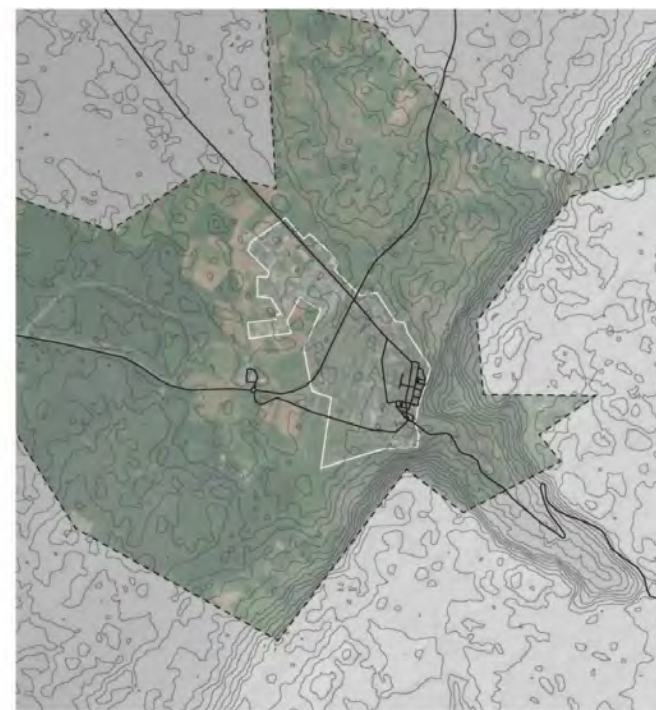
Denomination of origin logos



France



Franche-Comté



Poligny



1 hectare per cow

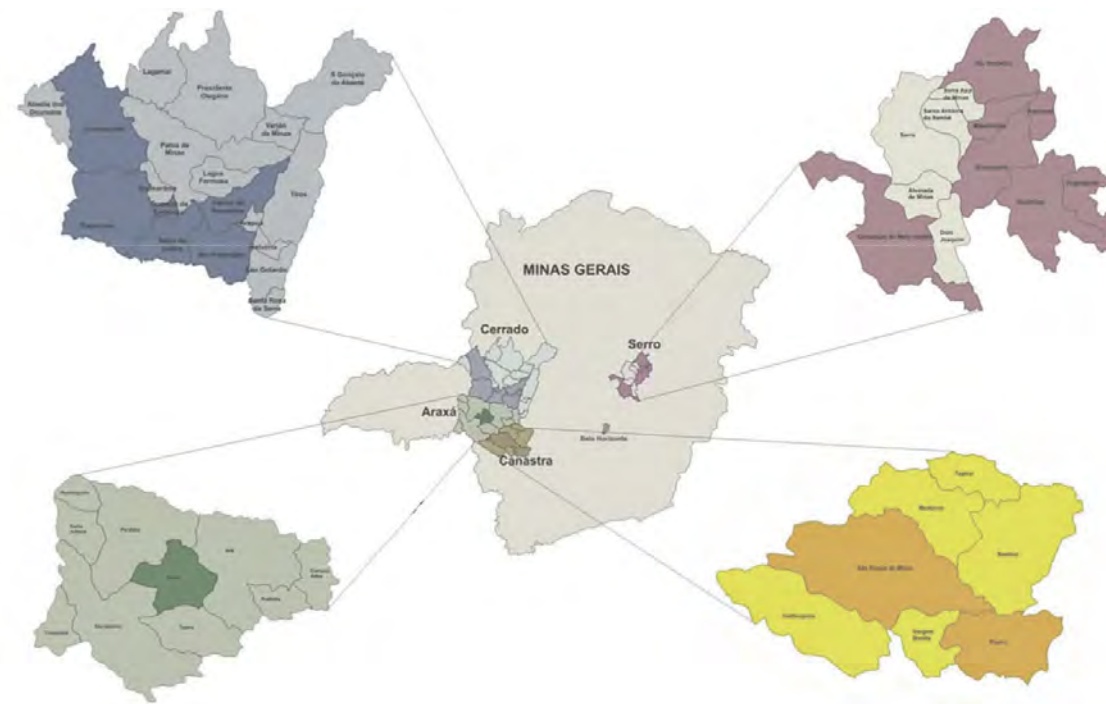


Montbéliarde cows

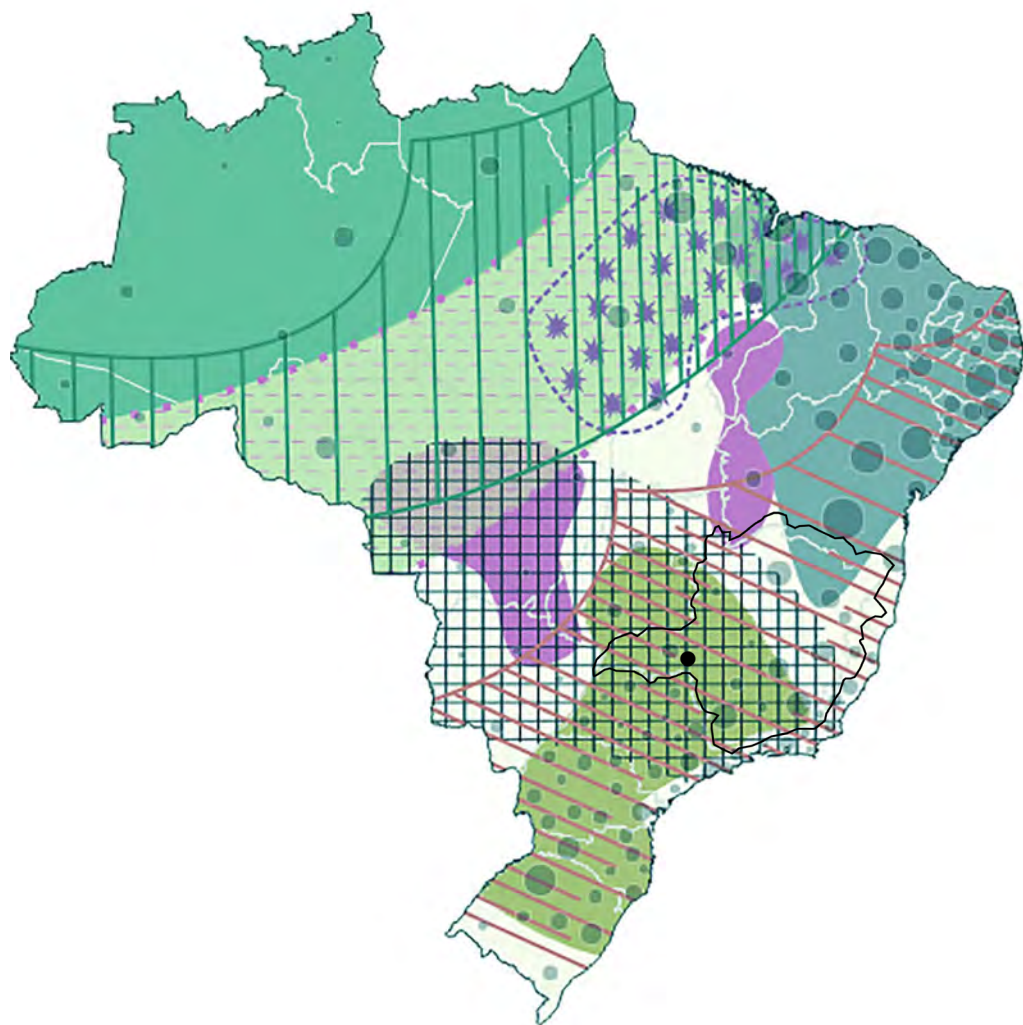


APROCAN





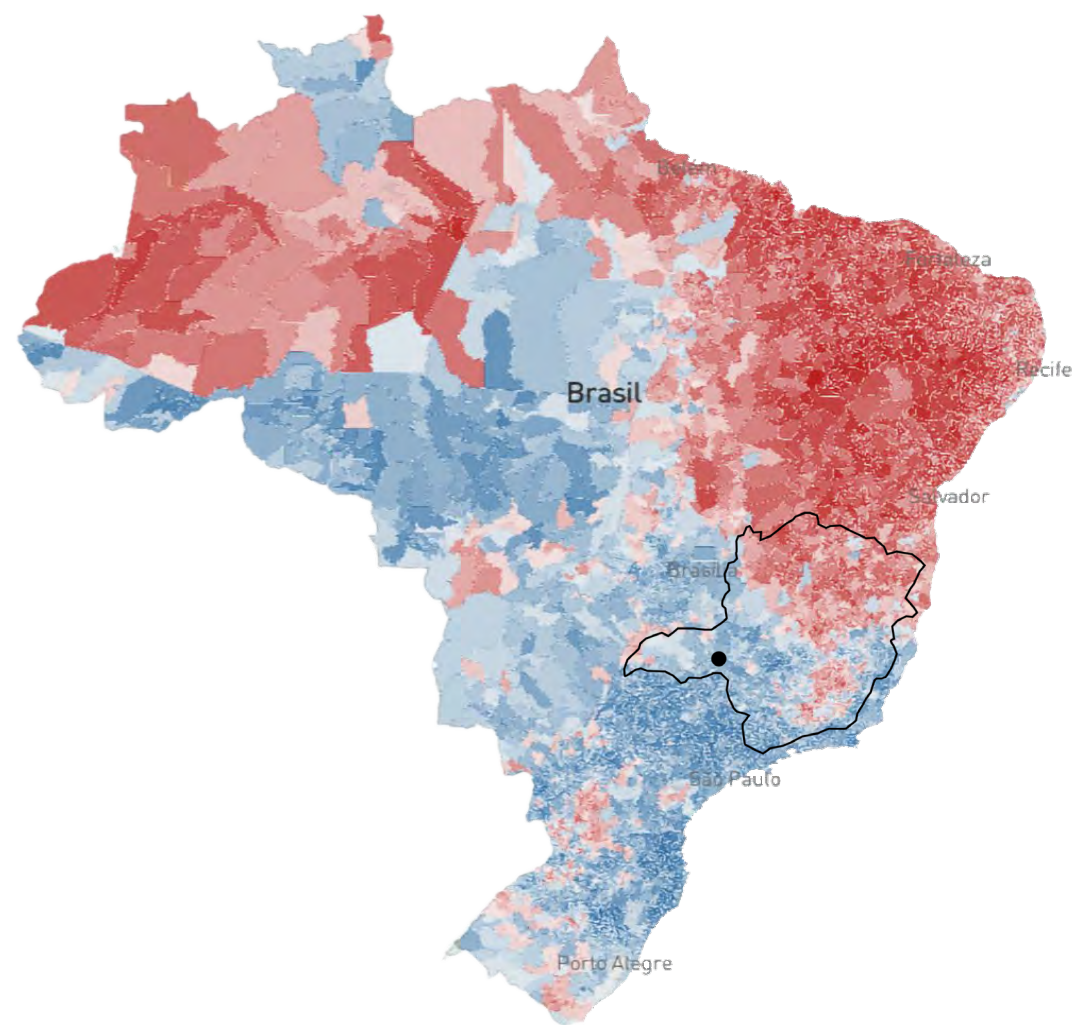
Cheese producing regions in Minas Gerais



High-salary landowners

Concentrations of socio-cultural movements including MST

Main agricultural region



Voted for Jair Bolsonaro





Poligny



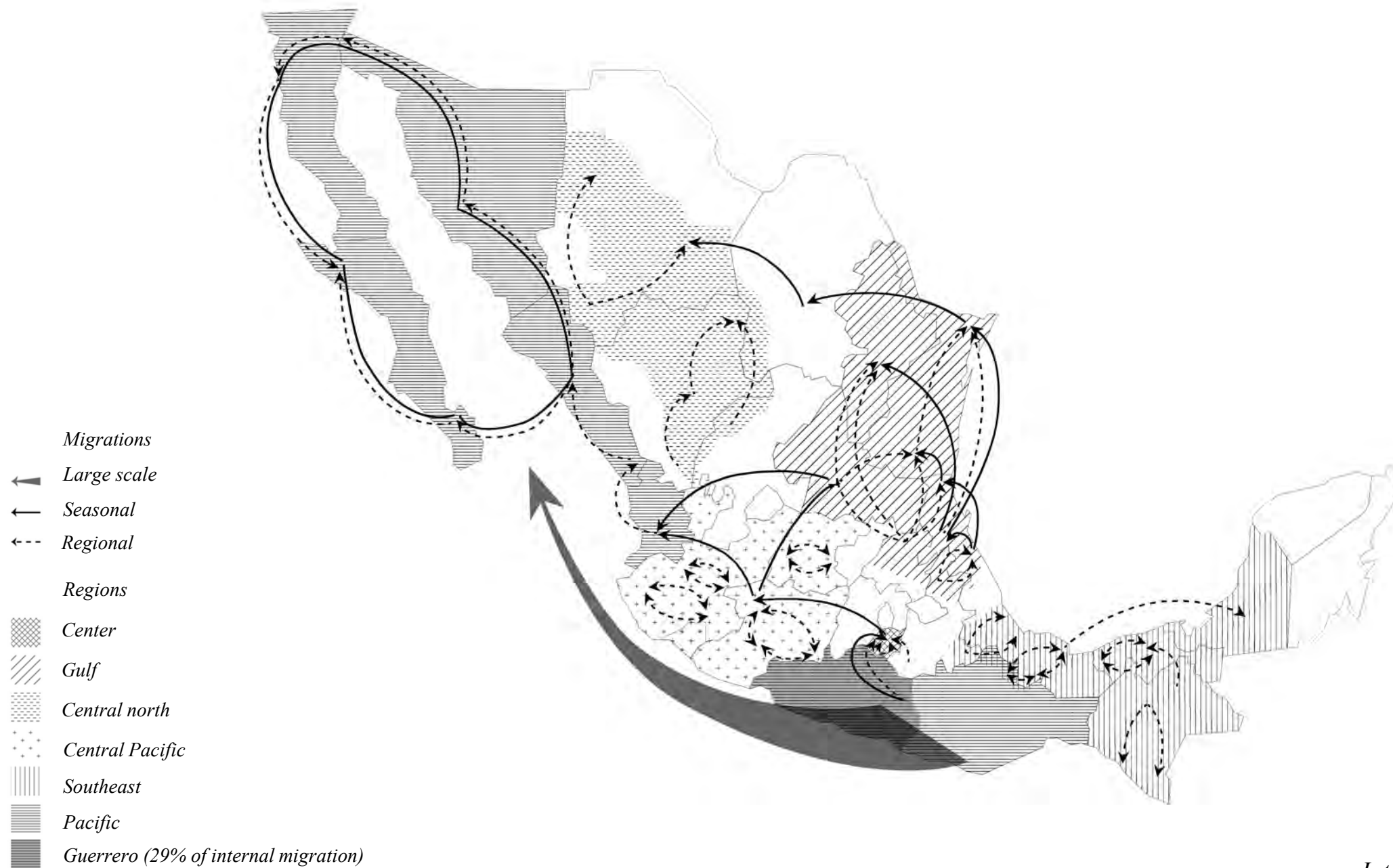
National School of Dairy Industry and Biotechnologies



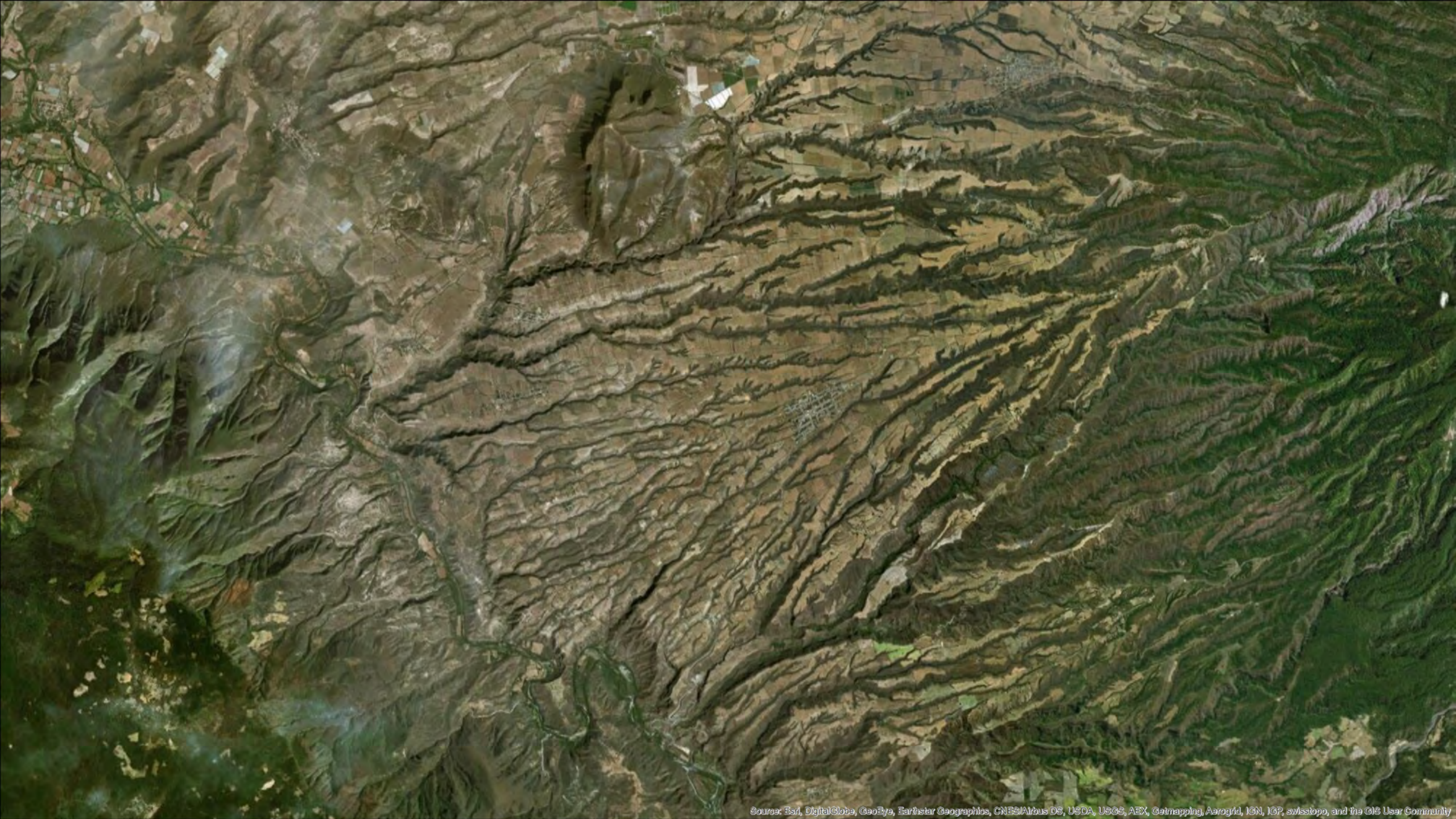
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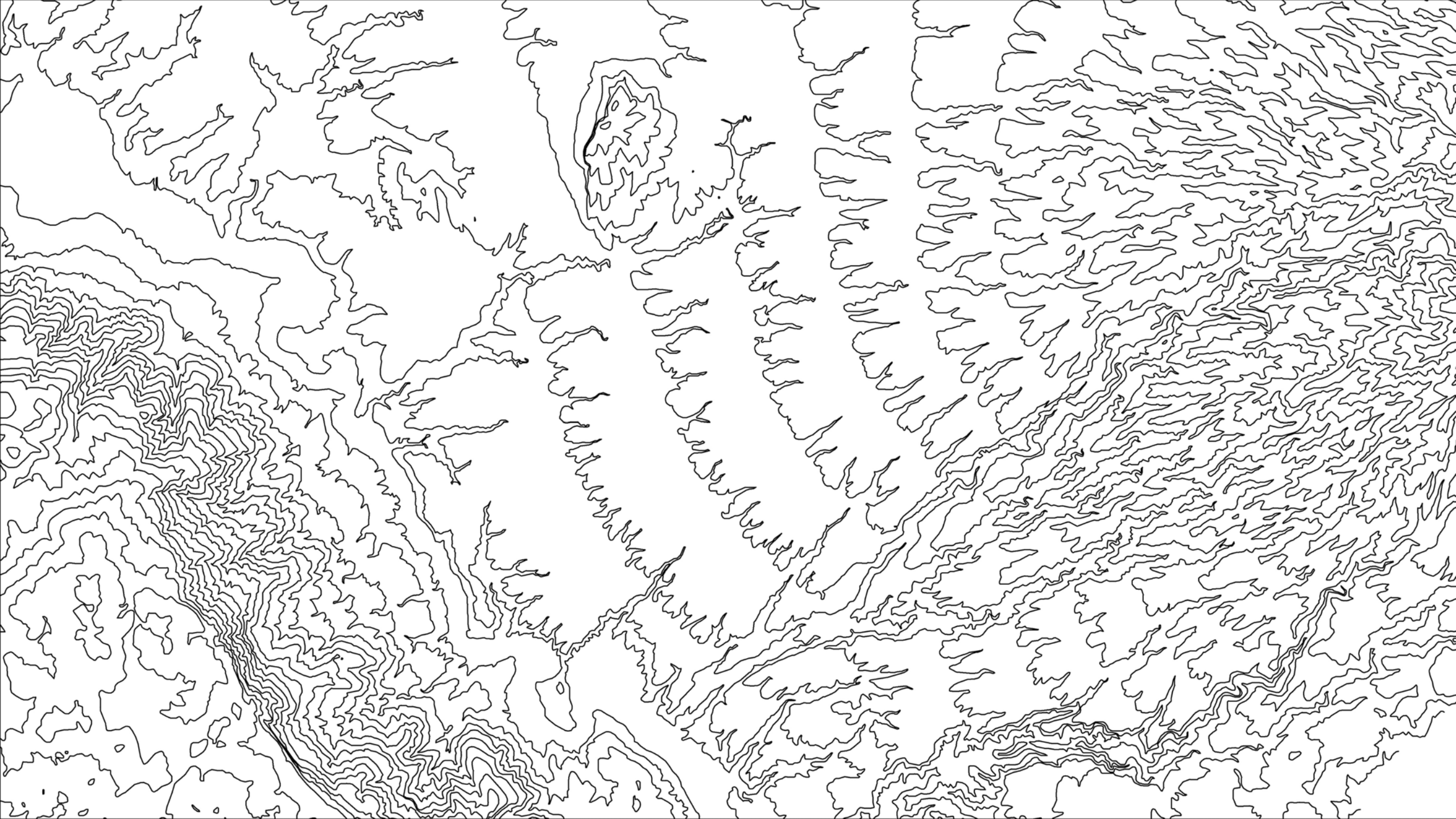
Landed property regimes





Internal migrations in Mexico

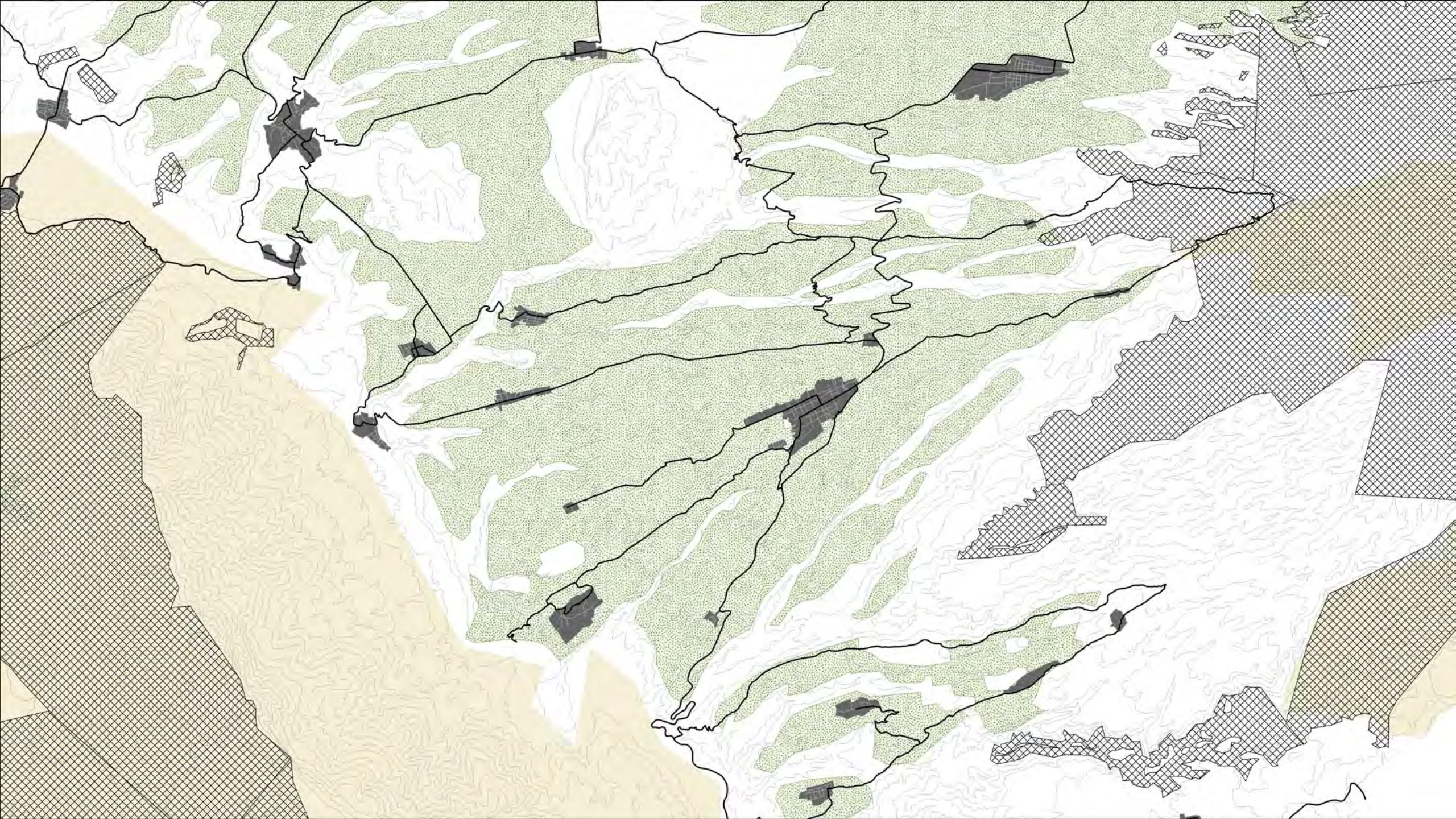


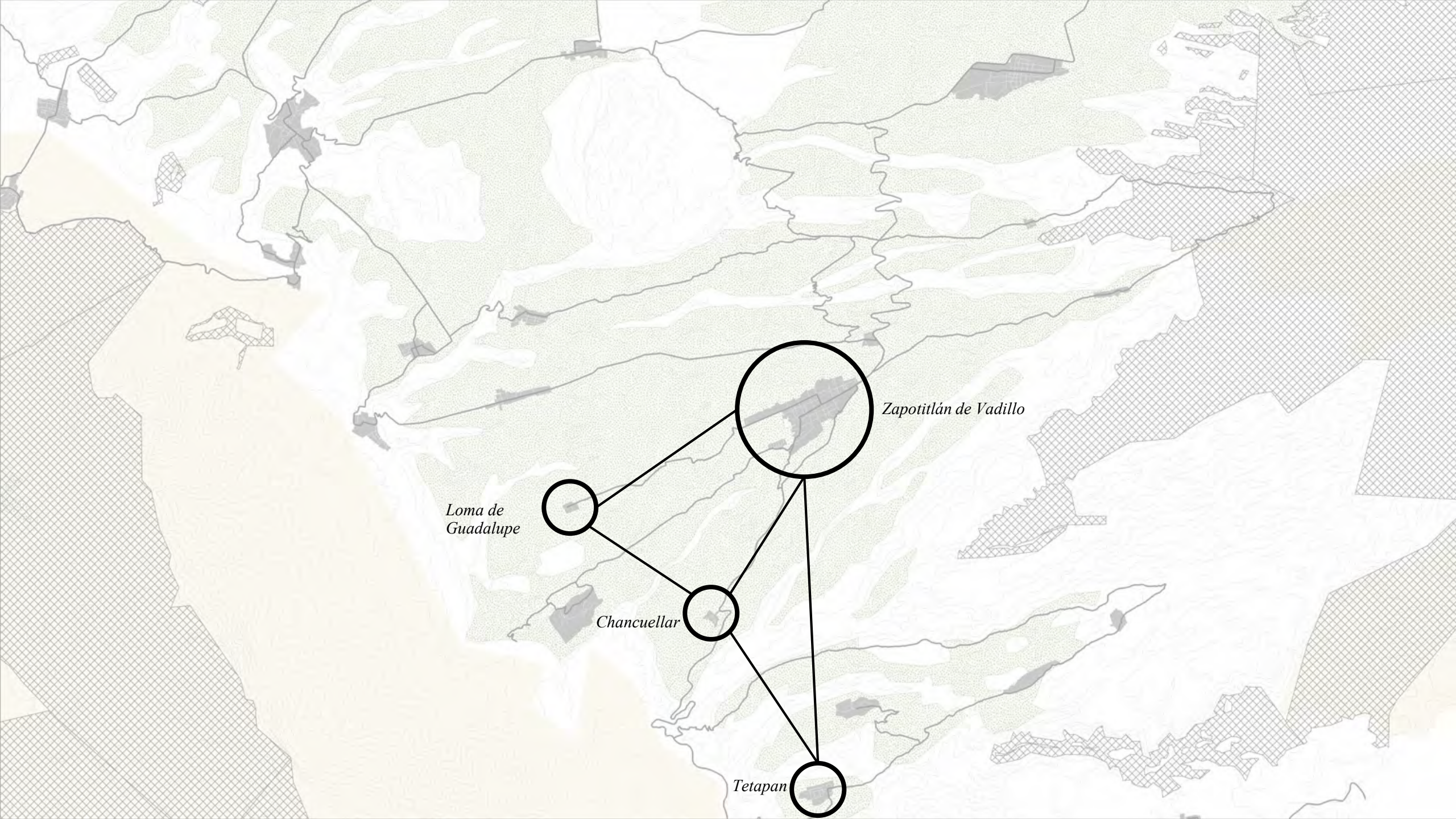












Zapotitlán de Vadillo

*Loma de
Guadalupe*

Chancuellar

Tetapan



Mezcal producers in Jalisco



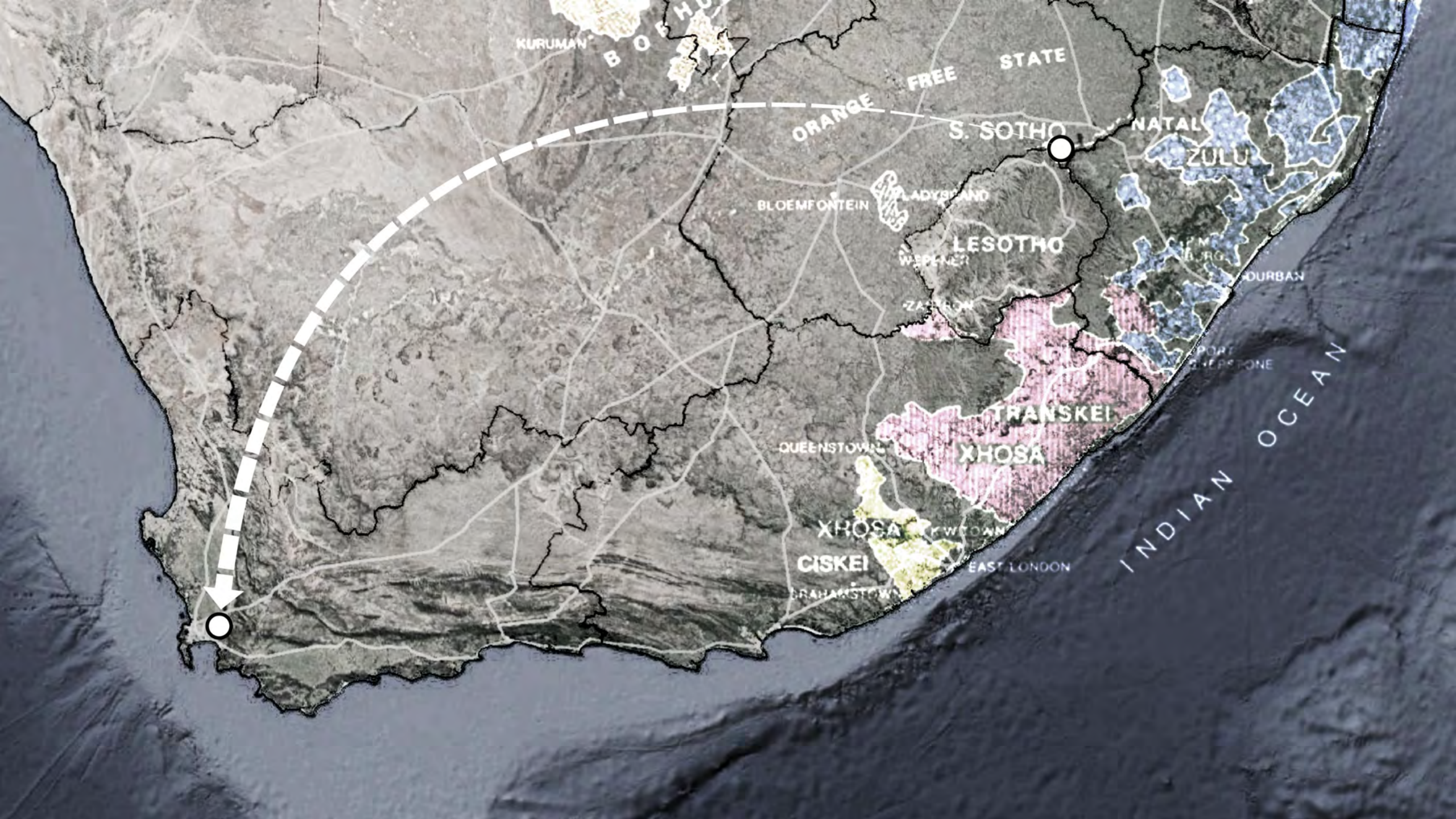
Agave and the Nevado de Colima

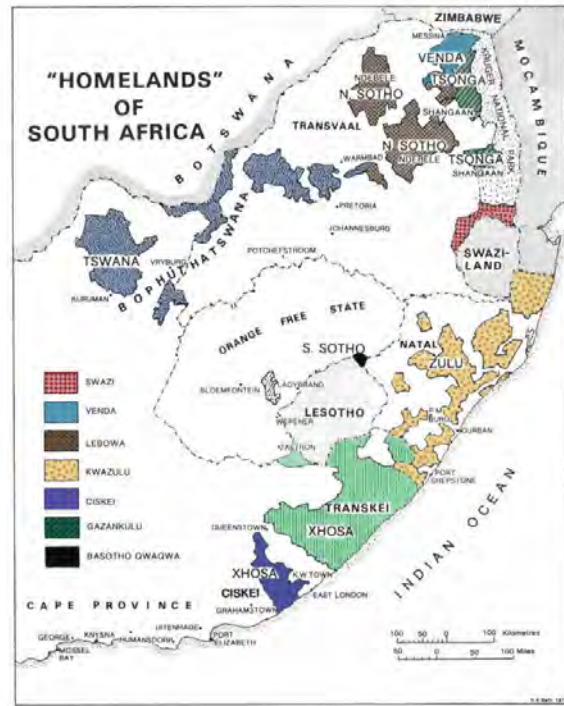


“Jornalero”



Mezcal's Denomination of Origin





Former Bantustans



Qwaqwa



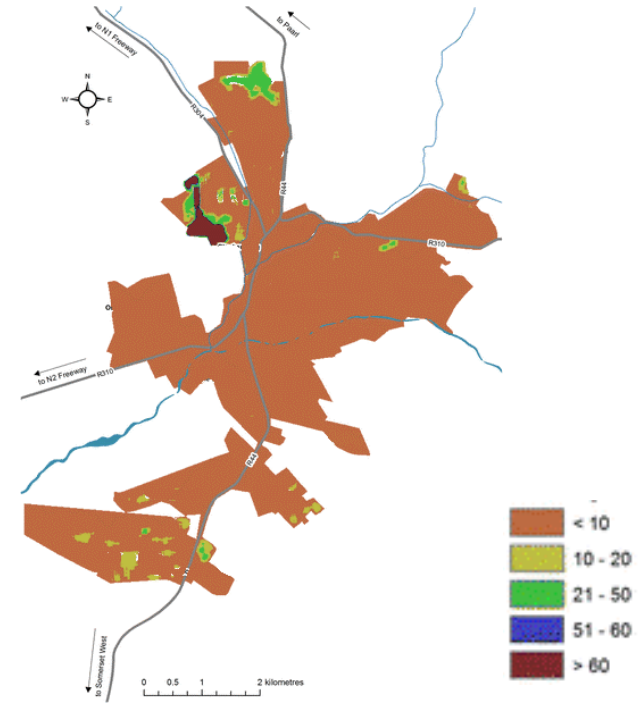
Qwaqwa



Kayamandi



Kayamandi in Stellenbosch wine region



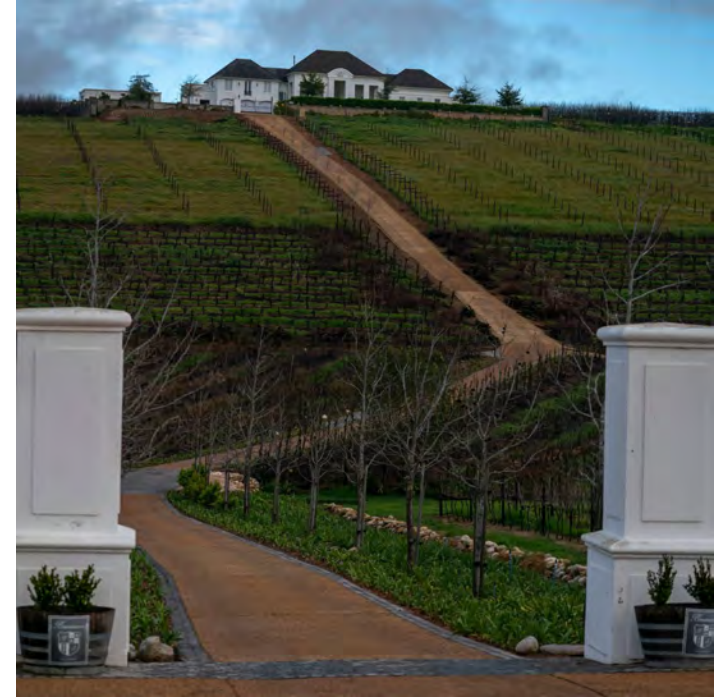
Increase in building density. Building units per hectare (bu/ha)



Erecting a shack in Stefan Smit's farm



Stellenbosch\Kayamandi



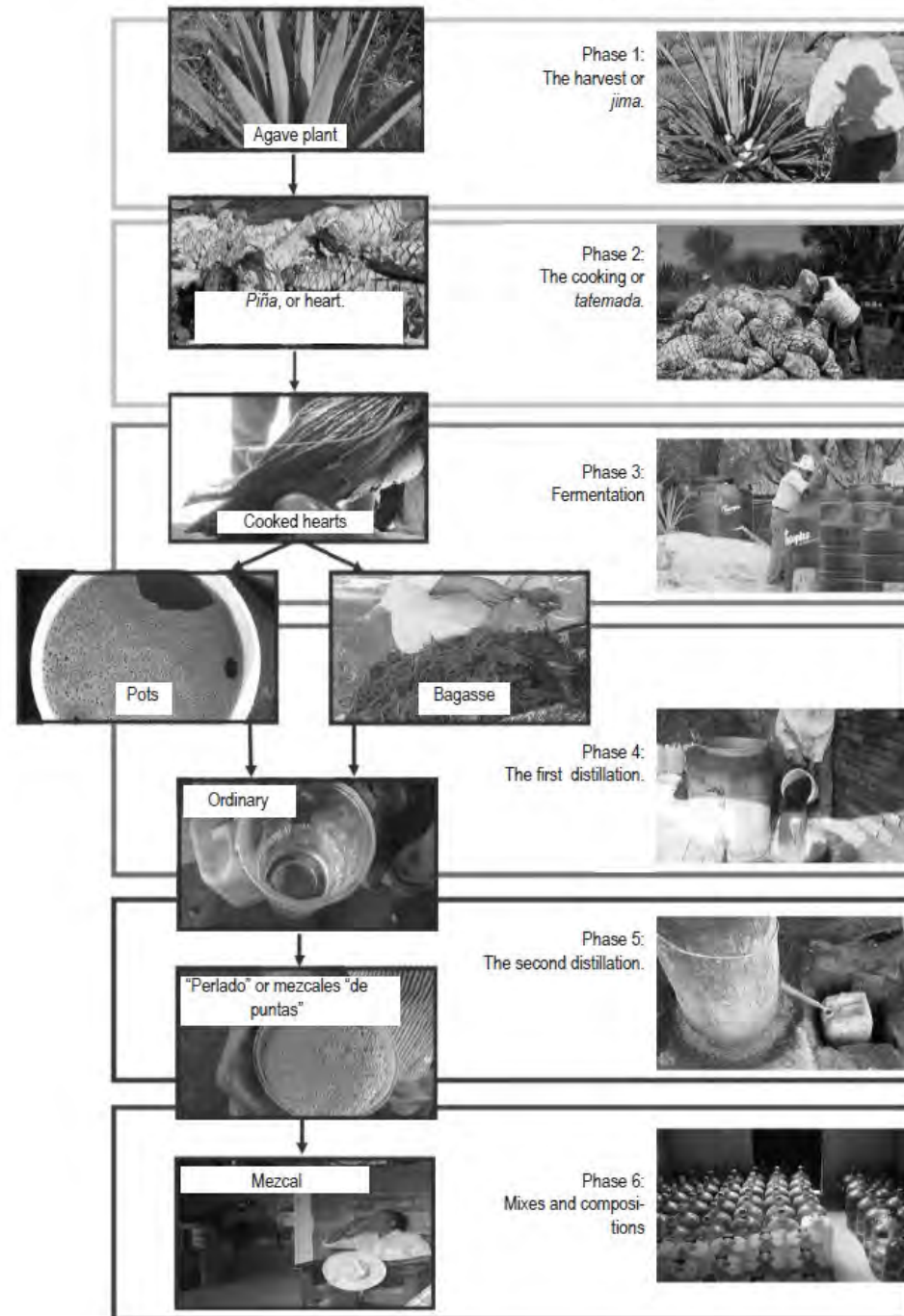
Wine farm in Stellenbosch

3

Terroir



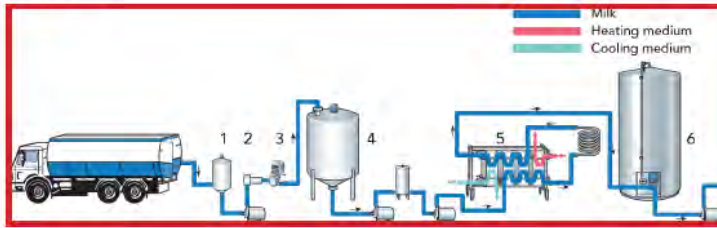
Traditional mezcal production in Zapotitlán del Valle, Jalisco, México



Production: equipment and technology

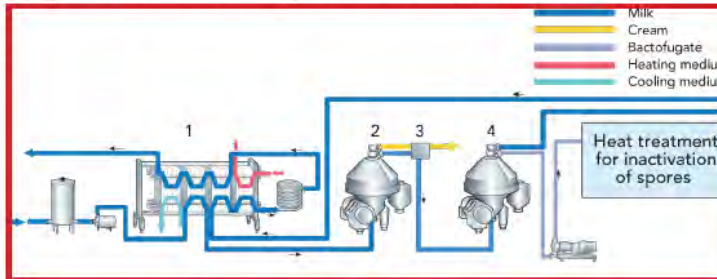
Reception arrangements for cheese milk.

1. Air eliminator
2. Filter
3. Milk meter
4. Intermediate storage tank
5. Thermization and cooling or cooling only.
6. Silo tank.



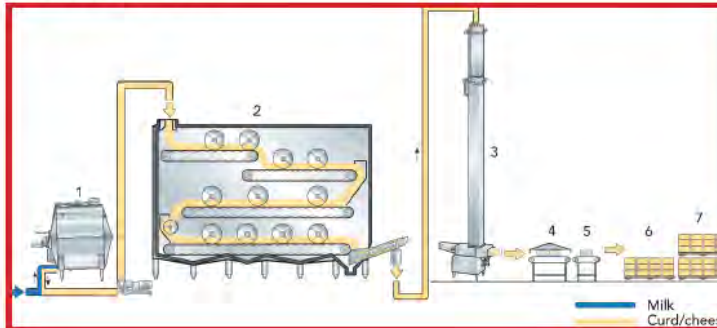
Spore and bacteria removing separators with continuous discharge, sterilization and remix of the concentrate.

1. Pasteurizer
2. Centrifugal separator
3. Automatic standardization system
4. Two-phase spore and bacteria removing separator.



Flowchart for mechanized production of Cheddar cheese.

1. Cheesemaking tank
2. Cheddaring machine
3. Blockformer and bagger
4. Vacuum sealing
5. Weighing and carton packer
6. Rapid cooling store
7. Ripening store

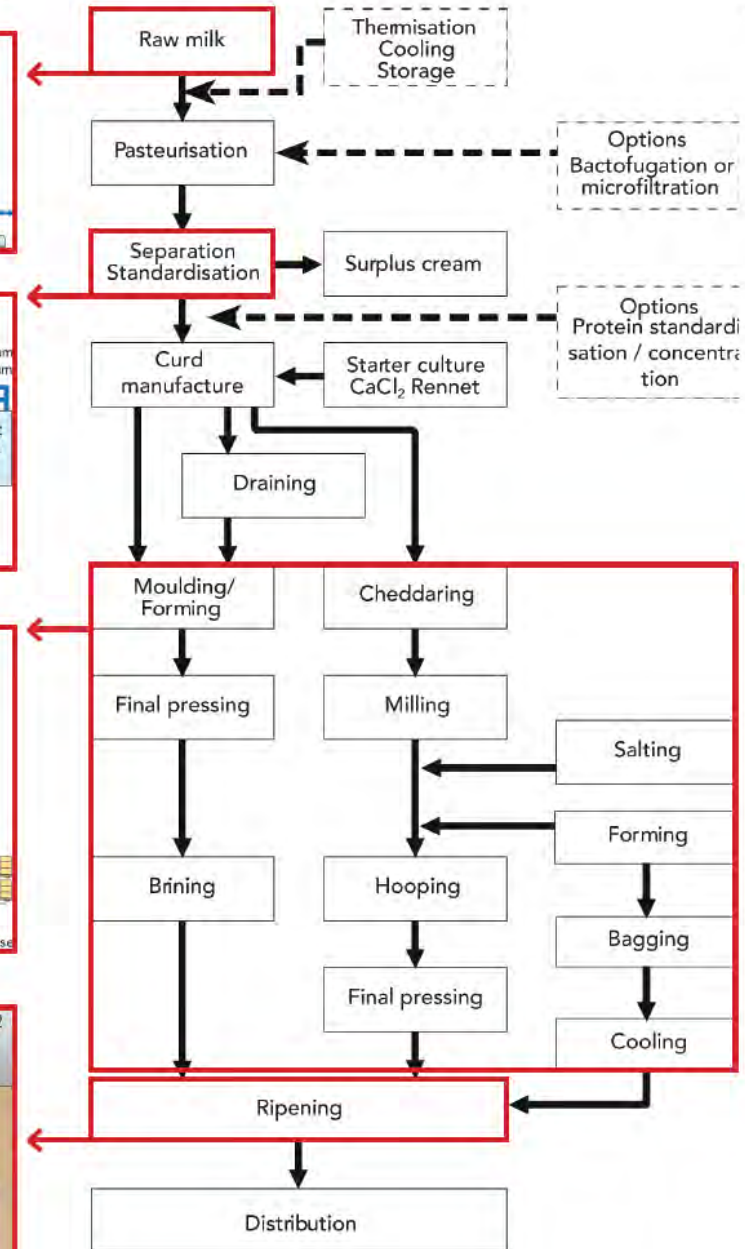


Storage for ripening

1. Mechanized cheese storage. Humidified air is blown through the plastic nozzles at each layer of cheese.
2. Cheese storage using pallets.



Production: biotic processes



--- Options

SUSTAINABLE LOCAL HARVEST

Western Mexican region of Southern Jalisco, today, governed by Tarascan Dominions integrating feudatory states; biodiversity and sustainable agave production for mezcal was a traditional practice for indigenous Zapotiltán populations (Austin and Luján, 2014).

PRODUCTION COOPERATION

The concept of co-ops developed in the 13th century out of necessity. Five hundred liters of milk were needed to make a wheel of Comté. Since no single farmer had enough cows to produce that much milk, they began cooperating (Wethel, 2007)

MEZCAL PRODUCTION
NETWORKS REGISTERED

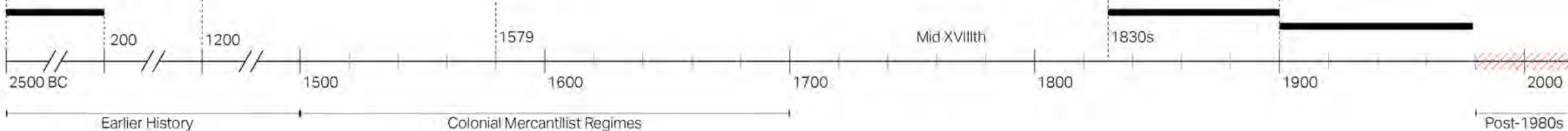
The Spanish refer to a Mescal tree called "Maguey" which produces many things, including Agave, in the "Relaciones Geográficas." (Lucio, 256). Ironically, today producers in this region of Jalisco cannot market their agave products as mezcal because of Mexico's 1990s Mezcal Denomination of Origin (MDO) regime.

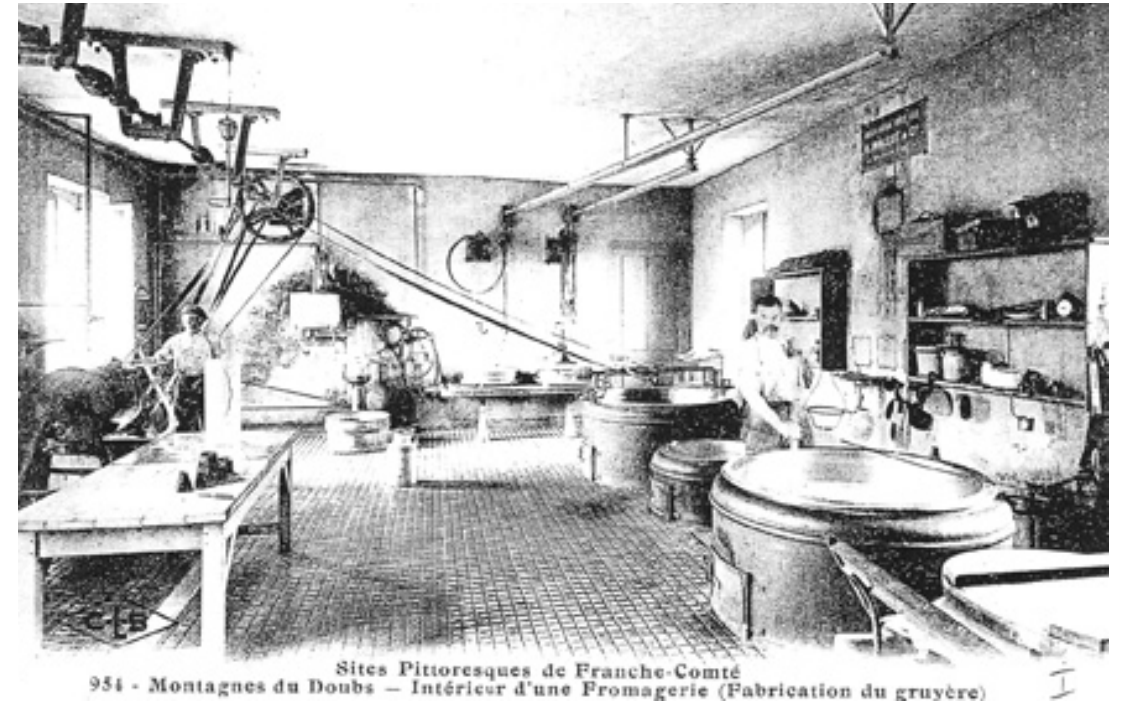
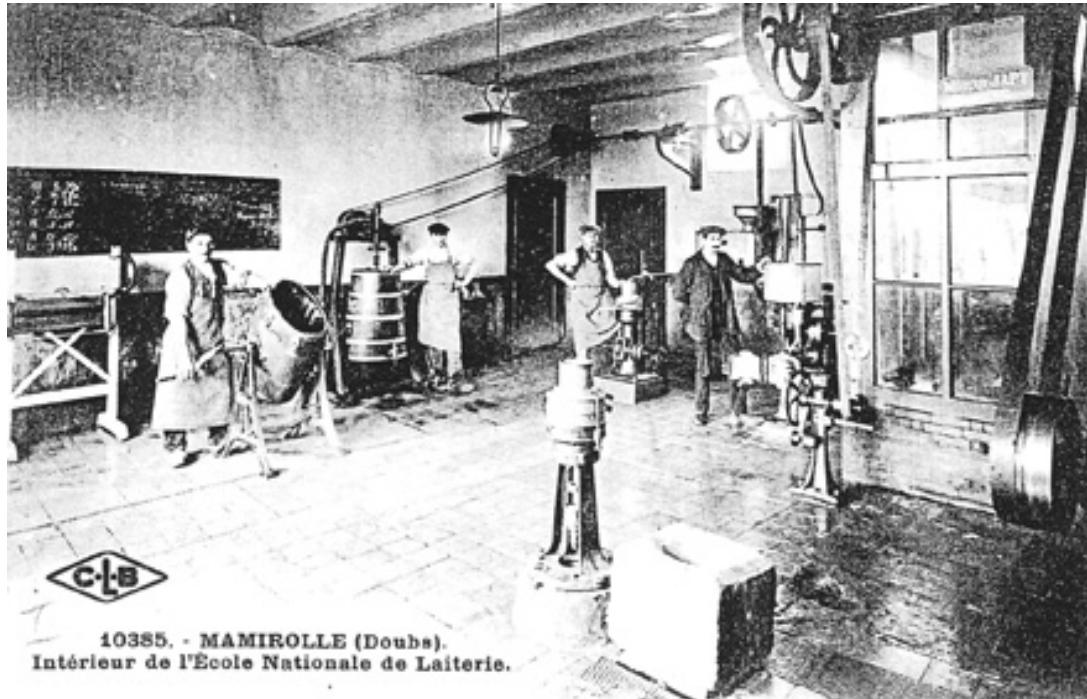
"THE FIRST INDUSTRIAL
DIVIDE"

In the Global North, this era is marked by nascent regional and agro-industrial production systems in places like Northern Italy (Garofoli, 1992), and the historical linking and cooperative-competitive sharing of producers' production practices in the U.S. Agricultural Extension regime from 1860-1920 (Unger, True, Ikerd). However, these arrangements do not constitute SAIDs.

PAX AMERICANA, FORDIST
MASS PRODUCTION

More rigid production regimes and an American corporate management that "stabilized wages and employment to insulate the cost of a major element of production from the flux of a market economy" (Piore and Sabel). Mass production tends toward vertical integration and consolidation dictated by Global North industrial "command-and-control" centers.





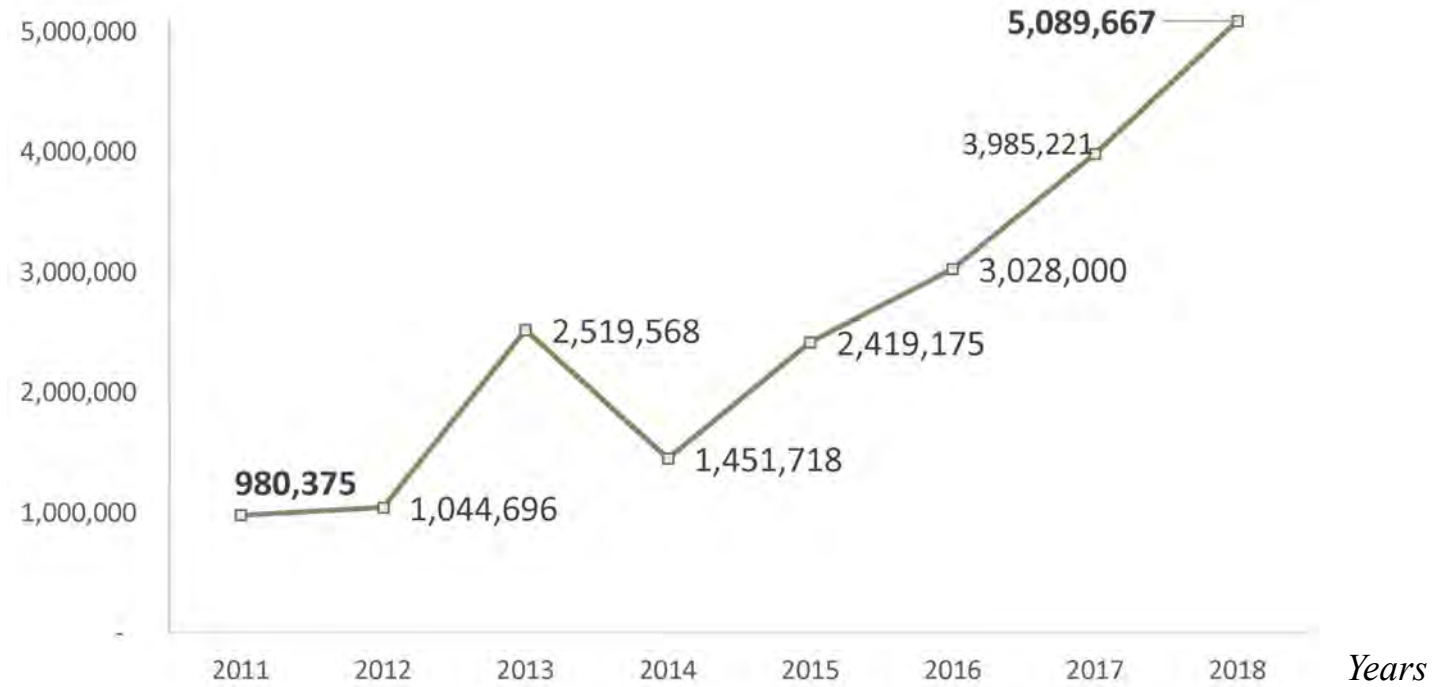


Codex Barbonicus. Mayahuel, goddess of the maguey, with pulque

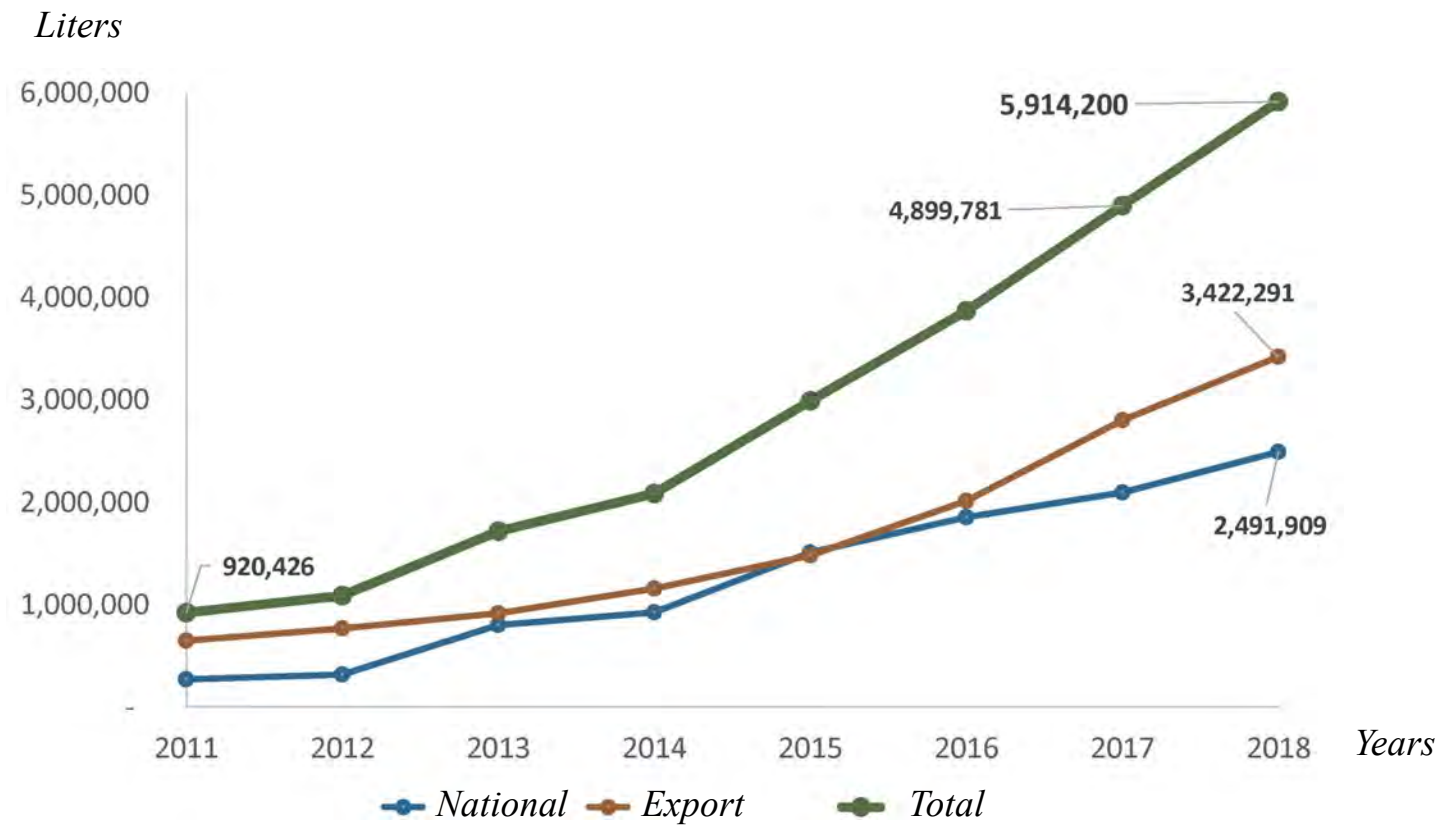


Preparing to cook the “piñas”

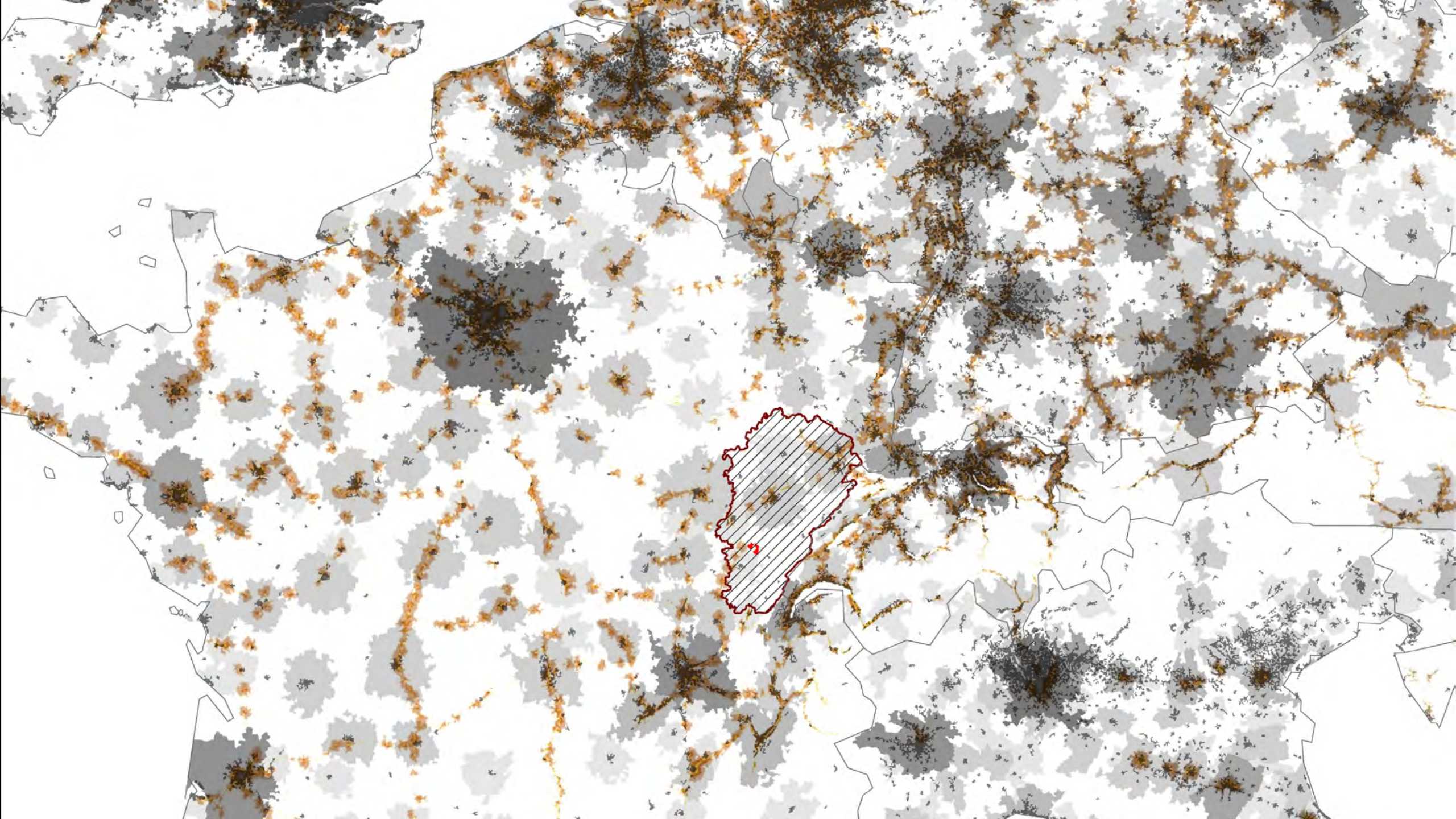
Liters



Yearly mezcal production (45% Alc. Vol.)



Bottled mezcal





ABOUT
FRANCHE-
COMTÉ

ACCOMMODATION AND
PACKAGES

THINGS TO DO
AND SEE

COMING
UP

I'm looking for? 🔍



TELL US ABOUT
YOUR HOLIDAYS IN
OUR REGION AND
WIN YOUR STAY !

CLICK HERE !

INTERACTIVE
MAP

Franche-Comté
at a glance



🧳 YOU TELL US,
WHAT YOU LIKED

👍👍👍👍👍 Michel and Edith
(Desgranges) 🇫🇷

« "We discovered the region
when passing through and it
inspired us to visit. The
Château... »



BREAK
OFFER



METABIEF

THE CHÂTEAU DE JOUX

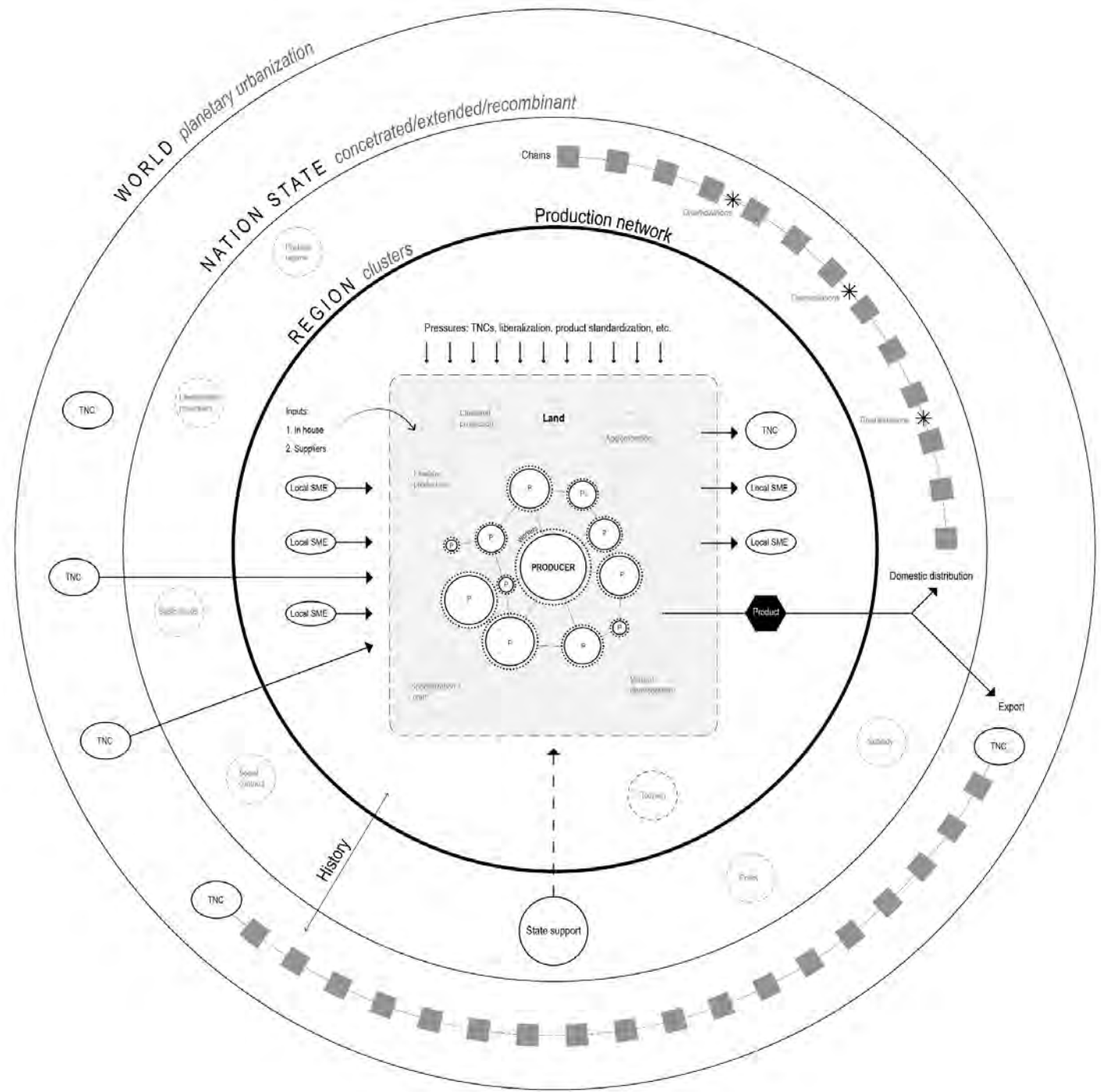
JURA MOUNTAINS
CITADEL OF BESANÇON

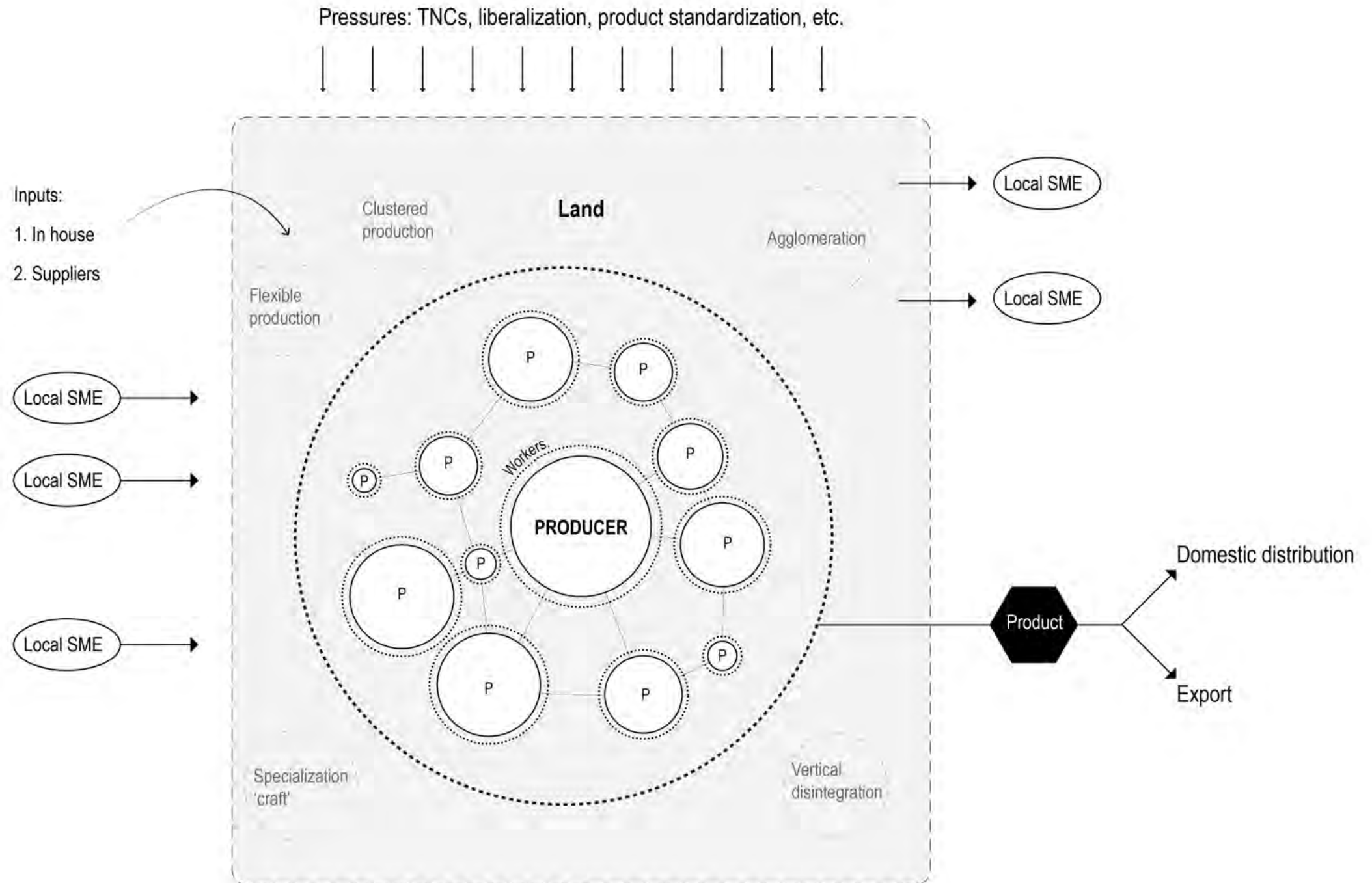


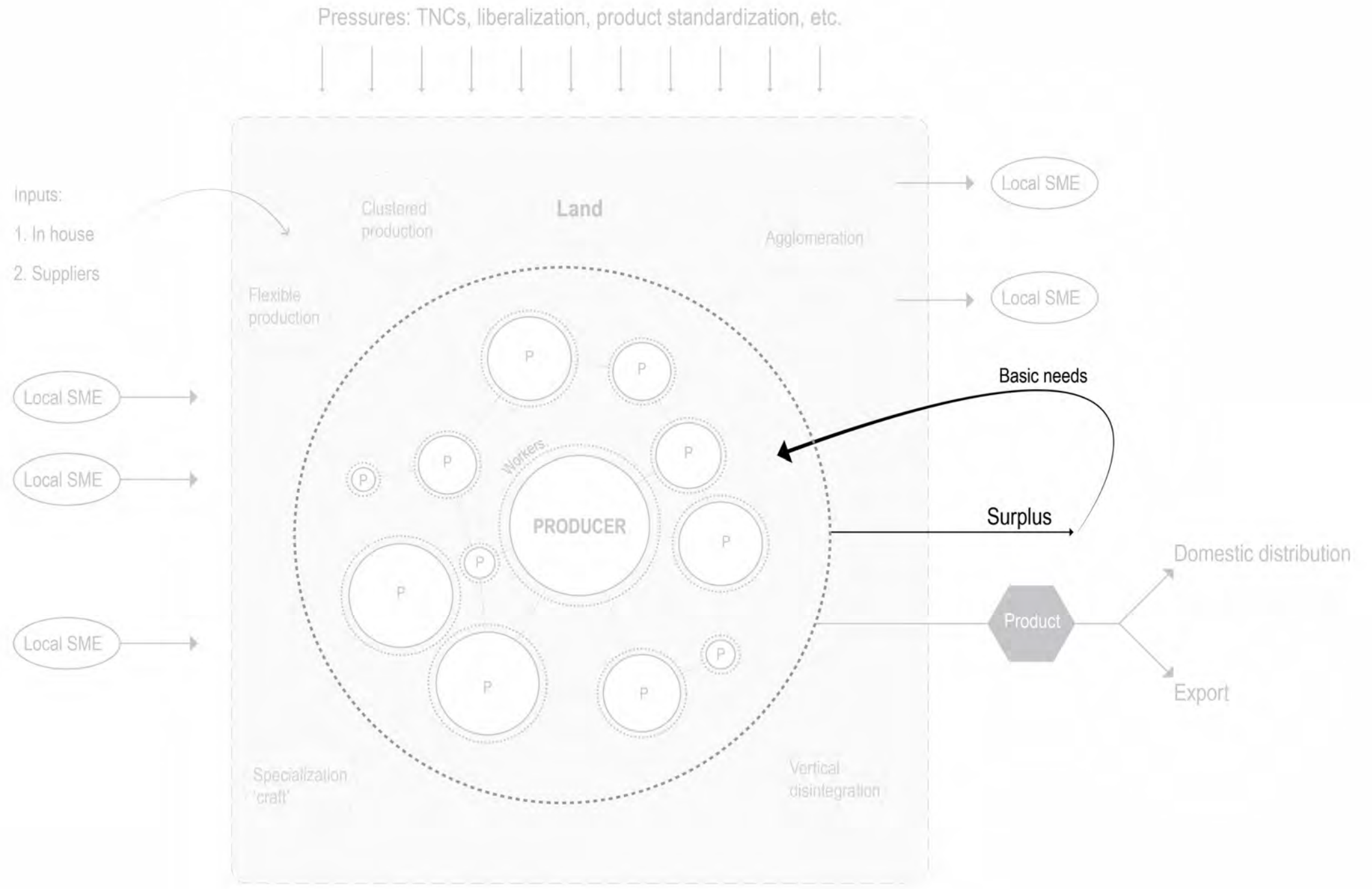
...NS AND CULTURAL
ATTRACTIVE

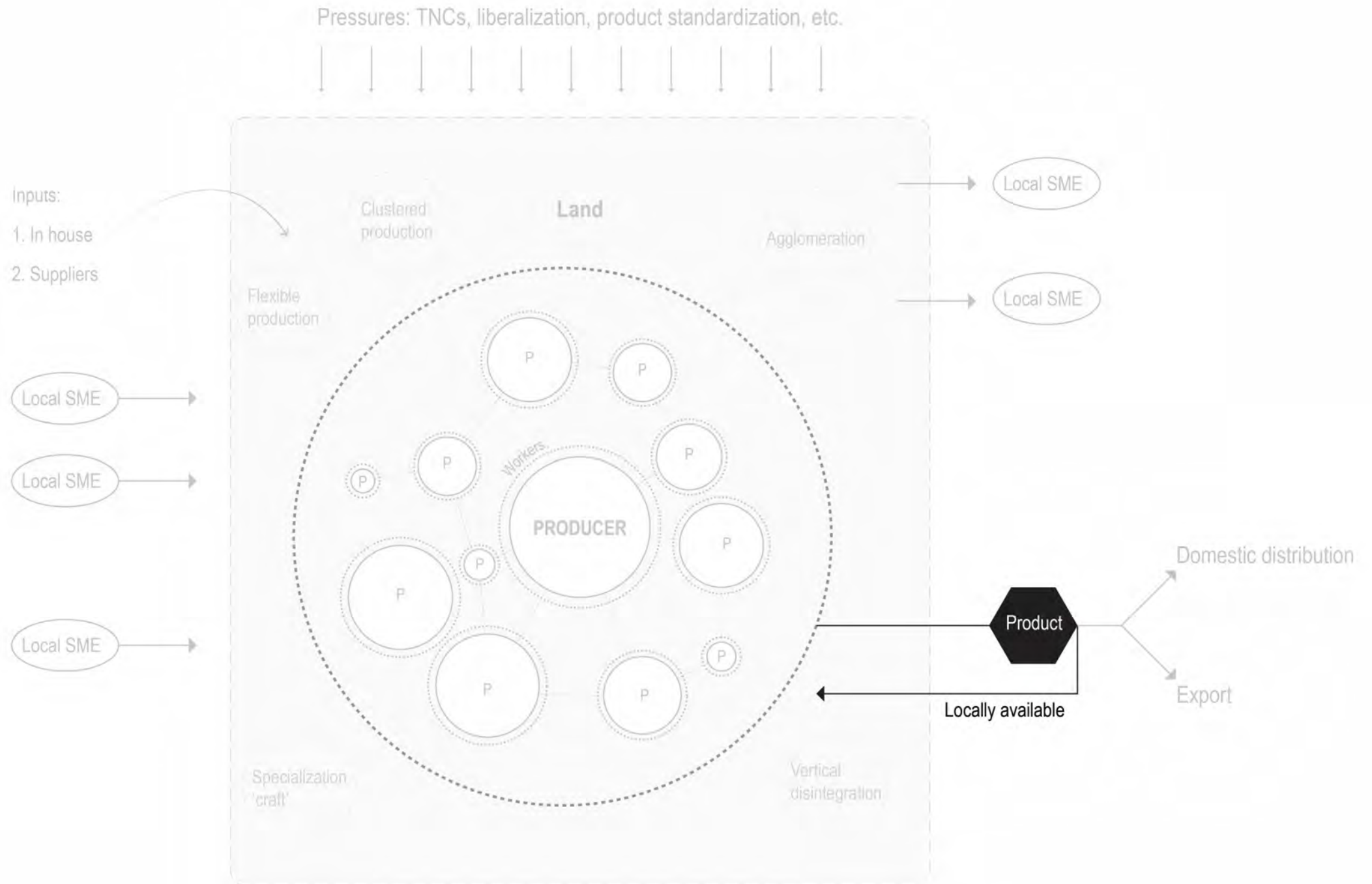
S A I D

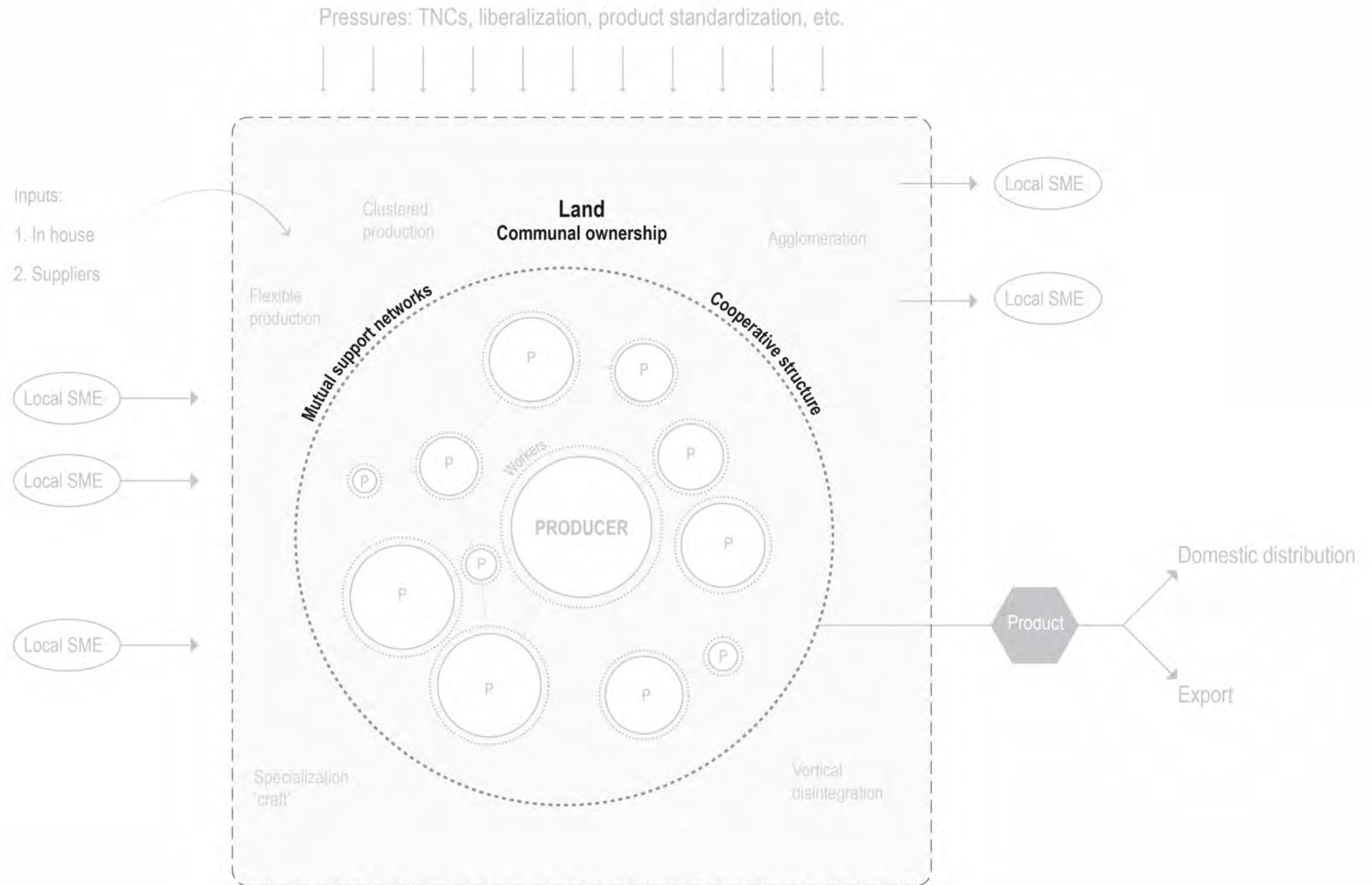
An alternative

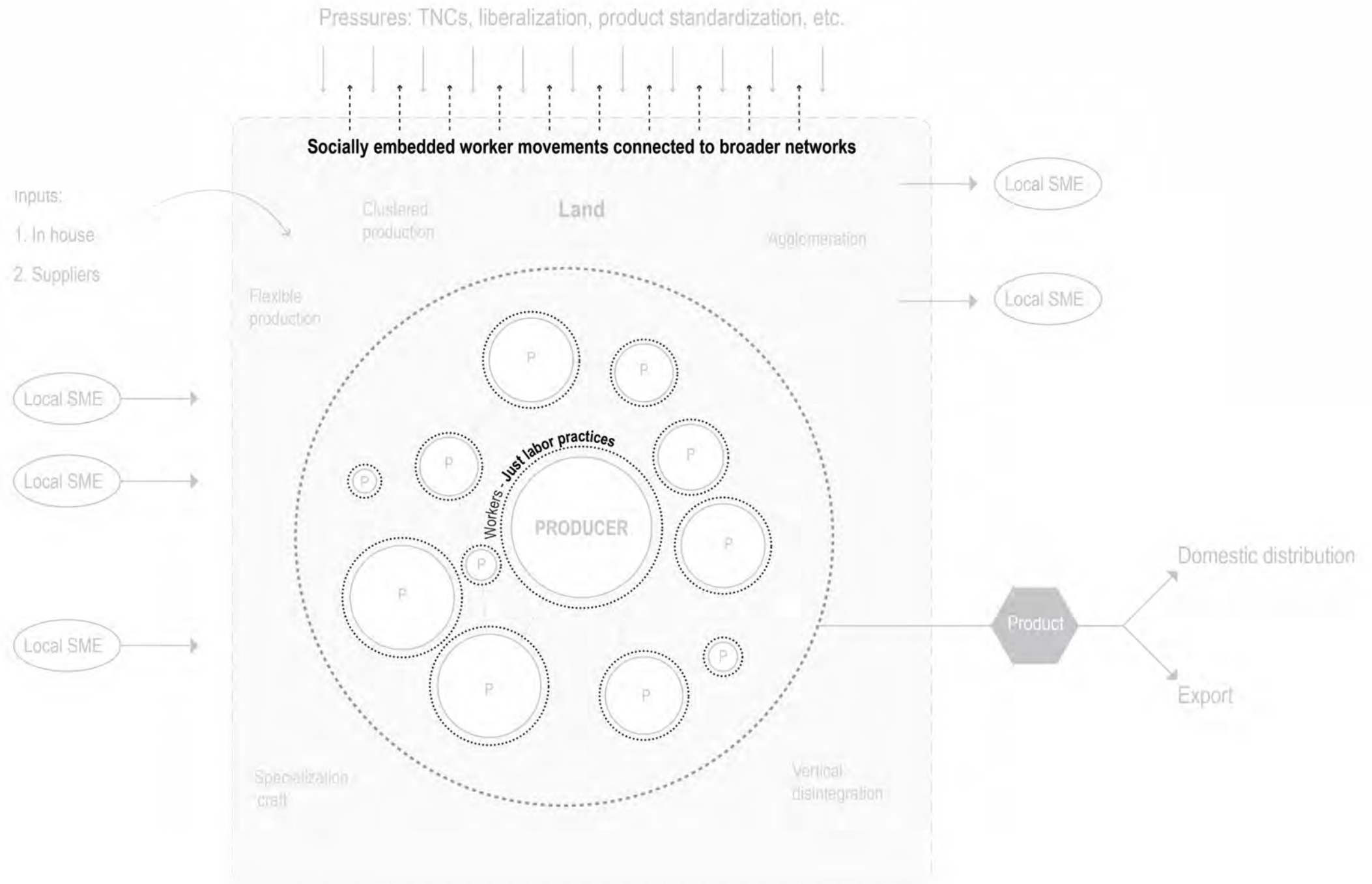


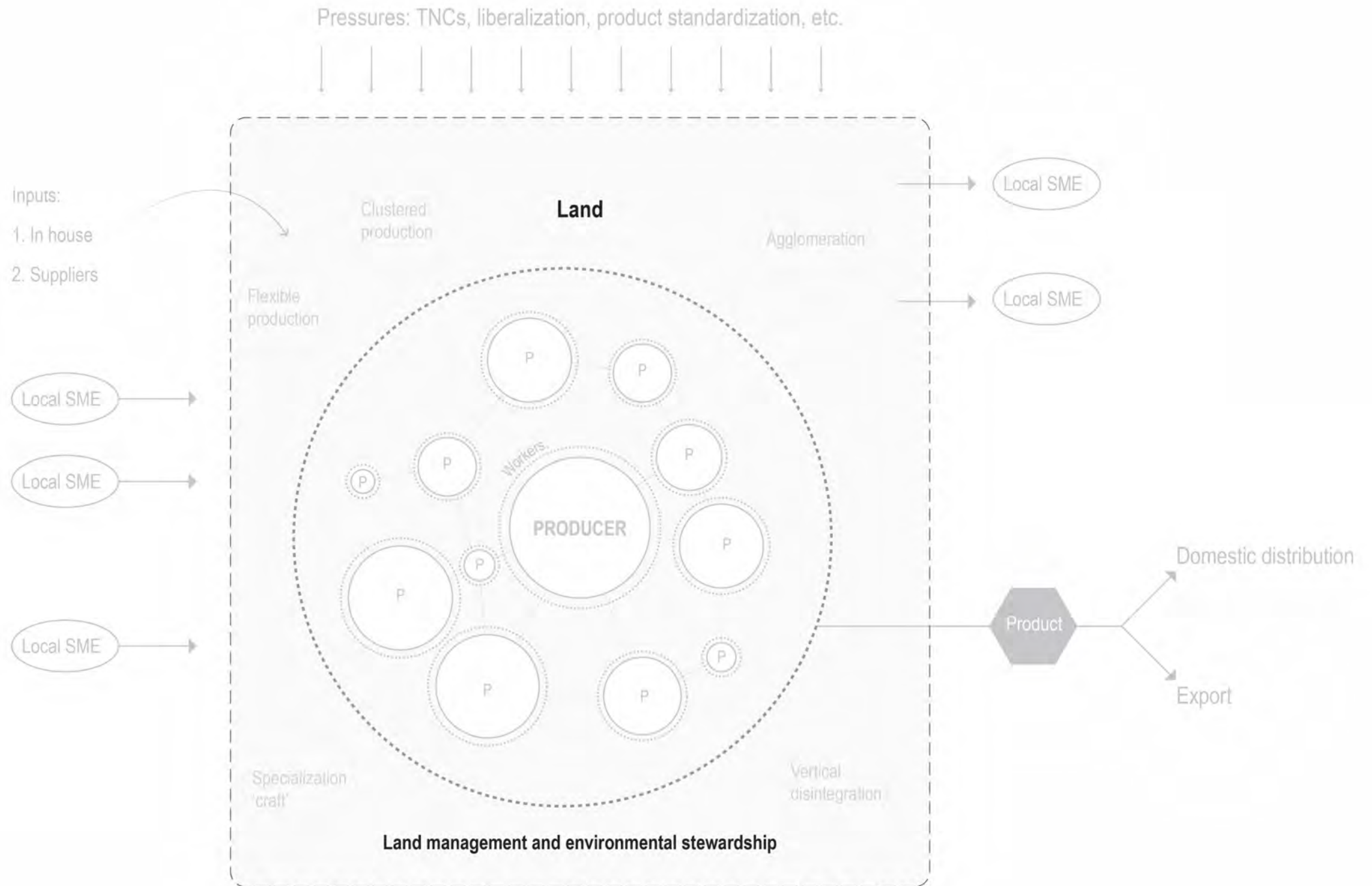


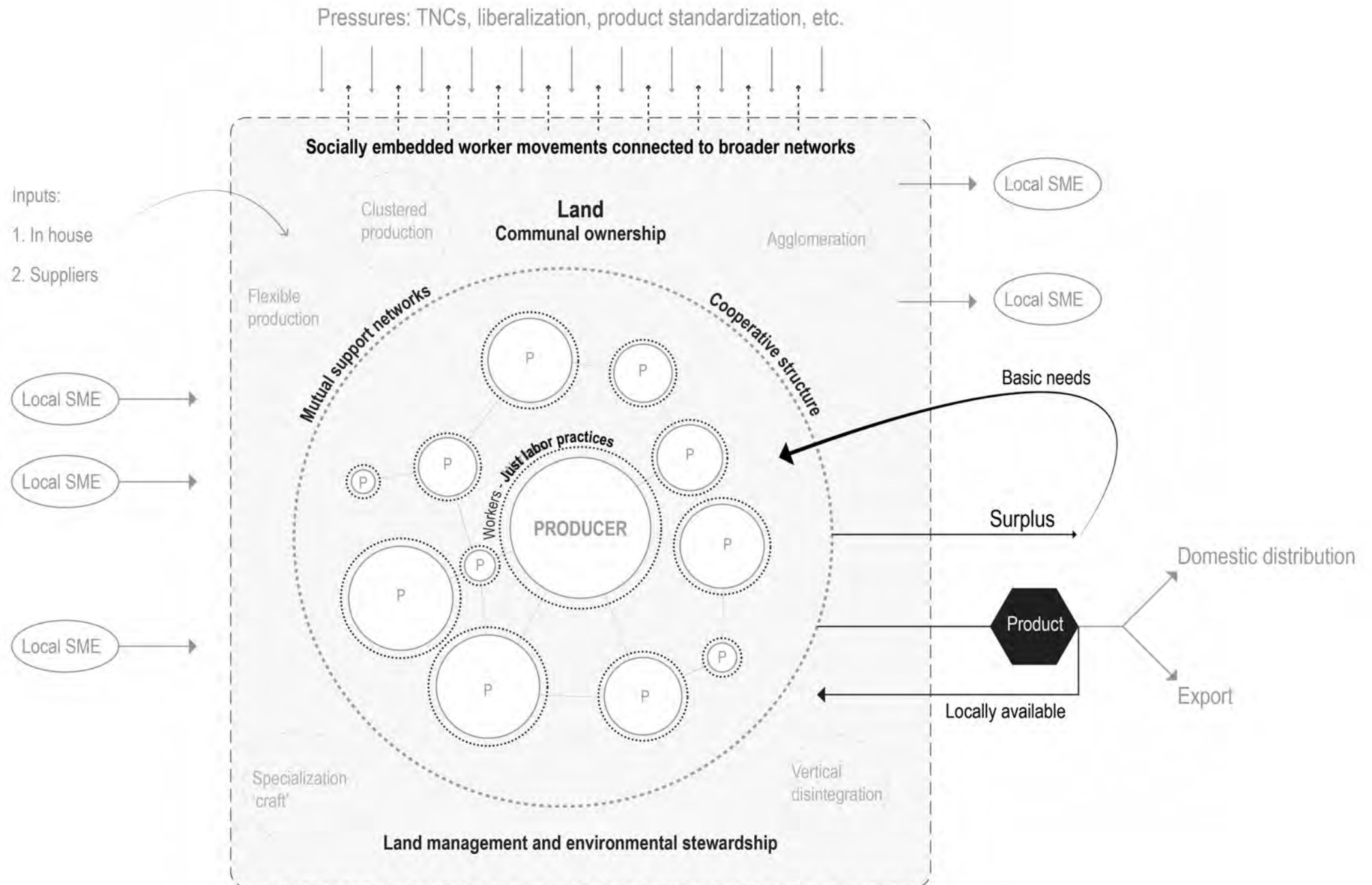












Future opportunities for research

- 1 Brazil, Minas Gerais. Coffee.
- 2 Brazil, Santa Catarina. Apples.
- 3 Brazil, Petrolina-Juazeiro. Mangoes and grapes.
- 4 Brazil, Rio Grande do Norte. Melons.
- 5 Brazil, Rio Pardo Valley. Tobacco
- 6 Russia, Dubrovskoye. Cheese.
- 7 China, Guizhou. Mushrooms and vinegar.
- 8 China, Sichuan. Peppers.
- 9 France, Jura. Wine.
- 10 Ecuador, Samborodón. Rice and shrimp.
- 11 Nicaragua, Boaco and Chontales. Dairy.
- 12 Italy, Chianti. Wine.
- 13 Italy, Parmigiano Reggiano provinces. Cheese.
- 14 Chile, various regions. Fresh fruit.
- 15 Chile, Valle Casablanca
- 16 Canada, Québec. Maple syrup.
- 17 Canada, Saskatchewan. Kinnikinic and berries.
- 18 Nepal, Himalayas. Sea-buckthorn berry.
- 19 Spain, Rioja. Wine.
- 20 Mexico, Sinaloa. Fresh fruit.
- 21 Mexico, Michoacán. Avocado.
- 22 Ethiopia, various regions. Cereals.

