



UNIVERSITÀ
DEGLI STUDI DI BARI
ALDO MORO



ARTS, LETTRES, LANGUES,
SCIENCES HUMAINES ET
SOCIALES

UNIVERSITÉ
PAUL-VALÉRY
MONTPELLIER 3

«Territorial identity and Terroir. An analysis of the role of organic viticulture in the durability of rural landscapes»

Doctor: Simona Giordano



«Privileged research laboratory» (Grillotti Di
Giacomo)

Definitely the most extraordinary invention
in human history

The activity that has considerably changed
the landscape

Agricultural landscape as constant territory



Concepts of Territorial identity and Terroir

- Expression of 'Territorial identity': specific result of the interaction of natural and environmental factors with the human factor
- «Écogénèse territoriale» (Raffestin): Key role in shaping the landscape and in the regulation of human life
- 3. Endogenous approach to the socio-economic development, which focuses on local places and resources and on the participation of all main players in the territory



INAO: «Un terroir est un espace géographique délimité où une communauté humaine a construit à travers l'histoire une connaissance intellectuelle collective de production basée sur un système d'interaction entre un milieu physique et biologique, et un ensemble de facteurs humains dans lequel les itinéraires sociotechniques mis en jeu révèlent une originalité, confèrent une typicité, et créent une réputation pour un produit original de ce terroir»

(Work document, Groupe INRA-INAO, september 2004)

Agronomic Terroir: original environment complemented by human factors.

Importance of social interests and social organizations

The Social terroir prevails on the Agronomic one



"Charte de Fontevraud" and protection of vineyard landscapes

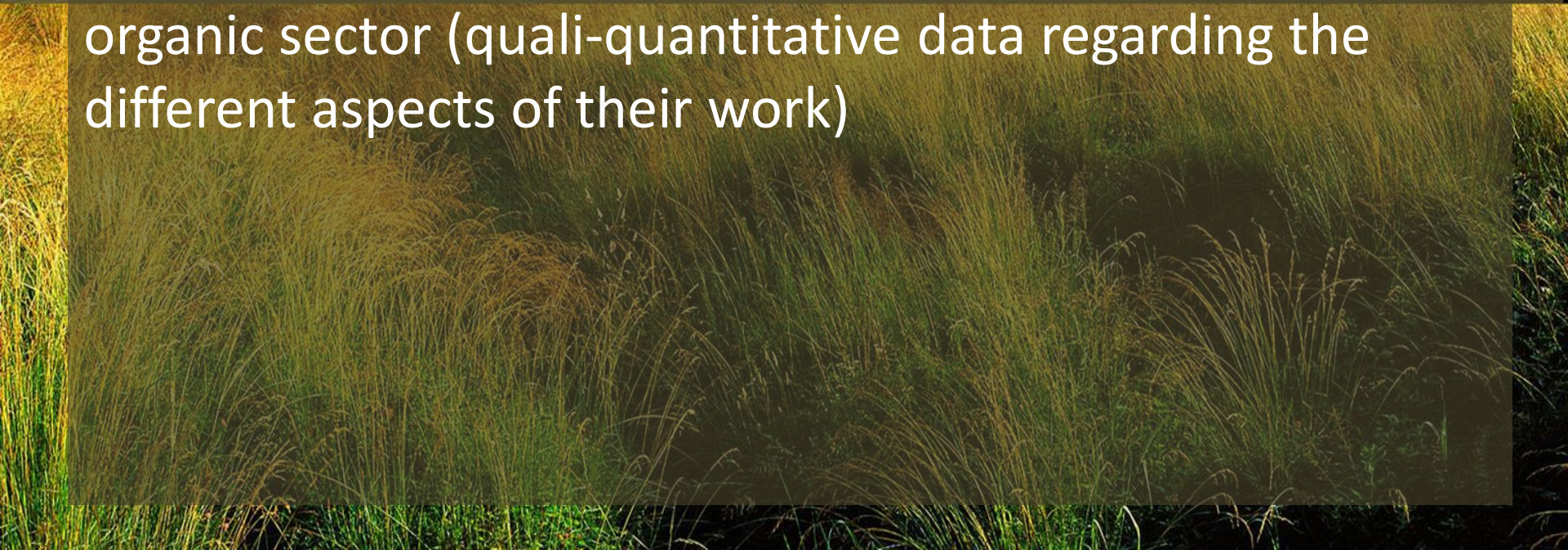
- Promote the knowledge and the mastery of the evolution of viticultural landscapes
- Put together different expertise in order to put in place protective actions and landscapes enhancement
- Create an international network of actors within wine growing areas with the aim to engage in initiatives of development and protection of vineyard landscapes
- Importance of the development of an offer of touristic services that will require the involvement of winegrowers

- Organic Viticulture

- Wine: transformed food product having a close relationship with the territory of origin and the ecosystem in general (natural components, traditions, culture and human capital)
- Profound change in viticultural practices to contribute to the safeguard of wine territories and to the preservation of vineyard landscapes
- Most diversified agricultural landscapes, as vineyards are planted in areas with different topographic features
- Ongoing process carried on by winegrowers to constantly adapt to the surrounding environment (“local savoir-faire”). The selection of those areas most propitious for viticulture implies the durability of winegrowing areas
- Sustainability and the selection of wine territories closely associated
- Safeguard of wine territories allows winegrowers to overcome the current economic crisis; in fact, organic viticulture may be able to restore confidence in winegrowers towards their own work and to encourage their strong presence on global markets

Strade del Vino (Puglia region) and Fieldwork

- 8 « wine roads »: places with peculiar landscape views on vineyards and surrounding areas, places where it is possible to taste and buy local products
- Questionnaire administered to winegrowers in the organic sector (quali-quantitative data regarding the different aspects of their work)



Main results

- Definition of organic wine as « Respecting the environment/nature »
- Reasons (adoption of organic production methods): relationship with the territory and safeguard of nature/biodiversity (86% of farmers)
- Organic production as a mean to preserve local varieties and to protect nature/biodiversity
- Actions to foster multi-functionality: Didactic farms / Guided tours; Recovery of agricultural tools / architectural objects
Rehabilitation of old buildings)





Conclusions

- Importance of creating synergies between all actors in the sector
- Plan and implement the communication of an effective food and wine tourism, in order to transmit a “strong territorial message”
- Long term research to reach the following objectives:
creating a “network” of winegrowers capable of a continuous monitoring of the territory as a whole;
assigning a quality brand to farms; developing a targeted financial aid system; supporting farms in an effective and continuous performance self-evaluation, all in order to foster both effective development and safeguard of vineyard landscapes
- Broaden the boundaries of the mentioned regional case study and analyze more in depth similar initiatives



The End
Doctor: Simona Giordano