



## **Organic farming and territories**

### **Research and innovation workshop**

Workshop at Tech & Bio 2015, Thursday 24/09/2015

INRA Avignon

In various European countries, organic farming acts as a driving factor for small and medium enterprises, cooperations of food businesses or territorial development. Examples for regional development initiatives are 'Biovallée de la Drôme' in France, 'Biodistretti' in Italy or the 'Bio-Regionen' in Austria. Regional development initiatives aspire to create 'model regions' for sustainable development in agriculture and in a wider perspective. While the overall objective is similar for all approaches, the outcomes differ between enterprises and regions.

However, the regional embeddedness plays always a strategic role for businesses as well as for policy programmes. For example, the region can be the key quality criteria of values-based food chain, the main characteristic of differentiation strategies or it can be the strong image of the organic initiative. For the realisation of the regional embeddedness of organic products excellent strategies and efficient management tools are crucial. The territorial embeddedness is a strong quality argument for the marketing of organic products and the enhancement of organic regional development processes.

We will invite six speakers. Each of them will give a presentation, followed by a short discussion. The speakers will represent a variety of organic initiatives and project results:

- 1) Hughes Vernier will present the experiences from the local implementation of the rural development project related to Biovallée and the impact on the organic initiatives in Vallée de la Drôme.
- 2) Dominique Barjolle from FIBL, Switzerland will present results from a research project focussing on driving factors of the expansion of organic farming in the Grison area in Switzerland.
- 3) Claire Lamine, INRA Avignon, France, and Susanne von Münchhausen, Eberswalde University, Germany, will present results from the project "HealthyGrowth: from niche to volume with integrity and trust", a Core Organic II project.
- 4) Philippe Fleury from ISARA Lyon will present the results of a partnership project focusing on organic farming and local development (Abile).
- 5) Lahen Kenny, IAV CHA-Agrotech Morocco, is invited to present economics of organic farming and water use in the Sub-Mediterranean zone.

Organisator of the session: Stéphane Bellon

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<https://www6.paca.inra.fr/ecodeveloppement/>

European CoreOrganic II Project: [www.coreorganic2.org/healthygrowth](http://www.coreorganic2.org/healthygrowth)