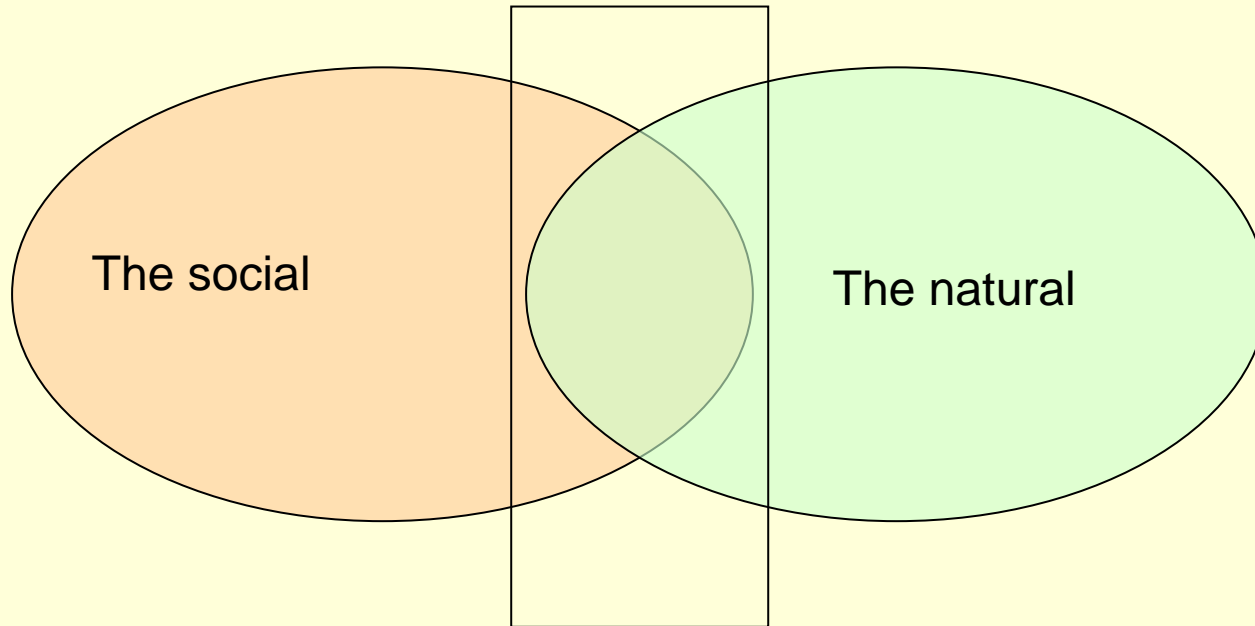


Paradoxes of Place in European Food Chains

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“Place is the location ... where the social and the natural meet” (Dirlik, 2001, p.18)



Contested trajectories of agro-food development

- 1. De-localised, de-territorialised, de-natured place**
 - Local places disappear as distinctive socio-natural places
 - Local production variations and local knowledges come under pressure from standardisation and homogenisation
 - Other places are condemned to economic marginalisation

Contested trajectories of agro-food development

2. Re-affirmation of the Local:

“locally produced food is of a higher quality than ‘global’ food” (Banks and Bristow, 1999, p. 319)

Do we believe this ?

The '*Terroir*'



Locally labelled products in the Auvergne, France

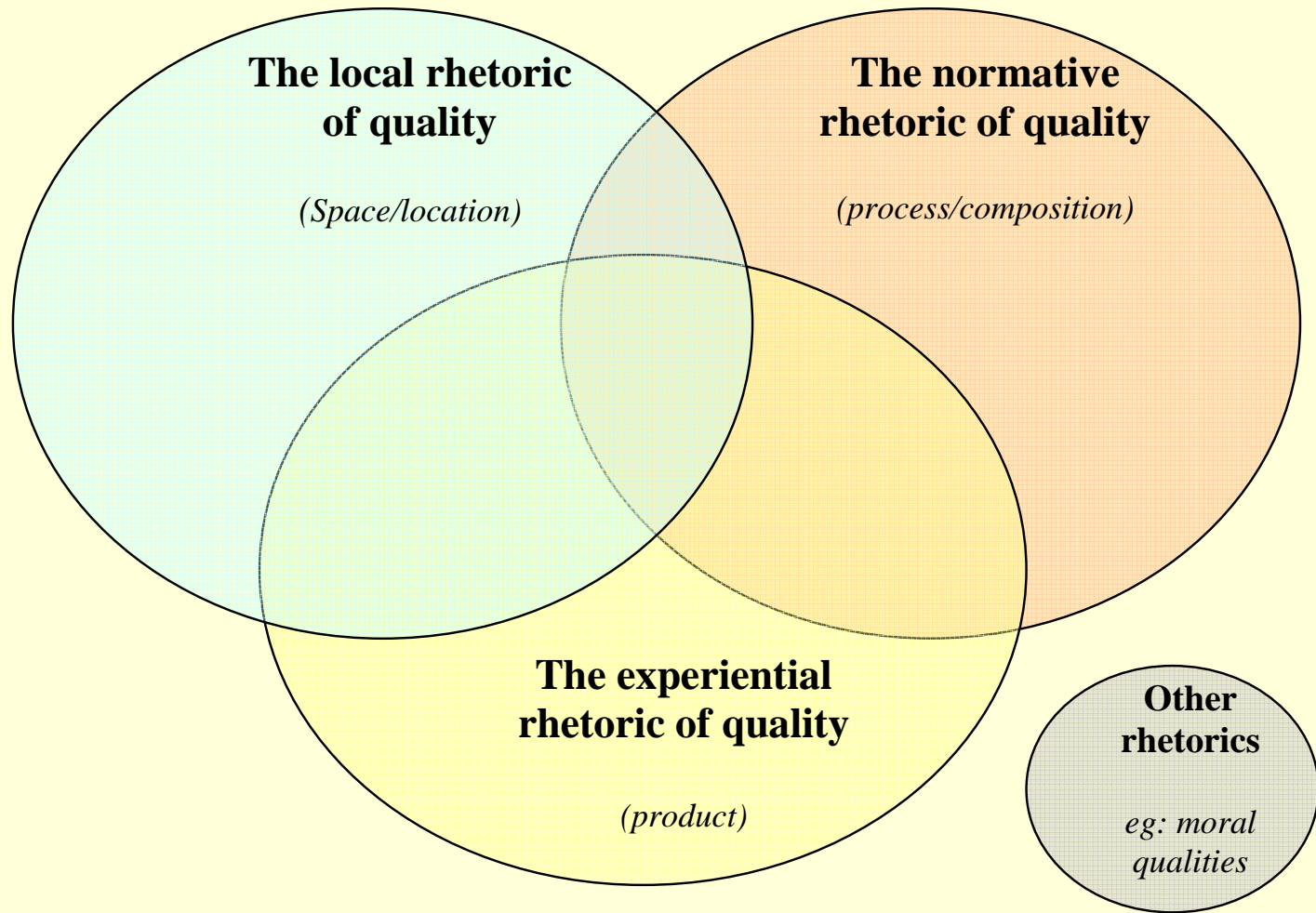
Label scheme	Type of product	N°
Appellation d'Origine Contrôlée	Wines	8
	Fruit	2
	Cheeses	10
Appellation d'Origine Vin Délimité de Qualité	Wines	7
Products with a Certificat de Conformité	Meat and eggs	10
Products with a Label Rouge	Charcuterie	5
	Meat	35
	Others	1
Products with a regional label	Various	2
Total n° of labelled products		80

From the '*terroir*' to the local

- Shift in the nature of quality
- Shift in the nature of the socio/natural assembly

“Quality is neither a part of the mind, nor is it part of matter. It is a third entity which is independent of the two”

(Pirsig, 1973, p. 231)



The new localism

- Proximity
- Competitiveness
- Identity
- Place consumption

La fin du terroir

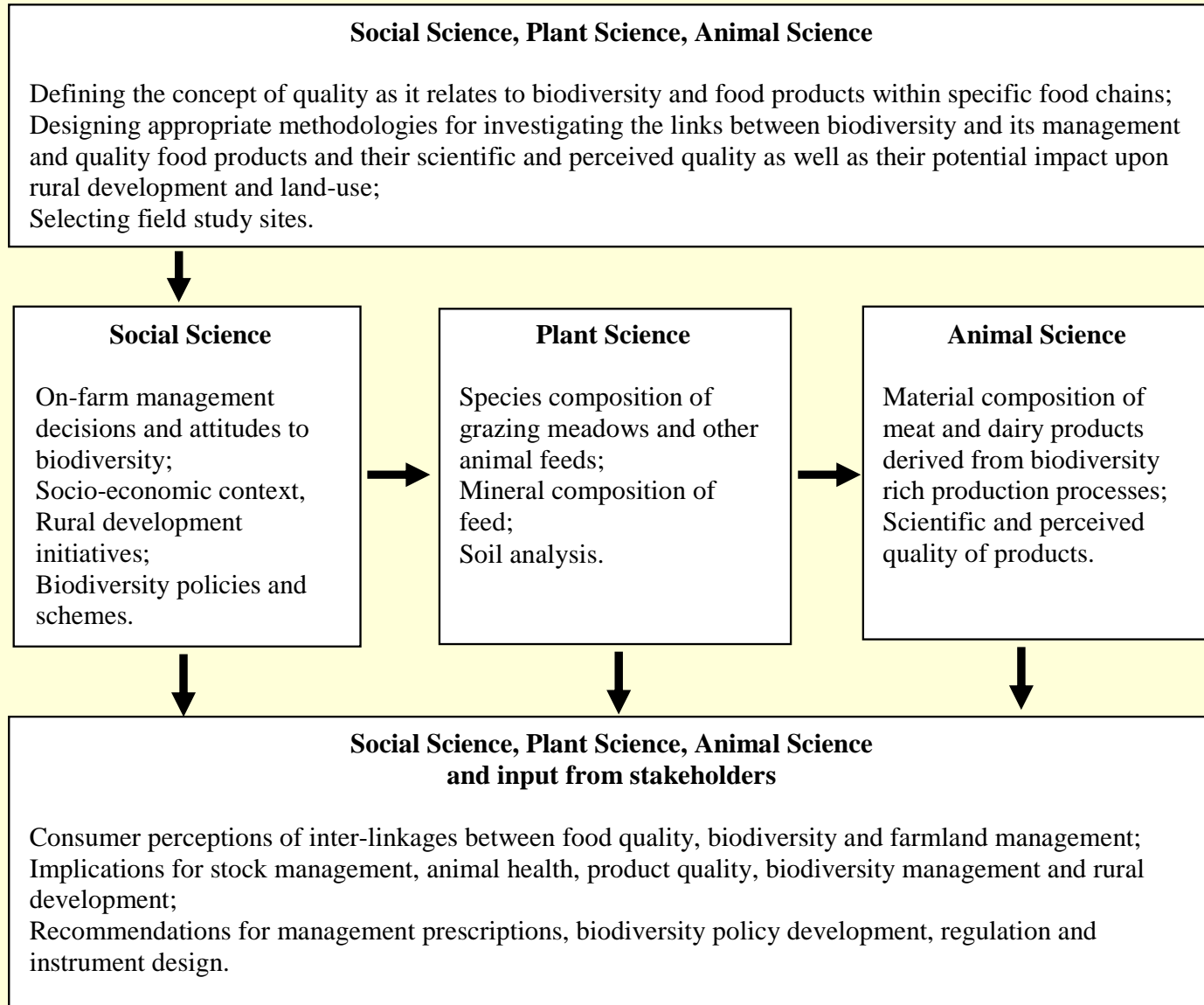
- Intensification of traditional product chains
- Erosion of the significance of place
- Scientisation and normalisation
- International competition
- Typicality, originality and standardisation
- Unacceptable uncertainties

The research agenda

- Knowing food
- Interdisciplinary investigations of quality



'Eating Biodiversity'



“Nature and the ‘natural landscape’ are classic foundations for the appreciation of place” (Massey 2005, p. 137).

