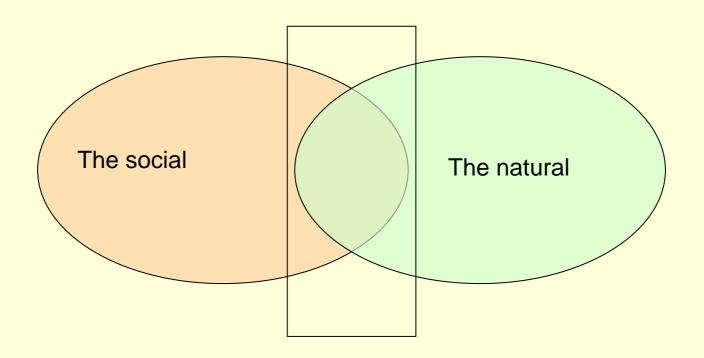
Paradoxes of Place in European Food Chains



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



Contested trajectories of agrofood development

- 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 agrofood 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 °
Appelation d'Origine Contrôlée	Wines	8
	Fruit	2
	Cheeses	10
Appelation 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

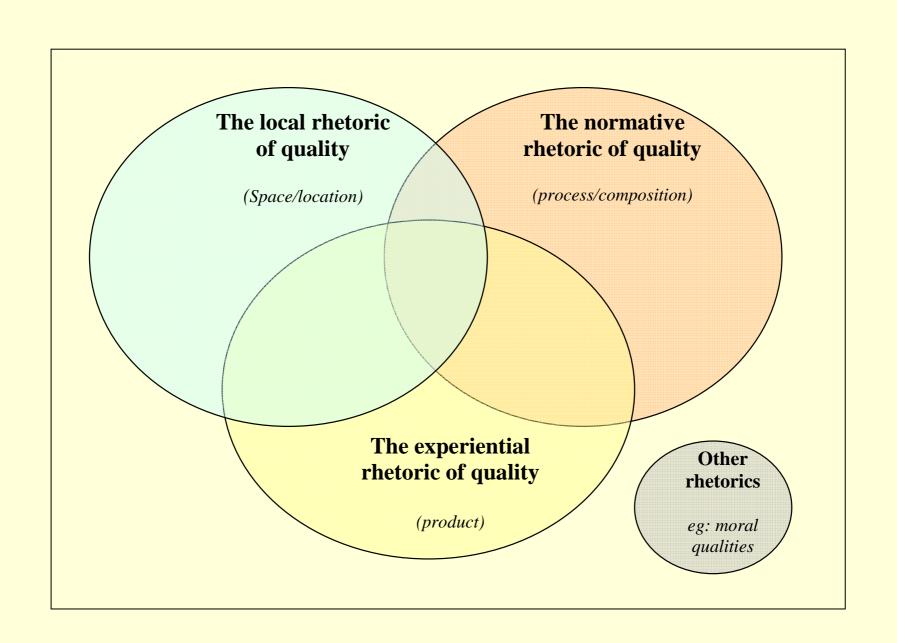
From the 'terroir' to the local

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
- Competitivity
- 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

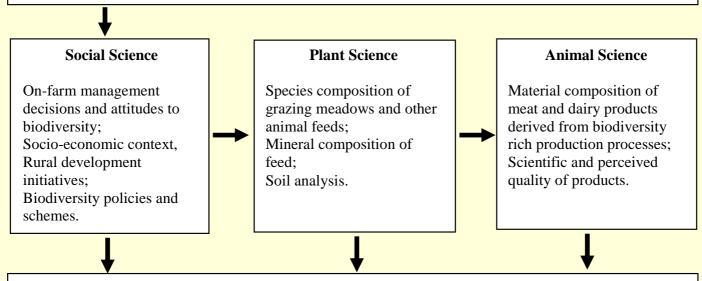
- Knowing food
- Interdisciplinary investigations of quality



'Eating Biodiversity'

Social Science, Plant Science, Animal Science

Defining the concept of quality as it relates to biodiversity and food products within specific food chains; Designing appropriate methodologies for investigating the links between biodiversity and its management and quality food products and their scientific and perceived quality as well as their potential impact upon rural development and land-use; Selecting field study sites.



Social Science, Plant Science, Animal Science and input from stakeholders

Consumer perceptions of inter-linkages between food quality, biodiversity and farmland management; Implications for stock management, animal health, product quality, biodiversity management and rural development;

Recommendations for management prescriptions, biodiversity policy development, regulation and instrument design.

"Nature and the 'natural landscape' are classic foundations for the appreciation of place" (Massey 2005, p. 137).

