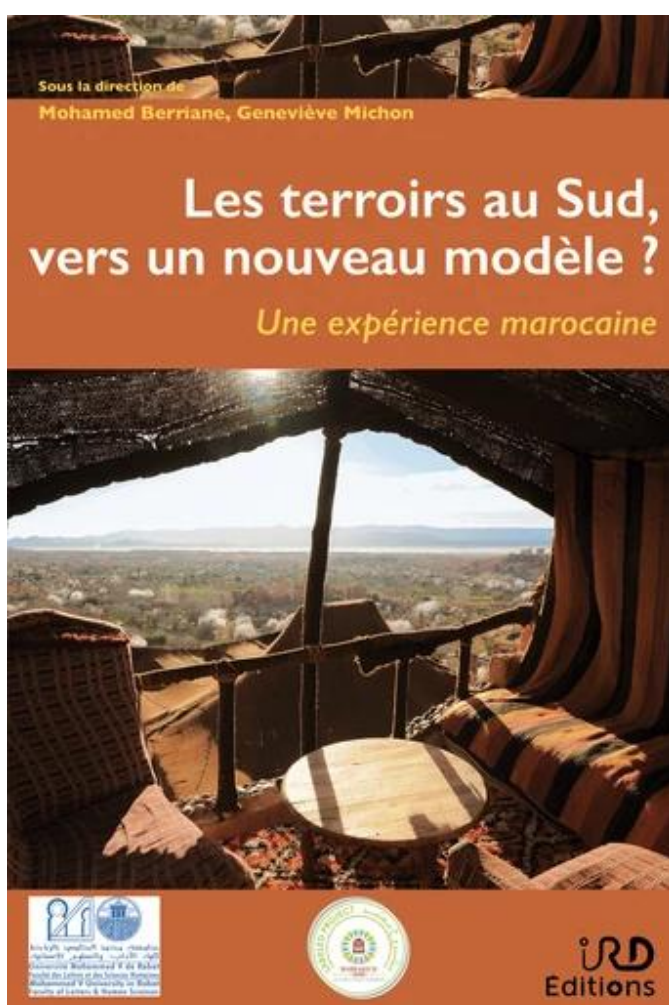


#agriculture

PUBLICATION: TERROIRS IN THE SOUTH: TOWARD A NEW MODEL? A MOROCCAN EXPERIENCE

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Long associated with negative connotations, the concept of “terroir” has become a mark of quality for agricultural products and distinctive rural landscapes. Moving beyond purely commercial considerations, it also draws on the ideology of sustainable development by incorporating social and environmental concerns.

The success of terroir now extends beyond Europe's borders. A growing number of countries in the Global South have embraced the idea that promoting local resources and rural heritage can be a key focus of their development policies.

Drawing on the Moroccan experience, the authors examine the success of transferring this concept to the Global South. Can terroir policies help create or consolidate supply chains and redefine local products that meet the quality standards of urban consumers? Can they generate inclusive local projects that highlight the bio-cultural complexity of these places? Under what conditions can "terroir," linked to the implementation of geographical indications and the development of rural tourism, constitute a new model for economic, social, and territorial development? To what extent are local actors capable of taking ownership of initiatives that are currently driven from above?

Given the growing importance of issues related to climate change and major socio-political upheavals—including the mobility of people, ideas, and products, and concerns about the conservation of resources and local cultures—this book invites us to consider this transformation of the terroir as a source of universal challenges and potential.

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