

Local food as development factor in rural areas

Local producers' ambitions and networking

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STRINGS

STRINGS

**Selling the Rural in Urban Areas
The role of Local Food Products in the
Sustainable Development of Rural Areas**

Book of Abstracts



universidade de aveiro
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International Conference (online)
14th – 15th July 2022
University of Aveiro, Portugal

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STRINGS Conference - Selling the Rural in Urban Areas - The role of Local Food Products in the Sustainable Development of Rural Areas – Book of Abstracts

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INTRODUCTORY NOTE |

Local and traditional food products have been attracting the interest of consumers, retailers, and producers, as well as the attention of politicians and academics in different research fields (e.g., agriculture, geography, sociology, anthropology, food studies, tourism). This relatively recent focus is related to the potential that local food may have in the revitalization of agriculture and rural territories, enhancing the attractiveness of specific areas of origin and developing tourism. There is also an increasing European Union policy support to produce local and traditional foods, through several certification schemes and labels designed for their preservation, differentiation, and a better understanding of their specific character and features strongly embedded in their places of origin. These features are also known to meet contemporary consumers' demand for more sustainable, healthier, and quality foodstuffs in contrast with massified agri-industrial production.

Following these dynamics, more recently, we have witnessed a growing number of specialty (and/ or gourmet) stores dedicated to the commercialization of local and traditional foods (certified or not) within urban centres, especially in cities where tourism influxes have also grown in recent decades. These stores, as well as other selling venues of those products within urban centres, may contribute to foster the interest and knowledge of consumers and act as showcases, both for urban inhabitants and tourists, of the territories of origin, the ways of production and preparation, as well as of the material and symbolic features of local, regional and national food identities, hence contributing to their preservation and value.

This International Conference follows a four-year research project - [STRINGS - Selling The Rural IN \(urban\) Gourmet Stores - establishing new liaisons between town and country through the sale and consumption of rural products](#), coordinated by the University of Aveiro, Portugal (in collaboration with the Instituto de Ciências Sociais (co-PI) and the Instituto de Geografia e Ordenamento do Território from the University of Lisbon and the University of Trás-os-Montes and Alto Douro), but brings together speakers and ideas from around the world, intending to stimulate enthusiastic and interesting debates amongst all the interested participants around the conference main topics.

The International STRINGS Conference *Selling the Rural in Urban Areas - the role of Local Food Products in the Sustainable Development of Rural Areas*, took place online between the 14th and the 15th of July, 2022 and it was organized in two Plenary Sessions, 11 Parallel Sessions and one Special Session with Chef Óscar Cabral. We are very glad that the Conference brought together a quite diverse and international group of authors: more than 100 authors presented 43 communications from 17 countries (Austria, Brazil, Czech Republic, Denmark, Germany, Greece, Ireland, Italy, New Zealand, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and Turkey), dealing with different topics, such as the impacts of local food production and commercialization in rural territories' development; sustainable production of food and wine; the connections between food and wine and tourism activities; the relationship between food and places and the promotion and marketing of food and wine products.

The STRINGS Organizing Committee would like to thank all the people and entities directly or indirectly involved in this Conference. Firstly, we would like to thank all the keynote speakers and authors for sharing their knowledge and research around the topics



of this Conference. Secondly, the organizers are also grateful to all the retailers, producers, distributors, and consumers of rural provenance foods that participated in the STRINGS research project and gave a generous contribution to this conference aims. At the Conference website all the delegates can [meet some of the retailers and producers!](#) Thirdly, the Organizing Committee would like to thank to the TUA – Tuna of the University of Aveiro, for the music playing at the Conference breaks! Lastly, the organizers would also like to express their gratitude to the funders of the STRINGS research project – FEDER, through COMPETE 2020 – POCI and FCT/MCTES – that also contribute to make this Conference possible!

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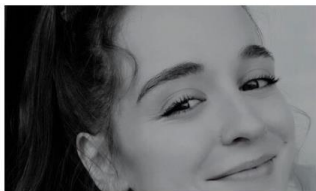
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PLENARY SESSION 1

Food as fostering rural-urban connections and sustainable rural development

TRANSFORMATIVE RURAL-URBAN MOBILITIES AND THE SUSTAINABILITY OF FOOD SYSTEMS

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ABSTRACT

The rural-urban divide has been seen as depicting the inequalities and differences across the urban and rural space(s). However, discussing the inequalities and differences cannot conceal the changing relationship(s) between rural and urban areas. Numerous processes such as the geographical spread of cities and peri-urban areas, the expansion of small and medium-sized towns, and the reclassification of rural land into urban land contribute to the blurring between rural-and-urban. What is more, the human mobility – both within and across countries – has played and continues to play a central role in the livelihood strategies of rural and non-rural households.

Rural and urban areas are linked by agricultural value chains and food systems, but also by ecosystem services, labour, natural resources, energy, and transport. The sustainability of agri-food networks and food systems depends on the transformative capacity of the rural-urban mobilities. There are various examples across Europe pointing out that the social and economic inclusiveness of food systems will enhance their sustainability, as locals and non-locals (or movers and non-movers) are part and parcel of territorial arrangements that bind together urban and rural areas. This normative understanding of the transformative capacity of rural-urban mobilities aims at illustrating the socioeconomic resilience and spatial justice claims of social actors that pursue the sustainability of agri-food networks and food systems.

In such context, it is increasingly recognized that a territorial approach and systems perspective that encompasses the complex range of actors and interactions relating to food production, processing, marketing, and consumption is needed. More integrated approaches to local/rural development are required, encompassing multi-stakeholder partnerships. Understanding this complexity is important, as different arrangements imply differentiated policies and actions in diverse contexts.

This paper aims at shedding light on the entanglements between rural-urban mobilities and sustainability of food systems in the European context. Places along with agri-food networks are practised by both movers and non-movers, while there is an ongoing interaction between intersecting trajectories. Our discussion is based on a relational understanding of space which enables rural places to reconstitute, negotiate and hybridize. Overall, the articulation of human mobilities and food systems across the urban and rural space(s) enhances our understanding of the rural transformation processes that extend far beyond the rural, and, more importantly, underlines the critical role of human agency and peoples' claims for socio-spatial justice.



Apostolos G. Papadopoulos is a Professor in Rural Sociology and Geography at the Harokopio University of Athens. He has coordinated as project leader, and also worked as a senior researcher in, several research projects financed by the European Commission, the Greek State and other organizations. He has published numerous papers in international journals. Currently, he is Editor-in-Chief of the international peer reviewed journal *Sociologia Ruralis* for four years (2020-2023) and

Associate Editor of the journal *NEW MEDIT: Mediterranean Journal of Economics, Agriculture and Environment*. Also, he is member of the editorial board of several academic journals in the fields of agriculture, migrations, and rural studies.

RE-CONNECTING COUNTRY AND TOWN THROUGH FOOD AND GOURMET SHOPS

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ABSTRACT

The presentation will shortly recall the evolution of the approaches to rurality in the social sciences, especially rural sociology, and economic geography, up to the cultural turn and the conceptualization of a ‘relational rurality’ and a ‘differentiated countryside’.

In the context of globalization and the dissolution of social structures and nation-states, according to Murdoch, rurality was better understood following the social, political, economic networks that differentiated rural spaces, while Woods underlined the interconnection of rural and urban places in the global economy and society. In both visions, some agency was given back to rural places, in opposition to a more structural, political economy vision of dependency of the countryside from urban development. Since historical time food and the relation to countryside has characterised the development of the city, even if in the industrial society food became ‘invisible’ in/to the city.

The new movements on *local food and urban agriculture* of the new century have shown how food is not an exclusive rural concern. They made manifest the absurdity of the ‘puzzling omission’ of food from the city and especially from urban planning. It’s not only a matter of underlining the significance of urban agriculture and novel forms of food production, but more urgently a matter of re-establishing healthy balanced relations between country and town, consumers and producers of food, human and not human living beings. To the opposite, today urban geographers and planners are talking of ‘planetary urbanization’, implying that the countryside will be condemned to depopulation, and to serve new functions in response to the city needs, when not to be re-wilded, as in the proposed *Half Planet* by E.O. Wilson.

Urban or Rural are too broad categories, though, each concealing differentiated social spaces. Looking at a Mediterranean context, we can delineate a scenario where rural places can be revitalized in a post-carbon society, where ‘rural’ still matter and not only as a “resource base”, ‘food basket’, or beautiful landscape in the service of urban consumers. Rural places matter because they can support sustainable lifestyles, enable *social spaces* where people can interact while building a territorial identity, mainly through food. To meet a growing food demand from a growing population, to combat climate change and ensure food security, we need to build, plan and support vibrant rural economies connected in balanced relations to urban areas through regional economies.



Maria Fonte is a Professor at the American University of Rome, Italy. She has extensive experience in research and teaching on topics in the field of Rural Sociology and Agricultural Economics. Her research activities are focused on agriculture, agri-food systems, and rural development, especially in industrial and post-industrial economies. She has been the coordinator of research projects involving several European countries. Her publications are in the areas of the agri-

biotechnological revolution, the turn to quality in agriculture, the role of local knowledge in agriculture and rural development, territorial policies of rural development, models of food consumption, civic food networks and local food.

STRINGS - SELLING THE RURAL IN (URBAN) GOURMET STORES – ESTABLISHING NEW LIAISONS BETWEEN TOWN AND COUNTRY THROUGH THE SALE AND CONSUMPTION OF RURAL PRODUCTS

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ABSTRACT

The main aim of this presentation is to present the key results of the STRINGS research project. The project is rooted in the well documented changes many rural areas, mainly in peripheral regions of Europe, Portugal included face since some decades ago. Due to these changes, mainly related with transformations in agricultural activities, Portuguese rural areas are currently facing new challenges which seem to result in major reconfiguration processes both for rural territories and for the connections that may be established with urban contexts. Contrary to the dimensions and directions of change, such processes are far from being entirely known.

The changes in agricultural activities have contributed to reconfiguring rural territories which have been mainly transformed from places of production into multifunctional places, especially oriented to consumption activities. Amongst these, agriculture combined with other activities (as forest production; environmental protection and tourism), is regaining relevance, namely through the production and commercialization of local or traditional food products. These processes seem to match the growing interest of consumers on quality, traditional, locally produced food products, as well as, especially during the last decade, an increasing number of urban located specialty shops selling those products. Despite the contribution that these dynamics may induce in rural territories, agricultural activities and in fostering renewed rural-urban liaisons, not many studies have been conducted on these topics.

Adopting multidisciplinary and multilevel theoretical and methodological approaches, STRINGS intended to fill that gap by analysing the role that specialty urban shops through the selling and promotion of rural provenance foodstuffs, may play in promoting new or renewed rural-urban connections, as well as touristic attractiveness, sustainability and in contributing to enhance territorial cohesion in Portugal. Therefore, STRINGS has contributed to understand the commercialization processes in their globality, to understand and map these processes and to outline the paths taken by local food products from its production to its consumption. By doing so, STRINGS took, at first, the urban retailers as the starting point of the analysis, typifying the so-called *gourmet* or specialty food shops and characterizing their connections with food producers, distributors, and consumers, as well as with the food territories of origin, reconstituting the paths taken by different products. In a second stage, the consumers were detailed analysed to know their practices and motivations towards local food products. At the same time, shops' promotional strategies and materials were examined to unveil the main features of the food products, their territories of origin, producers and ways of production and consumption emphasised. Finally, based on a set of selected shops, local food producers and distributors were analysed to unveil their main characteristics and to understand their motivations, values, ways of production, connections with urban shops and other sale venues, as well as to map the paths of the products from the places of production to the sites of consumption.



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perception of risk. She has been involved in several national and EU funded research projects, as coordinator or member of the research team. Currently she is the Coordinator of the nationally funded project - STRINGS - Selling The Rural IN (urban) Gourmet Stores - establishing new liaisons between town and country through the sale and consumption of rural products (POCI-01-0145-FEDER-029281/ PTDC/GES-OUT/29281/2017).

PLENARY SESSION 2

**Promoting rural food products and rural
territories of provenance - strategies,
activities and connections**

SELLING THE COUNTRY IN THE CITY: THE IMPLICATIONS OF RURAL-URBAN CONNECTIVITIES IN THE SUSTAINABLE DEVELOPMENT OF LOCAL FOOD PRODUCTS IN RURAL AREAS

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ABSTRACT

Although it may sound something of a cliché the rural and the urban have always been connected. The food shed of cities and towns invariably connects them to the surrounding rural and marine areas so that urban dwellers can eat. The larger the city the larger the food shed. The size of the food shed being determined by the urban population, transport connections and the perishability of food. However, contemporary globalisation processes have, potentially, led to a transformation in not only urban-rural linkages in food supply but also new processes of commoditisation that have led to the reification of new notions of the local. These include things such as farmer's markets and geographically designated foods, but also new supply chains, promotions, and the creation of new notions of the local. Such changes are at times contested but, more often, they are portrayed as a means to revive, maintain, and sustain the rural.

This presentation will examine some of the issues involved in the focus on local foods and question how it can best be understood given contemporary conditions of global economic, social, and environmental change and globalisation processes that have served to make local foods more significant in the international food system. Depending on the criteria adopted being local doesn't always mean being more sustainable. However, urban-rural connections provide a means of selling the local to those in cities who can afford it and to differentiate from all the other locals that are trying to promote their products.

The presentation will first provide a contextualisation of the positionality of the local within the global food system and discuss how the local has become increasingly commoditised over time, even becoming a feature of international trade agreements, although not all locals are created equally. It will then seek to address the sustainability issue attached to local foods and the difficulties that arise from such an analysis, particularly when we come to consider the differences between organic and regenerative farming versus conventional high biocide and carbon, monocultural, farming practices. From there the presentation will examine the different connectivities that exist between local foods and the city in terms of both markets and selling opportunities. The advantages and disadvantages of different types of supply chains relations are discussed and particularly the importance of wholesalers in the food system, something that is often ignored in portrayals of local produce in the food media. Special attention is given to the factors that enable local food purchase by restaurants as well as the value of farmers markets in the system, with the latter often being a springboard for the expansion of food businesses and farms. The presentation concludes with a discussion over what sustainability and sustainable food really means in the contemporary global environment and the challenges this provides for rural regions.



C. Michael Hall is Professor (Ahurei) in Marketing and Tourism in the Department of Management, Marketing and Entrepreneurship, University of Canterbury, Christchurch, New Zealand. He also holds visiting professor positions at Linnaeus and Lund universities, Sweden, University of Oulu, Finland, and Taylor's University, Malaysia. Co-editor of Current Issues in Tourism and Field Editor of Frontiers in Sustainable Tourism he has published widely on tourism, regional development, global environmental change,

sustainability and food and wine. He has a long history of working in food and wine tourism and the problems of rural areas, with his most recent book being *The Sustainable Chef* (Routledge, 2022, with S. Gössling). He also has a small farm outside of Christchurch primarily focused on nut production.

FOOD IN PLACE MARKETING: RURAL IDENTITY IN URBAN MARKETS THROUGH CHEESE

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ABSTRACT

Foods and drinks protect and promote the identity of a region. Both cultural and natural heritages contribute to the creation of unique food and drinks which communicate a region DNA. People, places and practices are embedded in the process of attributing tourism value to food and drinks. In this sense, food tourism represents an avenue for economic, environmental and sociocultural development. Primarily, food reflects the relationships between agriculture and tourism. These linkages rely on three concepts: authenticity, regional development, and tourist experience. While many destinations have been traditionally appealing due to its natural landscapes and cultural heritages, this presentation focuses on the role of food as one of the key drivers of tourism management and marketing. While the relationships between food and tourism have been largely studied in the twenty-first century, these relationships are underexplored in relation to the liaisons between rural and urban areas.

In particular, cheese is a non-human actor and contributes to the construction of a destination. Many places around the world, at local, regional and national levels, count on cheeses that emerge as iconic products. In this sense, a piece of cheese is also a driver of place identity and a source of place marketing. The sites of production and the places of consumption are examples of the process of awarding tourism value to foods and drinks. This presentation discusses the meanings attached to the distribution and marketing of rural identity in urban markets through cheeses. It presents how urban food landscapes are built on cheese and the type of place identity that derives from the origin of products. Through the sale and consumption of foods and drinks, we explore the relationship between food tourism and place marketing.



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THE POTENTIAL OF WINE TOURISM - ENJOYING WINES AND RURAL PLACE & PEOPLE EXPERIENCES IN PORTUGAL

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ABSTRACT

Wine is an ancient, culture- and landscape-shaping product, most cherished by both local communities with long-standing wine-production traditions and those visiting them for a diversity of reasons, more or less related to this singular place product. Wine tourism, particularly in rural areas, has received increasing interest in a globalized, frequently standardized mass tourism context. This local product, its unique, geographically, culturally, socially and historically embedded reality, stands for not only appealing sensory experiences, but also joyful socializing and, not less importantly, for local identity and opportunities to immerse in local culture. Consequently, these experiences are highly attractive, engaging visitors with their senses, emotions, while delivering meaning and potentially leading to place attachment and involvement with the territory, its people, its wines and other local products (Bruwer & Rueger-Muck, 2019; Cunha, et al, 2022; Kastenholz et al, 2021; Pellin et al, 2015; Poitras & Donald, 2006).

Also, many local wine producers understand the potential of wine tourism, not only for increasing profitable cellar wine selling, but particularly for enhancing their wines' brand loyalty, leading to increased sales also after the particular visit (Festa et al, 2020; Hall & Mitchell, 2000). Moreover, there is evidence, from diverse regions worldwide, that wine tourism experiences surpass the wine cellar and winery context, as wine tourists enjoy exploring the wine-producing region, its landscape, history, culture and community, actively engaging with places and people. For rural territories, these multiple demands on several economic and cultural sectors, triggered by wine tourism, stimulates local economy (through both food & wine production and tourism), while valuing local culture and traditions, enhancing territorial identity and thereby potentially furthering sustainable regional development (Hall et al, 2020; Pellin & Vieira, 2015; Poitras & Donald, 2006).

Portugal is a country with century-old wine traditions, ranking third in variety of wine grapes, being - despite its small size- one of the worlds most important exporter of bottled wines, and having received relevant wine quality awards. It is accordingly an increasingly internationally recognized for its wines, particularly amongst wine lovers. Still, it is not much known as a wine tourism destination (perhaps except for Oporto and the Douro valley). It is in this context that the Portuguese government has launched a plan to make Portugal a 'must see' wine tourism destination worldwide, with a series of measures aiming at a better qualified, attractive and also sustainable wine tourism sector (Turismo de Portugal, 2019).

However, it is not easy to develop a successful and truly sustainable wine tourism system, requiring a sound understanding of both visitors, their (diverse) profiles, behaviours, desires and preferences, and of the wine region, its central players, resources, attractions and dynamics. And it is necessary to well understand the essence of the wine tourist experience, its co-created, sensory, emotional, cultural and social nature, conditioning factors and possible experience outcomes.

This understanding was the ambition of the project TWINE¹ *Co-creating sustainable Tourism & WIne Experiences in rural areas* (2018-2022), which I will briefly present in this communication. I will also present some of its results, to shed light on how visitors of the three Portuguese wine routes, that the project focused upon - Bairrada, Dão and Beira Interior – lived, co-created, enjoyed, shared and remembered their place and people experiences and to reflect on possible implications for wine tourism suppliers and wine destinations.

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PARALLEL SESSIONS

TOPIC A

Local Food, Supply Chains and Rural Development



PARALLEL SESSION A.1

LOCAL FOOD AS DEVELOPMENT FACTOR IN RURAL AREAS: LOCAL PRODUCERS' AMBITIONS AND NETWORKING

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1. PURPOSE

Local food as developer of rural communities

Local food has come into focus as developer of rural communities that are declining (in population, economically, in activities) (Hinrichs and Charles 2012, Acta Agriculture Scandinavica 2013, Sundbo and Sundbo 2019). Production and distribution of local food has increased the last decades and the interest for local food among gastronomic interested consumers in rural and urban areas has enhanced (Adams and Salois 2010). Local food is part of the experience economy (Pine and Gilmore 1999, Sundbo et al. 2013, Björk, P., and Kauppinen-Räsänen, 2014) where people use more time and money on experiences. Consumers' interest is not only based on rational procurement of cheap and good food, but also in a wish to support rural communities and the stories of the local producers. A majority of Danish consumers express interest in local food because they want to support the small local producers, the local food is of better quality and fresher (Tænk 2014). However, the development of local food as a factor that can save languishing rural communities depends on the single local producers and their entrepreneurship and growth strategies.

2. DESIGN / METHODOLOGY / APPROACH

Approach Local food producers

The local food producers are small enterprises, often owned by one person and having few employees. How much local food production can contribute to development of rural communities depends on the growth of these enterprises. The enterprises' development therefore depends on the owners' decisions. Growth of the local food enterprises may be supposed to be enhanced if they collaborate and participates in networks. In their businesses the local food producers are caught in a squeeze between own profit and time-consuming interests and the necessity of participating in collaborative networks to sell and distribute their products (Eriksen and Sundbo 2016, Boesen et al. 2017). Therefore it is important to investigate the development ambitions of the local food producers and how, and how much, the local food producers participate in networks. This has been emphasized in research and development projects. Some of the results, primarily from Denmark and the other Nordic countries, will be discussed here.

3. FINDINGS

Secondary data

This paper uses secondary data, i.e. case studies and surveys carried out by researchers in Denmark. The aim of the paper is to extract and generalize understanding of local food

producers' contribution to developing rural areas beyond the single studies and articles. However, the author has participated in several of the case studies thus he has a "hands on" knowledge of the local producer activities.

4. RESEARCH LIMITATIONS/IMPLICATIONS

Ambitions and sustainability of the local food producers

The research results can generally be summed up as following (Acta Agriculture Scandinavica 2013, Eriksen and Sundbo 2016, Boesen et al. 2017): Local food producers generally have a wish to contribute to development of the local community. Many local producers in this new wave are not traditional farmers or food producers, but people who have left a job to realize an idea (a food innovation) or change their life style. They are generally not very growth interested. Some firms become growth oriented. Many local food producers aim at a sustainable production, i.e. environmental-friendly, ecological, and of high gastronomic quality. The local food is primarily distributed to the upper or middle class in rural and urban areas (who has gastronomic interest and can afford to buy local food products). Almost all local producers are digital: they advertise and sell via web pages, Facebook sites or other electronic media.

Importance of sales and distribution networks

Case studies (particularly in the Nordic countries) reveal advantages, drivers and barriers to local food producers' participation in networks (Murdoch 2000, Renting et al. 2003, Tregear 2011, Renting et al. 2012, Olsen et al. 2012, Bos and Owen 2016, Eriksen and Sundbo 2016, Boesen et al. 2017). The driver is a need to market and sell their products. An example is the Nordic REKO-rings where the local producers and consumers exchange orders and the food is delivered at a certain place and time (Szymoniuk & Valtari 2018). This has been a success with more than 600,000 consumers using these networks. However, REKO rings did not succeed in Denmark due to more efficient (less time-consuming, more profitable) distribution channels exist. Many producers also participate in local producer networks, which focus on innovating and developing the local community. There are also barriers to the local producers' participation in such networks. The producers balance how much time they must invest in the networks and how much sales profit they get out of it. Often this balance tips to not participating in network activities (Boesen et al. 2017). Local tensions are often a barrier to activities in local producer networks (Eriksen and Sundbo 2016). Producers retire from networks if there are too many of them. Networks that grow into large-scale distribution (for example of meal boxes to households or to restaurants) and become large companies with urban headquarters; the local has a tendency to disappear here, for example for the benefit of a general sales parameter such as ecology.

5. ORIGINALITY

Conclusion

Producer and distribution networks are important conditions for sustainable development of local food producers' contribution to development of rural communities. However, there are barriers to the growth of the networks. Thus local food production contributes

to development of rural communities, but only to a certain degree. To improve local food producers' contribution to development of rural communities, policy authorities, or even the communities themselves, must help to strengthen a few, substantial producer and distribution networks to survive. Story telling about local producers must be more efficient in rural areas.

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THE ROLE OF THE MUNICIPALITY IN BUILDING TERRITORIAL COHESION AND CULTURAL BRIDGES: AN ITALIAN PROMISING PRACTICE

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1. PURPOSE

The paper contributes to the discussion on the role that local authorities have in regenerating rural areas and fostering territorial cohesion (Belliggiano et al, 2017; De Rubertis et al, 2019), presenting the case of Castel del Giudice, a small Italian municipality (314 inhabitants), which has developed a proactive local development strategy to address the significant demographic challenges of an ageing population and limited development opportunities. In this framework the development of agricultural production and consumption has a relevant role.

2. METHODOLOGY

The research (December 2020 – July 2021) is part of the EU Ruralization project (GA 817642) aiming at understanding drivers of rural regeneration.

A desk analysis of secondary data was carried out. Nineteen semi-structured in-depth interviews, a focus group (on June 17, 2021) and a restitution meeting (on July 15, 2021) were conducted online with key informants and actors selected by the snowball method.

3. FINDINGS

The municipality is in continuous informal consultation with the community, forming a new managerial class for the public administration capable of having an innovative approach in using public and private instruments. Indeed, this approach attracts economic resources from private entities in a virtuous circle that also made it possible to intercept public resources as co-funding of the projects.

This participatory process led to the creation of three public-private social enterprises (involving also citizens as direct owners, directs investors and direct beneficiaries).

The old abandoned school was transformed into an assisted care residence for elderly and disabled people; the old stables were renovated into a widespread hotel Borgo Tufi attracting tourism; 40 hectares of abandoned farmland were recovered and the organic farm “Società Agricola Melise srl” was set up. In addition, a community cooperative serves as multiservice company of the village.

These social innovations (Bock, 2016; Labianca and De Rubertis, 2018), activated by the Municipality, are already having an impact upon the social and economic fabric of Castel del Giudice: transforming the village into an ideal slow tourism destination; improving the provision of social care for local residents; increasing food production

and employment.

Focusing on food production, the municipality's role in supporting the diversification of agricultural production, the processing of products, the opening of an agricultural micro-brewery and the creation of the community beekeeping cooperative has been clearly assessed. The great networking capacity (e.g. Slow Food, University of Molise, etc.) contribute to enhance the management and commercialisation skills and over the years, the marketing channels for agricultural products have become more and more based on short supply chains, through the use of 2 different cardboard boxes instead of plastic ones, developing relations with Solidarity Purchasing Groups (in Rome, Naples and the Adriatic coast), opening a farm shop, and creating a link with the restaurant of the Borgo Tufi Widespread Hotel.

In 2019, the Municipality approved the Food Local Plan which highlights that “food represents a strategic lever for achieving sustainability” and designs a coherent policy framework where organic agriculture and local food production are driving also the other practice giving a particular meaning of sustainability to the opportunity to enhance local resources embedded in the development project creating new opportunities of rural regeneration and building territorial cohesion.

4. CONCLUSION AND RESEARCH LIMITATIONS

Our research shows the role that a local Municipality can have in transforming the elements of weaknesses and marginality of a territory into an opportunity. The convergences of different practices under a common narrative and strategy of territorial marketing starting from food production and consumption and the adoption of a collective approach (citizens, municipality, and entrepreneurs) represent an innovative form of management of natural and rural resources. Further research in other rural municipalities of the area maybe useful to better understand which can be the main barriers in the adaptability of this management model, beyond the availability of private capital that cannot be taken for granted in other local practices

The impracticability of a field visit, due to the COVID-19 outbreak and the selection of actors through the snow-ball method in online mode, limited the research to interviewing actors strongly committed to the practice.

5. ORIGINALITY

This contribution is original.

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NURTURING SYNERGIES BETWEEN FARMING COMMUNITIES AND RURAL-URBAN ENVIRONMENTS IN THE METROPOLITAN SPACE OF RIO DE JANEIRO, BRAZIL

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1. PURPOSE

The research discusses how different degrees of rural-urban interaction in the Rio de Janeiro Metropolis give rise to multifunctional diversity and rural innovation. The Rio de Janeiro State is located in Southeast Brazil within the second largest metropolitan area in the country. The complexity of farming systems in this urban-industrial region contributes to better understanding the metropolitan countryside. To achieve this, the research examined the pressures facing farmers in areas affected by the urban and industrial dynamics of Rio de Janeiro, how these pressures have influenced farming systems, how farmers have developed individual and collective resilience, and the wider theoretical and policy lessons gained on how rural areas and farming communities respond to urbanisation.

2. DESIGN/METHODOLOGY/APPROACH

While the everyday life narrative-style interviews were effective in drawing out the multifaceted and complex specificities of farming systems, the accompanying observations allowed further layers of meaning that are attached to daily life to emerge, and these observations revealed much about agriculture in the peripheral countryside of Rio de Janeiro Metropolis. Nevertheless, each method added another level of understanding that complemented those derived from others and the triangulation of findings from different sources allowed for a more 'holistic' impression of the narratives of small-scale farming resilience in the metropolitan countryside of Rio de Janeiro.

3. FINDINGS

A key contribution of this research is that it is one of very few works to expand the knowledge of the farming community in the peripheral countryside of metropolitan areas beyond those moving from urban areas to rural spaces such as back-to-the-land movement in post-industrial countries. This study opens up the possibility for comparing farming systems in different locations in metropolitan areas of Brazil and beyond to help understand the contextual variation between the multifunctional geography of agriculture in different metropolitan contexts and in agricultural regions that are distant from and less affected by large urban centres.

4. RESEARCH LIMITATIONS/IMPLICATIONS

Based on the heterogeneity of the farming systems in this study alone, further valuable insight could be gained from investigating the experiences of other rural residents. As mentioned in the introductory chapter, farms are transferred from one generation to another, sometimes for several decades. A group of small-scale farmers in the

metropolitan countryside of Rio de Janeiro has resisted and survived despite economic and political, technological and social changes that have intensified over the last years in the context of urbanisation in Greater Rio region. The complexity and diversity of the metropolitan countryside suggest that the future work could explore beyond agricultural stakeholders and also look at the resilience of non-agricultural actors in rural communities.

5. ORIGINALITY

The main accomplishment of this research is collecting qualitative data on the construction of narratives of farming resilience and emancipatory possibilities in the metropolitan countryside. It has also offered theoretical insights, especially in relation to relational rural geographies in Brazil and in developing countries in an urbanised world. I also hope that the study encourages to think beyond linear representations of rural spaces and farming communities affected by urbanisation and industrialisation and to see more clearly how farmers engage and respond to global connections and the continuing importance of local agency in shaping quality food systems, public goods, and resilient rural futures.

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PRODUCERS AND DISTRIBUTORS OF RURAL PROVENANCE FOODS – EXPLORING THEIR CHARACTERISTICS, REPRESENTATIONS AND MOTIVATIONS¹

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1. PURPOSE

This presentation explores and compares the representations of rural provenance foods' producers and distributors regarding rural territories, food products and agriculture, while presenting their main characteristics and unveiling their motivations, perceived impacts and challenges related to their activity.

2. METHODOLOGY

Deriving from a broader project that analyses the production, distribution, commercialization and consumption of rural provenance food products, the present study focuses on the producers and distributors who commercialize rural provenance food products to nine urban specialty shops located in Aveiro (2), Lisbon (2) and Porto (5), in Portugal. Contacts from producers and distributors were collected from those stores and a survey was applied – through phone – to 139 producers and 55 distributors. From these, 104 valid answers from producers and 40 from distributors were obtained and analysed in an exploratory manner.

3. FINDINGS

The producers and distributors surveyed share some characteristics, as sociodemographic features, the small and medium size of the agricultural holdings and the enterprises, their frequent location in the North and Centre regions of Portugal, the lack of State support and the type of rural food products produced or distributed (mostly wine, olive oil and vegetables). Interestingly, most of the distributors sell Portuguese rural provenance foods both to all regions in the country and to other countries in Europe, America, Africa and Asia.

In the same vein, producers and distributors share representations regarding Portuguese rural territories as the places of rural food production, mirroring their own activities. Both consensually associate quality with rural provenance food products while national agriculture is portrayed in a less positive light as underdeveloped and problematic.

Producers' motivations towards rural provenance food products reflect the desire to stimulate and improve the production, contribute to food production sustainability and to

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healthier food offer. Economic stability, carrying on the family business and boosting rural communities' economy and development are also important motivations. Similarly, amongst the main motivations of distributors, contributing to more sustainable and healthier food offers and carrying on the family business are also very relevant, but rank second to dissemination of organic productions and the creation of employment. For both groups, to have access to tax benefits and State incentives and subventions are the least important motives to produce or to distribute rural provenance foods.

Nuclear aspects of the production of rural provenance foods include innovation in the presentation and commercialization, respect for local culture and environmental aspects, together with the maintenance of individual and family ways of producing and preparing the products. Regarding the main aspects of the products distributed, the respect for the local culture and environment, the products' organic character and the diversification of local productions, are amongst the more relevant. Interestingly, producers seem to emphasise less the maintenance of the productions' small-scale, while distributors value less the incentive to seasonal products' consumption and artisanal productions. Both the producers and the distributors identify the difficulties in predicting the demand as the main challenges related to rural provenance foodstuffs. However, while for producers, other important challenges relate to the uncertainty of weather conditions and the stability and volume of the production, distributors highlight the lack of financial support and of public awareness of non-industrial productions, together with the competitiveness within the national market.

Impacts of the production and distribution of rural provenance foods are mainly perceived as positive concerning the diversification of local products, the increasing in the demand of local, regional and traditional products and the revitalization of family productions, as well as of the rural territories of origin.

4. RESEARCH LIMITATIONS AND CONCLUSIONS

Despite the limitation of the small number of producers and distributors surveyed, these findings suggest the consolidation of both production and distribution activities of rural provenance foods. It also shows that both groups share representations, motivations and perceptions of challenges and impacts most related to the overarching concerns for sustainability, respect for local cultures and ways of production, as well as the contribution potential to rural territories development.

5. ORIGINALITY

This contribution is original and was not present anywhere else.



PARALLEL SESSION A.2

BUYING DIRECTLY FROM PRODUCERS: HOW SPECIALTY FOOD SHOPS OWNERS BUILD THEIR SUPPLIERS LIST ²

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1. PURPOSE

Rural food producers, especially small-scale farmers and artisans, often face difficulties in accessing market conditions that provide them enough income to ensure the sustainability of their businesses and the communities they live in. Though the literature on Short Food Supply Chains has highlighted potential economic, social, and environmental advantages of short direct links between market actors (Vittersø et al. 2019), there is insufficient research on urban specialty shops' possible contribution to establishing direct sourcing relations. Through a qualitative study we aim to identify the main reasons used by shop owners to justify buying directly or not from producers, and what are their strategies for building direct sourcing networks.

2. METHODOLOGY

This research is based on a round of 30 interviews conducted in shops of three Portuguese cities (Aveiro, Lisbon and Porto). The 30 shops were randomly selected by city and classification according to a hierarchical cluster analysis of 113 surveyed shops, based on the most sold products, that identified three clusters: 'The Wine Focused', including shops mainly commercializing wine; 'The Rural Provenance Focused', integrating shops selling mainly rural provenance food products and 'The Generalist', including shops commercializing a wide range of products from diverse provenances (Silva et al., 2021). Interviews were conducted between November 2019 and February 2020 with shop owners or shopkeepers when the latter were more familiar with the shops' daily operations. The interview included topics related to shop characterization, sold products characterization, shop customers, reasons for selling rural provenance products and commercialization strategies. Interviews were analysed thematically and, for this study, analysis focused on the categorization of descriptions of ties with suppliers, whether directly to producers or through intermediaries.

²This research was funded by national funds through the FCT/MCTES and the co-funding by the FEDER, within the PT2020 Partnership Agreement and Compete 2020, for the research project *STRINGS—Selling The Rural IN (urban) Gourmet Stores –establishing new liaisons between town and country through the sale and consumption of rural products* (PTDC/GES-OUT/29281/2017/ POCI-01-0145-FEDER-029281).

3. FINDINGS

Interviews with shop owners suggest a very diversified characterisation of producer-seller relations, that ranges from dependence on pre-existing networks to active pursuit of new connections, and from full reliance on distributors to exclusive links with producers. There are specificities of products in this regard, and not all decisions are encompassing but instead based on the characteristics of products and producers. Decisions to pursue direct links with producers are justified by immediate economic advantages of reduced costs, but also explained as a way of gaining access to better quality or exclusive products, the building of closer and more trustful relations, or by the value of personal and meaningful contacts.

Positioning themselves in niche markets for specialty foods, and sometimes making efforts to build new relations with producers, shops act in an already structured context of supply networks that conditions opportunities for and the viability of direct relations. Pre-existing networks include contracts between producers and distributors that can specify exclusivity, such as vertical marketing channels, the existence of transport channels operated by intermediaries or by the producers themselves, often tied to constraints of geographical proximity and scale. Shop owners mention some of these “hard” conditions explaining that, at least for some products, reliance on direct or indirect supply is a matter of fact and not of choice.

In cases where these constraints are softer, the decision can be based on a comparison of immediate economic advantages, and often shop owners mention lower costs of product acquisition through direct sourcing which can be dependent on the arrangements and prices for transportation. This type of immediate economic choice is at times justified with the indifference of preferred attachments, such as equal trust, between distributors and producers. Other times the choice is weighted with other factors such as access to better quality or more complete knowledge about a product’s quality. Shop owners mention knowledge about production processes but also about stock and quantities that can be used to better scheduling of their orders. For some shops and in the case of some products direct relations also entail personal connections with producers that may be developed through searching for new contacts or be based on already existing networks that can include family members and friends. Shop owners act sometimes as part-time explorers, traveling to look for new products and create close networks that can be exclusive and even non-disclosable, linking disinterested motivations of meaningful relations and friendship to more economic reasonings of regulating scarcity through narratives of authenticity (Gerosa, 2021).

4. CONCLUSIONS AND RESEARCH LIMITATIONS

Shop owners’ do not always frame their sourcing practices as decisions between competing alternatives. Their justifications for establishing direct links to producers are varied and include cost advantages and more indirect economic motivations as well as non-economic reasons. Results suggest that there are different constraints for developing direct links for different product types. Small scale producers may have difficulty in providing transport at competitive prices or ensure product availability all year round, and larger ones may prefer to work through established distribution channels.

5. ORIGINALITY

This contribution is original and was not present elsewhere.

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CHOOSING YOUR PARTNERS IN THE FOOD SUPPLY CHAIN – WHAT CRITERIA ARE VALUED BY PRODUCERS, DISTRIBUTORS AND RETAILERS OF RURAL PROVENANCE FOOD PRODUCTS? ³

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1. PURPOSE

This presentation characterizes the main venues targeted by producers and distributors of rural provenance food products, also exploring which criteria guide their selection of collaborations, namely what characteristics are pursued by producers to choose retailers and intermediaries and by intermediaries to choose their producers and retailers. Additionally, the choices and preferences of retailers in choosing their producers and distributors, are also explored.

2. METHODOLOGY

This research is based on a broader project designed in three phases. The first phase aimed at typifying the urban specialty food shops located in three Portuguese cities (Aveiro, Lisbon and Porto). A universe of 113 shops was surveyed and analysed through a hierarchical cluster analysis based on the type of products sold resulting in three distinct clusters of stores: ‘The Wine Focused’, including shops mainly commercializing wine; ‘The Rural Provenance Focused’, with shops selling mainly rural provenance food products and ‘The Generalist’, including shops commercializing a wide range of products from diverse provenances (Silva et al., 2021). The results of the cluster analysis and the number of stores in each city informed the random selection of 30 shops in a second phase, 5 in Aveiro, 13 in Porto and 12 in Lisbon. Semi-structured interviews were conducted in a second phase with shop owners and managers. In a third phase, 9 of these shops were selected as case studies and asked to provide the contacts of producers and distributors of rural provenance food, resulting in 104 answers from producers and 40 from distributors.

3. FINDINGS

Producers of rural provenance food commercialize their products to diversified venues, ranging from urban specialty shops, restaurants, supermarkets and directly to consumers to, less often, cooperatives and farmers markets, as well as organic and traditional products’ markets. Distributors of those food products also commercialize them mainly to urban specialty food shops, restaurants, supermarkets and directly to consumers. retailers surveyed and interviewed sell products sourced both directly from the producers

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and distributors, although a significant part privileges sourcing them directly from producers with whom they have a close relationship. When choosing a retailer and an intermediary, despite some differences according to their type, producers tend to pragmatically value their proximity and if they want to sell or distribute the food products. Also, relevant criteria are the fact that retailers (particularly urban specialty shops) and intermediaries are specialized in specific products, their experience and the family character of the businesses. Additional differences may be found considering the region of origin of the producers and products sold. Producers of vegetables and olive oil seem particularly keen on the specialization of retailers and distributors, whereas wine producers find it more acceptable to choose new selling venues. Producers located in the North region of Portugal seem to prefer distributors specialized in particular food products, while (the few) producers from Algarve and Madeira regions seem to value more distributors who are part of a family business. Similarly, when choosing a producer, distributors tend to privilege specialization, experience and the family nature of the businesses. These criteria are mostly valued by those distributing vegetables, wine and cheese especially to those located in the Centre region of Portugal. Regarding the selection of retailers, specialization stands out as the most valued criterium, particularly for vegetables, fruits, olive oil and wine distributors from Centre and Algarve. Finally, regarding retailers that source directly from producers, especially those selling wine, vegetables and olive oil, the most valued criteria are trust, proximity, quality and flexibility to negotiate prices and general conditions. However, many retailers refer the difficulties in transportation and logistics together with a higher vulnerability regarding products' availability and deadlines. In turn, distributors are perceived as a safer choice, due to the variety of products they may distribute and easy to reach.

4. RESEARCH LIMITATIONS AND CONCLUSIONS

All in all, despite some differences, the qualities mostly valued by the producers, distributors and retailers analysed relate to what generally characterize shorter supply chains: small dimension, specialized, familiar but with expertise and experience in the market. Proximity is also an important criterion for all the actors considered. However, due to the limited number of producers, distributors and retailers surveyed and interviewed, further evidence, also from different cities and countries, is needed.

5. ORIGINALITY

This contribution is original and was not present anywhere else.

6. REFERENCES

Silva, A.; Figueiredo, E.; Truninger, M.; Eusébio, C. and Forte, T. (2021). A typology of urban specialty shops selling rural provenance food products – a contribution from Portugal. *British Food Journal*, 123(12): 3902-3917.

KIWIFRUIT PRODUCTION AND LOCAL DEVELOPMENT. THE VIEWS OF KIWIFRUIT FARMERS OF THE NIKOLAOS SKOUFAS MUNICIPALITY, ARTA, GREECE

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1. AIM

The aim of this paper was to report the views of kiwifruit farmers, regarding the contribution of kiwifruit production to the local development of the Nikolaos Skoufas Municipality, Arta, Greece. More specifically, the profile of kiwifruit farmers, the cultivation practices and the role of kiwi production to the local development were recorded.

2. DESIGN / METHODOLOGY / APPROACH

A survey was conducted using a closed-ended type questionnaire during the period of December 2019. A total of 110 kiwifruit farmers took part in the study from the municipality of Nikolaos Skoufas, Arta-Greece. The collected data were analyzed using descriptive statistics and Principal Component Analysis (PCA). PCA was chosen to create a smaller number of new variables/components, which specify the characteristics of a group.

3. FINDINGS

Most respondents were men (69.1%) over 50 years old (61.9%) with low educational level (30.9%). The respondents have been engaged in agricultural production for an average of 21.5 years, and especially in kiwifruit production for an average of 12.5 years. The average arable land for 2019 was 14 acres increasing in the last five years. The main reason that farmers were involved in the kiwifruit production was to increase their income (71.6%). Kiwifruit production comprised the main source of the respondents' total income (65.5%) ranged from €5,000 to €20,000 (60%).

It is noteworthy that 50% of the sampled farmers have participated in training programmes, whereas only 9.1% participated in cooperatives. However, around 64% of the respondents recognized the important role of cooperative models and they intended to be members of them (61.8%). Bad weather (57.2%) and the lack of cold stores (66.4%) were mentioned as the most important problems by the majority of the sample.

Regarding kiwifruit cultivation practices, the farmers reported that they mainly use fertilizers (95.5%), as well as drilled wells for irrigation (96.4%); practices that -according to 75% of the respondents- have no significant impacts on the environment.

Regarding the socio-economic and environmental impact of kiwifruit cultivation on the region, 62.7% of the respondents agreed or strongly agreed that it could contribute to the socio-economic development of the region and 76.3% believed that kiwifruit production has a perspective as a business activity in the region. In addition, 53.6% of the respondents agreed or strongly agreed that farming helps reduce unemployment. Most of the respondents (80%) did not consider that the agricultural policy implemented by the EU and the State is favorable to farmers. However, a positive attitude has been observed for kiwifruit cultivation and its contribution to the local development.

PCA showed that four groups of kiwifruit farmers were created: those who state potential and future prospects of the kiwifruit sector; those who consider the State agricultural policy as favorable and of great importance; those who exclusively focus on financial benefits; and those who do not interested on the potential socio-economic contribution of the kiwifruit sector in the region.

4. RESEARCH LIMITATIONS / IMPLICATIONS

Similar future research may include larger sample size to increase the generalizability of the findings. The need of a dyadic study could be also mentioned. A study of farmers' and consumers' motivations and views on kiwifruit production and consumption would give insight to improve performance across the most desirable attributes, thereby providing the basis for gaining a competitive advantage over other farmers. Greek policy makers could also use the findings to understand the need for training support for kiwifruit farmers (especially for those of the groups 3 and 4 of PCA method) and agricultural policy that will lead to improved rural performance. The findings may also be useful for kiwifruit farmers to understand the importance of networking in order to effectively create a sustainable kiwifruit sector.

5. ORIGINALITY

The study adds to the knowledge regarding the views of the Greek kiwifruit farmers and to the body of much-needed research, understanding the role of local food products in sustainable rural development.

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AROMATIC, MEDICINAL, AND LOCAL HERBS: THE CRITICAL ROLE OF NETWORKS

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1. PURPOSE

The purpose of the communication is to present some research results on the sector of aromatic and medicinal herbs located in different regions of the Portuguese territory. The focus of the presentation is the role of local development associations and networks in the development of the sector. Aromatic and medicinal plants are very important in the Mediterranean diet. Their presence in gourmet food and the recipes of well-known chefs gave an important impulse in the prestige and, therefore, demand of the product. The cultivation of aromatic and medicinal herbs has economic, social, and environmental impacts on the territory. Besides the creation of employment and the possibility of an, principal or complementary, income source, this production provides the improvement of biodiversity and the occupation of rural areas. They are mostly cultivated in small and very small farms, both in developing and developed countries (Kwankhao & Indaratna, 2020; Matthews & Jack, 201; Schunko, et al, 2019; Unati et al, 2016; Yamoah et al, 2014). This characteristic presents many challenges in different dimensions of business development through the value chain, namely commercialization. That is why the connection and the establishment of partnerships with other actors, such as local development associations, and other producers, have an important role, since they provide the scale and critical resources towards the success of this initiatives. The case study selected, EPAM, provides the empirical setting to explore this sector regarding the role of networks. With these goals in mind, the presentation is structured in through the following topics: after the revision of literature, and the design of a conceptual framework, the communication presents the methodological options, and the results. The presentation finishes with the identification of limitations of the research and concluding remarks.

2. DESIGN/ METHODOLOGY/ APPROACH

This is a case study approach with an explorative and quantitative nature. It is focused on a network of producers of aromatic and medicinal herbs, organized under the EPAM project (Entrepreneurship in the value chain of medicinal and aromatic plants (acronym of the project in Portuguese Empreender na Fileira das PAM em Portugal). The main goal of the project is to foster tools to support the development of the businesses along the aromatic and medicinal herbs value-chain.

The research uses primary and secondary data. Primary data was collected through online questionnaire to the producers of aromatic and medicinal herbs located in different regions of the Portuguese territory. The questionnaire asked the producers to assess their participation on the EPAM network for their activities, using a 5-point Likert scale, ranging from not important to highly important. It also asked for an assessment of the importance of relationships with a variety of organization at different scales to access

resources relevant for the development of their businesses. The questionnaire was sent by e-mail to all active EPAM producers (N=136). A total of 34 valid responses were obtained, corresponding to a 25% response rate. Secondary data was collected to characterize the territories where the farms are located, resorting to INE-Statistics Portugal Portal. Statistical procedures of univariate and bivariate analysis are used.

3. FINDINGS

The results confirm the importance of networks for the development of these businesses, namely with local development associations. However, it is possible to identify some diversity in the assessment of the role of those networks. The findings might present a useful tool in the design of public policies focused on rural development.

4. RESEARCH LIMITATIONS/IMPLICATIONS

The limitations of the research are mainly related with the difficulty of gathering primary data by using online questionnaires.

5. ORIGINALITY

There are research gaps in the sector of aromatic and medicinal herbs in the case of developed countries. Therefore, the originality of the communication is related with the novelty of the sector in the academic debate.

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FOOD SOVEREIGNTY AND RURAL SOCIAL MOVEMENTS IN THE 21ST CENTURY TURKEY

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Although peasants are often portrayed as irrevocably transformed by capitalism, around a third of the world's food is produced by smallholder farmers: the "smallest two farm size classes (0–1 ha and 1–2 ha) are the greatest contributors to global food production" (Ricciardi et al. 2018, p.68), producing roughly 35% of the world's food (Lowder, Sánchez and Bertini, 2021). But even so, the capitalist modernity locates peasants under a derogatory narrative of farming on the global south.

In Turkey's rural areas, the neoliberal transformation of agriculture (Aydın, 2010; Döner, 2012) which started in the 1980s, has been catalysed since the beginning of the 21st century by the governing party's, stance of an extractivist and commodified countryside. But it is also precisely the moment in which a growing protest culture among the peasants shows its first attempts at wide organisation, through Çiftçi-Sen (Farmer's Union), established in 2004 as a confederation of different product-based unions but in 2020 refunded as a single union.

The paper intends to demonstrate how recent rural social movements representing peasant farmers, resist in the Turkish countryside while employing food sovereignty as a political program, promoting agroecological practices as a labour and knowledge-intensive farming discipline, constituting an unprecedented potential to activate farmer's political agency. But it also questions the capacity of said rural social movement for collaborations with civil society organizations, urban food initiatives as well as alliances with local municipalities to mobilize and 'rethink public policies' for local food production and the need to change 'landscapes of food consumption', mentioning two of the main themes of this conference. This is particularly important in a context where authoritarian neoliberalism in the Turkish countryside is expressed by extractivist projects that cause ecological demise, namely from the private energy sector (hydroelectric, geothermal, nuclear power plants) and mining permits, threatening food production and farmer's livelihoods (Adaman, et al., 2019).

Empirically based on semi-structured qualitative interviews with leaders and members of Çiftçi-Sen, the paper maps the political program of the movement, largely based on the principles of food sovereignty and thus ideologically and organizationally influenced by the conceptual body of the world's biggest social movement, La Via Campesina (LVC). To understand the specificity of Çiftçi-Sen's case but also of the state of food sovereignty and agroecology in today's Turkey, the paper also compares the former with other movements in Europe, co-members of the European Coordination of La Vía Campesina (ECVC), recurring to interviews with leading members of those movements in Portugal, Italy, France, and Romania.

Findings point to an emergence of a rural world as a field of contested common senses, where livelihoods and ecological concerns are reconfiguring rural struggles in Turkey (Kavak, 2021) and that may constitute a continuous counterhegemonic understanding against the dominant extractivist, rent-seeking and commodified Turkish countryside,

building up new societal values of production-consumption (Kocagöz, 2021). These new values potentially constitute an emergent debate in Turkish rural studies: how acquired political action by farmers dialogues with consumption practices. In this sense this new debate not only has an axis of farmers' agency on the mobilization for protection of environments and livelihoods, but their agency is also contributing for the activation of rural-urban liaisons for the promotion of localized shorter supply chains as they see the support from urban consumers that by fashion of food initiatives in urban areas adhere to incrementing the visibility of rural social movements. In other words, rural-urban liaison portraying mutual relationships.

Notwithstanding the traditional weak culture of mobilization in Turkey (Yıldırım, 2017) and the contemporary authoritarianism (Esen and Gumuscu, 2020) as major setbacks, the banners of food sovereignty and agroecology are the ideological guidance of a politicized peasantry turning them from a bucolic picture of moral economy into a mobilized group with potency of systemic change (Akram-Lodhi, 2021).

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TOPIC B

Food, Wine and Sustainability



PARALLEL SESSION B.1

PERCEIVING AND ADAPTING TO CLIMATE CHANGE: A CASE STUDY EXPLORING THE PERSPECTIVES OF WINE-PRODUCING AGRITOURISM OWNERS IN VAL D'ORCIA

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1. PURPOSE

It is now widely accepted that climate change is having a profound impact on the weather systems around the world. These, in turn, are likely to have a considerable effect on agricultural practices and the marketing and sales of these products. This case study sought to explore the relationship between the perception of Val d'Orcian wine-producing agritourism owners of the potentially abstract notion of climate change and their concrete experiences as entrepreneurs through this research question:

RQ: How does climate change affect the agritourism business for Val d'Orcian wine-producing agritourism owners and how do they adapt to these impacts?

This small-scale study seeks to start a conversation on the topic of climate change and its perception by rural farmers by using the following approach.

2. DESIGN

The study took place in Val d'Orcia, Siena, Tuscany, a world famous wine-making area situated at an altitude of approximately 350m and famous for its wines made from the Sangiovese grapes. From this locality, a geographically 'bounded system' (Cresswell, 2009, p. 97), eight wine-producing agritourism owners or managers were selected for semi-structured interviews. Some are reliant financially more on the agritourism side of their business, some more on the wine production. The interviewees were purposively selected for their double-function occupations as it was expected that they would have the appropriate 'life experience for the research in question' (Clark et al., 2021, p. 378). All of them are small-scale entrepreneurs. One of the researchers conducted the interviews in Italian as he considered himself an insider in this context and could therefore potentially benefit from the 'trust and openness' (Clark et al., 2021, p. 133) this position brings. The interviews were recorded, translated into English, transcribed and analysed thematically using MAXQDA. The findings from the accounts were compared with the existing academic literature on the perception of and adaptation to climate change by wine growing agritourism stakeholders.

3. FINDINGS

The owners all found that climate change is impacting their business in different ways. The wine business is affected by the changes to the weather but this paper is focussed more on the agritourism side of their businesses. The agritourism owners had divergent views on whether climate change was going to be beneficial to their agritourism enterprises. Some found that the "shoulder seasons" were now profitable rather than

fallow periods in line with some literature (Nicholls & Amelung, 2015; Perry, 2000; Pröbstl-Haider et al., 2021; Sottini et al., 2021) but others found the unpredictable weather led to cancellations from domestic, though not from international, visitors.

The potential impact of climate change on the area's rural economy is undeniable but the responses to the challenges are more nuanced. These small-scale operators lack knowledge and funds to enable them to plan ahead and react often day-to-day to the immediate weather conditions rather than planning long term for the inevitable effects of climate change. While recognizing the difficulties they face from climate change as viticulturists, as agrotourism owners they welcome the longer seasons which enable them to open in the formally barren shoulder seasons but struggle with last-minute cancellations due to unpredictable weather in the area. They seem conflicted as on one hand they struggle with the impact of the more violent and unpredictable weather but on the other the longer seasons are advantageous to them.

The predominant finding was that although there is a burgeoning appreciation that professionals could provide valuable support in the wine-producing sector, experts are less considered with regard to the agrotourism part of the business. As the impacts of climate change are going to continue, it would seem prudent for these farmers who are so invested in the simple traditional life, working and respecting their family's land, to turn to professionals to help them invest wisely in adaptations which will enable them to continue doing what they love in a place of spectacular beauty. None of the owners had contacted experts who might be able to enable them to think and act more strategically and potentially make investments now which might be beneficial in the long run. Nobody mentioned public bodies who might be able to provide such guidance – indicative that this issue is perhaps not taken seriously by local and regional politicians.

4. RESEARCH LIMITATIONS

As with all case study research, the findings are limited to the individuals included in the study. Further research would be needed to determine if these findings can be generalised. It can be surmised however that as the findings of the research are predominantly in line with the academic literature on the topic of climate change affecting grape growing, wine making and agrotourism that the results are valid.

5. ORIGINALITY

This work has not been published elsewhere.

6. KEYWORDS

Tuscany; Val d'Orcia; climate change; viticulture; viniculture; agrotourism

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EXPLORING ALTERNATIVE FOOD INITIATIVES IN FOSTERING A SUSTAINABLE FOOD SYSTEM

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1. PURPOSE

Alternative Food Initiatives (AFIs) and Alternative Food Networks (AFNs) are food systems that have emerged at the local and regional level, in response to the apparent unsustainable but more modern conventional and globalised food system. One of the principle aims of AFNs and AFIs is to connect ethical producers and consumers in a more local and direct way. Ethics, sustainability, social justice and animal welfare are among the key considerations of these systems seeking a more community-based model (Edwards, 2016). The purpose of this study is to explore the typology of AFIs and AFNs in existence in Ireland, together with an examination of their extent and efficacy as an impetus for pro-sustainable food production and consumption. This study seeks to identify their unique characteristics by investigating organisational and governance structures in an attempt to uncover motivations and barriers for stakeholder engagement. The concept of sustainability is also elaborated within this context to identify where conflict may arise and successful scaling of AFIs/AFNs may be hampered if using the dominant three-pillar approach to achieving sustainability. The overarching aim of the study seeks to establish if such initiatives can offer the potential for growth and if opportunities exist to replicate and scale them in a local context to help transform Ireland's food system, so that it can contribute to the realisation of the Sustainable Development Goals (SDGs), in particular SDG 12, which addresses sustainable food consumption and production (UN, 2015).

2. DESIGN / METHODOLOGY / APPROACH

An exploratory case study approach is taken, using a systems lens. The research population considered is the totality of AFNs and AFIs operating in the Republic of Ireland. A typology is developed informed by the literature (Tovey, 1997; Murtagh & Ward, 2009; Murtagh, 2010; Sage 2010; Michel-Villareal et al., 2018). The sampling method was non-probabilistic (for reasons of convenience and purposive) as this had temporal, financial and accessibility advantages. Purposeful sampling is widely adopted for selecting information-rich cases when resources may be limiting (Patton 2002 as cited in Palinkas et al, 2013) and when selecting key individuals who are particularly knowledgeable about or experienced is necessary (Creswell and Plano Clark 2011 as cited in Palinkas et al., 2013). Preliminary qualitative interviews will be undertaken with key individuals from the selected cases and a comparative assessment performed using content and thematic analysis (Braun & Clarke, 2021). Initial findings from these preliminary interviews will inform the secondary phase.

3. FINDINGS

A typology of alternative food initiatives will be developed based upon earlier studies (Michel-Villareal et al, 2018). In the initial phase, a representative database of existing

and contemporary alternative food networks in Ireland is developed. In Ireland, these include farmers' markets, farm direct sales, box schemes, cooperative movements, community-supported agriculture and organic farms, among others. Preliminary interviews will take place in order to develop a deeper theoretical understanding of these initiatives through the identification of their unique characteristics and impacts on the sustainability of the food system. These findings will inform a further secondary phase of further qualitative interviews.

4. RESEARCH LIMITATIONS/IMPLICATIONS

Purposive sampling can be subjective in nature and can be challenging in ensuring a selection of appropriate participants (Creswell, 2014). The sample of cases chosen is small, as they have been chosen for convenience, accessibility and time constraints. Such a sample is inadequate to make broad statements about the general population but has been selected to enable more in-depth research (Barr & Prillwitz, 2013).

5. ORIGINALITY

This paper sets the scene and constitutes the initial phase for a more in-depth study (PhD study) currently underway, where the role played by alternative food initiatives in restructuring our food system is considered and investigated. Michel-Villareal et al., (2019) argue that there are gaps in existing literature in relation to the research approach adopted in the study of AFNs. These include many only taking a one-dimensional approach to methods chosen; many only taking a very limited comparison between different types of AFNs; and many not addressing all three dimensions of sustainability consecutively (i.e. social, economic and environment). The current research study seeks to address these gaps by ensuring a richer and more in-depth study; selecting more than one case to make a comparison to establish if differences exist between them; and through design and scope of questioning, an attempt to address all three dimensions of sustainability.

6. KEYWORDS

alternative food initiatives; alternative food networks; short-supply chains; sustainable food systems; sustainable food systems; local food systems; sustainable food systems; SDGs

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TOWARDS ECOLOGICAL TRANSITION: POTENTIALS AND SYNERGIES OF FOOD PRODUCTION AND GASTRONOMIC TOURISM

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1. PURPOSE

The present communication, of a theoretical type, raises the potential positive effect of the linkage between experiential tourism based on gastronomic heritage and agroecology oriented to ecological transition. Our main objective is to analyze the existing scientific production, the theoretical frameworks used, the methodological approaches and the cases analyzed to guide future research on the link between new models of tourism and sustainable food production. As specific objectives, we propose to: - Analyze the strategies implemented by agroecological production and regenerative agriculture initiatives that promote regenerative tourism. - To understand the role of agrarian cultural and identity reconnection in the protection of spaces and in the implementation of new sustainable lifestyles. In this regard, in this paper we advance an analysis of: - The innovations of the ecofeminist approach to transform European rural societies into vanguard territories in sustainability and resilience in the face of global change, - The interest of agroecology for the revitalization of rural spaces and the transition towards sustainable societies, - The roles of experiential gastronomic tourism, towards the achievement of the same objectives, in order to weave affective rural-urban relationships, articulate territories and societies and promote new models of food production and transforation, according to the capacities of the planet.

2. DESIGN / METHODOLOGY / APPROACH

Based on findings from previous projects, the work followed a documentary research methodology, analyzing the academic production published in indexed journals included in the Web of Science and Scopus in the period 2010-2022, with a first phase of analysis of titles, abstracts and keywords, a second phase of content analysis of the selected articles, and a third phase of synthesis. The bibliographic review has made it possible to identify, categorize and synthesize studies linking food production and gastronomic tourism. This exploration was carried out by analyzing certain key words and their combination (e.g., wine tourism, gastronomic tourism, regenerative tourism, agroecological production). The search retrieved more than 200 publications, all published in English, which were selected according to the field of study. Of these, 70 articles were considered useful for the exhaustive full-text review (those with cases located in Spain and those related to sustainable territorial development and wine tourism as a whole).

3. FINDINGS

Ecofeminism revisits the concept of nature and the position of the sciences in their relationship with the environment to break with the logics of exploitation and open paths to sustainability (Klier & Núñez, 2019).

In turn, agroecological approaches imply generating sustainable food systems with the co-participation of science, economic activity and social movements, in coherence with ecofeminist theories (HLPE, 2019, Ramírez-García et al., 2016). From this approach, our work on short circuits near Madrid (Spain) evidences the low sustainability of agroecological initiatives, due to causes such as insufficient knowledge in business management, difficulty in marketing, overload of tasks on producers or low initial profitability of the activity, among others.

On the other hand, tourism opens up possibilities for the development of rural areas, where the existence of a territorial agri-food heritage is a key factor for the creation of local tourist destinations (Pillet Capdepón, 2012).

Urban demand for experiential tourism activities increases visits to rural tourism resources with values linked to intangible gastronomic heritage. The transformative capacity of experiential tourism (Pine & Gilmore, 1998, Thomé Ortiz, 2015) is postulated here as a potential for changing the urban mentality, fostering new consumption habits and the transition towards agroecological agro-food production systems. Thus, gastronomic experiential tourism initiatives promote "conscious consumption", positive for the health of people and the planet. The articulation of local actors leads to the formation of connected territories in which agroecological production, food processing and tourism use of agro-food heritage values are intertwined (Freitas Caetano & Ramírez García, 2017). The tourist experience related to the daily life of the visited places (food production and gastronomy) could be built on co-creation or "prosumption" activities giving feedback to the a priori approaches of the tourist (Ramírez et al., in press).

4. RESEARCH LIMITATIONS / IMPLICATIONS

This study has potential limitations due to its theoretical and prospective nature, which necessarily requires empirical research. Likewise, the study advances in a general way the possible areas of research, the categories of analysis, the units of observation, and the social actors involved, which requires an adequate geographic contextualization, as well as methodological adaptation in future empirical studies.

5. ORIGINALITY

The innovative contribution of this communication comes from being a first theoretical reflection of the new line of research initiated by the authors, aimed at refocusing the role of agri-food, its cultural heritage and its potential to reformulate the coexistence of humanity with nature, with tourism as a supporting economic activity. It is, in this sense, a novel study in the Spanish context, which has an important cultural heritage, but which is little or not at all articulated to new sustainable proposals for both tourism and food production. The opportunity that this conference offers to disseminate the work will undoubtedly contribute to one of the objectives we propose, the transformation of the environmental awareness of urban societies.

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SCALING AGROECOLOGY-BASED LOCAL AGRI-FOOD SYSTEMS THROUGH LOGISTIC AND COMMERCIALIZATION INNOVATIONS: BETWEEN THE CONVENTIONALIZATION AND THE ARTICULATION OF CONSUMPTION-DISTRIBUTION PRACTICES

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1. ABSTRACT

Corporate Food Regime crisis has been answered by agroecological initiatives seeking to scale their networks through what we call Agroecology-Based Local Agri-Food Systems (ALAS) (López-García and González de Molina 2021; González de Molina and López-García 2021). Using socio-ecological innovations throughout the productionconsumption networks, these experiences try to increase cooperation, distribute value throughout the chain, relocate food and create an alternative food system (Rosset and Altieri 2017; González de Molina et al. 2019). However, both the system of practices and the regime in which they are inserted (Bui et al. 2016; Berkhout, et al. 2005; Shove et al. 2012), generate identifiable opportunities and difficulties from their practices. Therefore, it is relevant to observe the formats that in the last 20 years have given rise to consumer cooperatives, food coops and food hubs among others (Sanz-Cañada and Yacamán-Ochoa 2021; 2022; López García 2003). As a result of combining two qualitative fieldworks (2016-2017, Madrid and 2020, Granada) based on semi-structured interviews and participatory experiences in collective construction spaces, we collected the ideological/practical perceptions, strategies and negotiations present in a range of experiences related to alternative food distribution. Although the fieldwork approaches were diverse, we value the combination and comparative knowledge of two different locations and times. Discourse analysis, visual representations and notes extracted in a participatory observation are used (Angrosino 2012; Banks 2010; Gibbs 2012), with special attention to “how and what is done” is explained, what really happens and what remains unsaid (Bourdieu et al. 2008). We identify preliminary results that, on the one hand, these initiatives increase cooperation using volunteer/paid work flows, which encourages participation and transparency in actors with unequal power in the food regime (Saralegui Díez 2019; López-garcía et al. 2019; López-García 2020). On the other hand, they are still embedded in system of practices, finding great difficulty to transform consumption-distribution habits (Fuchs and Glaab 2011; El Bilali 2019; Saralegui-Díez 2022), oscillating in the dialectic conventionalization-autonomy. Additionally, many initiatives perceive their high degree of economic precariousness due to the great time-energy investment of the promoters or the limited effective remuneration (Sanz-Cañada and Yacamán-Ochoa 2022).

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IS THE FOOD SYSTEM RELEVANT FOR SUSTAINABLE REGIONAL INNOVATION STRATEGIES? COMPARATIVE STUDY OF PORTUGAL AND POLAND

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1. PURPOSE

The food system is increasingly acknowledged as among the largest drivers of global environmental change. From food production to consumption and waste, the food system cycle contributes to climate change, biodiversity loss, freshwater use, interference with the global nitrogen and phosphorus cycles, and land-system change (Willett, et al., 2019). Therefore, understanding and then transforming the food system is becoming a high-level political priority (Galli et al, 2020).

Agriculture and food have long been recognised as important sectors for the European Union (EU) and more recently within smart specialisation framework – as smart specialisation domains. Agri-food related priorities were among the most prominent priority areas selected by EU countries for the EU perspective 2014-2020 (Ciampi Stancova & Cavicchi, 2017) and they seem to remain so for the 2021-2027 framework.

2. DESIGN / METHODOLOGY / APPROACH

Within this paper we want to ask how the European policy shift from smart specialisation strategies (S3) to smart specialisation strategies for sustainable and inclusive growth (S4+) (Moreno Pires et al., 2019) affect the role of the food system within Regional Innovation Systems priorities. The research questions are whether the transition from S3 to S4 implies an explicit normative re-orientation of regional innovation strategies towards “more sustainable food systems”? and whether it affects the way the food system is recognised and prioritised within innovation public policies in different regions? The role of the food and gastronomy as elements of regional innovations strategies was already investigated by Cavicchi and Ciampi Stancova (2016), however the research encompassed only the S3.

The research addresses those questions in a comparative study among regional innovation policies in Portugal and Poland. Portugal is a country characterized by a high Food Footprint due to high meat and fish consumption, high food waste, and high urbanization level (Galli et al., 2020). In Poland, where the agri-food sector is an important element of the economy, it struggles with multiple challenges resulting from global issues such as climate change or migration (Axelos et al., 2018). Both countries also experience low efficiency of the sector, low R&D intensity, among other limitations (Dąbrowska, 2017). Therefore, the research investigates all available Regional Innovation Strategies S3 and S4 in both countries, encompassing two distinct time periods, namely, 2014–2020 and 2021–2027.

The Food system is here understood not only through the narrow perspective of production and delivery of food, but as a broad spectrum of food processes and infrastructure - from growing, harvesting through processing, packaging, transporting to marketing, consumption and disposal of food-related items (Axelos et al., 2018). Therefore, a qualitative analysis was performed to the regional strategies to assess the presence and the frequency intensity of food system related words (e.g., food, agriculture) and their categorization according to priority domains, typology of actors and type of actions. A quantitative comparison then also allowed to understand the highest role of food system actions within S4 and the ones with a “biggest change” between S3 and S4.

3. FINDINGS

Results point to the emergence of new actors and priorities and a stronger emphasis on the environment sustainability component of the food system. However, we can see several differences between regions and between both countries as well as still a predominance of the production side of the food system.

4. RESEARCH LIMITATIONS/IMPLICATIONS

Research can be expanded to other countries and be complemented with a more in-depth analysis to regional contexts and policies.

5. ORIGINALITY

The study reveals a strong potential to enable regional policy-makers to enforce sustainable food systems in their countries.

6. KEYWORDS

Agro-food, sustainability, transition, smart specialisation, S3, S4, policy priorities

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TOPIC C

Valorização dos Produtos Locais e Turismo



PARALLEL SESSION C.1

IDENTIDADE GASTRONÓMICA E O PAPEL DAS CONFRARIAS NA VALORIZAÇÃO DOS PRODUTOS LOCAIS. A CONFRARIA DO BUCHO RAIANO NA PROMOÇÃO DA CULTURA E DO TURISMO DE INTERIOR

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1. OBJETIVO

A identidade do destino no âmbito da gastronomia pode ser criada através de produtos, pratos típicos ou cozinhas diferenciadoras, os quais estão diretamente relacionados com a representatividade que têm com o local, bem como pela possibilidade em promover a procura turística. O *Bucho Raiano* constitui um produto gastronómico de identidade e representatividade para o interior raiano de Portugal, para o qual a sua confraria procura a sua divulgação, a dinamização do seu consumo e a valorização com recurso cultural. Neste contexto procura-se identificar o produto, a sua história e o papel dos confrades na sua valorização e difusão.

Considerando a gastronomia como uma fonte de expressão da cultura local, o seu usufruto no turismo pode contribuir para enaltecer e agregar valor ao destino, assim como incentivar o orgulho da comunidade local, estimulando a sua produção e consumo, bem como o seu reconhecimento fora da região. Assim, o presente estudo temo como objetivo efetuar uma contextualização histórica do *Bucho Raiano*, avaliar a perceção dos confrades sobre a missão da confraria, suas estratégias e contributos para a promoção e valorização deste produto gastronómico, o qual pode ser também um importante produto turístico para esta região e consequentemente do destino turístico.

2. METODOLOGIA

Promove-se uma metodologia exploratória sobre o produto *Bucho Raiano* e a sua confraria, procurando descrever o produto, a sua confeção e as tradições associadas. A investigação centrou-se na avaliação do papel dos confrades na promoção e valorização deste produto gastronómico e das perceções sobre as dinâmicas e estratégias promovidas pela confraria na valorização do *Bucho*, na sua divulgação, na preservação da sua identidade e valor cultura e nos contributos para o turismo da região. Para esta análise foi desenvolvido um inquérito por questionário eletrónico, em articulação com a Confraria do *Bucho Raiano*, no sentido de obter informação qualitativa e quantitativa sobre as ações e posicionamentos dos confrades e da confraria na valorização e divulgação do *bucho* e da região raiana. O inquérito foi enviado á globalidades dos confrades no segundo trimestre de 2021, tendo-se obtido 48 respostas, que sustentam as análises desenvolvidas.

3. RESULTADOS

As confrarias gastronómicas assumem um papel relevante na divulgação, promoção e defesa dos produtos agroalimentares e da gastronomia de qualidade de determinada região, mantendo o legado histórico dos costumes e dos respetivos povos ou regiões,

contribuindo para valorização cultural e turística dos territórios. A ligação da gastronomia ao turismo e aos destinos é cada vez maior, promovendo a sua dinamização e fomentado a valorização das tradições alimentares em torno da sua cultura. O turismo gastronómico, os interesses pela cultura e tradições, a autenticidade das experiências e ligação da alimentação aos territórios, permitem combinar o turismo gastronómico com outras formas de turismo contribuindo para a divulgação e afirmação do destino, estimulando os setores de atividade económico desde a produção à restauração. Os confrades e as suas dinâmicas contribuem para a preservação, valorização e divulgação da gastronomia e cultural local. Procuram reforçar a identidade cultural da região e fomentar o *Bucho Raiano* como património gastronómico e recurso turístico. Sistematizam-se conhecimentos relativos aos principais contributos da confraria na promoção do *Bucho Raiano* e do destino/região, avaliando-se positivamente as suas ações de dinamização cultural, ativo turístico, estímulo na construção da imagem e do próprio destino turístico. Reconhece-se a necessidade de uma denominação de origem geográfica, a sua maior dinamização em certames gastronómicos nacionais e internacionais e a sua presença na restauração da região.

4. LIMITAÇÕES DA INVESTIGAÇÃO

A investigação promoveu o enquadramento do produto e sua preparação, centrando-se no papel dos confrades na preservação, valorização e promoção deste produto gastronómico e nas perceções sobre a missão e as ações da confraria. Existem limitações relativas à produção do bucho (em termos de quantidades e efeitos económicos gerados), à avaliação da satisfação do consumo, da relevância social e patrimonial do *Bucho Raiano* para as comunidades locais.

5. ORIGINALIDADE

A pesquisa desenvolvida permite caraterizar este produto gastronómico do interior centro de Portugal, refletir sobre a ação das confrarias na preservação, valorização e promoção do *Bucho Raiano*, em particular sobre o papel dos confrades, enquanto elementos que fomentam o produto, a sua história e a cultura gastronómica das suas comunidades. Articula-se a importância da gastronomia na construção da imagem dos destinos turísticos interiores, a valorização da identidade regional, avaliando a perceção dos confrades na missão da confraria, nos contributos promovidos na valorização gastronómica e turística do *Bucho Raiano*, nas estratégias encetadas para a preservação deste produto e sua dinamização em termos de consumos, identidade e património gastronómico.

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MODELOS DE NEGÓCIO DA RESTAURAÇÃO: QUE ESTRATÉGIAS PARA PRESERVAR OS PATRIMÓNIOS ALIMENTARES REGIONAIS?

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1. OBJETIVO

Considerando que a cultura e as tradições também se servem à mesa, pretende-se averiguar que estratégias de negócio usam os Restaurantes Tradicionais (CAE 56 Restauração e similares/ 56101 Restaurantes tipo tradicional) da região do Porto para entregar experiências gastronómicas identitárias e autênticas.

Porquê integrar os Patrimónios Alimentares (PA) nos Modelos de Negócio da Restauração? Os PAs manifestam-se através de diversos atributos: produtos e alimentos, práticas culinárias, representações e rituais, expressões simbólicas & culturais, conhecimento e costumes, aptidões e instrumentos, objetos e artefactos, entre outros. A comida e a bebida são expressões culturais dos territórios (Handsuh, 2000; Bernard & Zaragoza, 1999; Hjalager & Corigliano, 2000) e as formas como os produtos são combinados e cozinhados (culinária), formam um importante elemento da identidade nacional (Bessiere, 1998), dando autenticidade à oferta das experiências gastronómicas, o que contribui para a atratividade turística dos destinos (Du Rand et al., 2003).

Este mote é tão poderoso que a UNESCO (sd) decidiu incluir na lista dos patrimónios imateriais da humanidade (desde 2008), a comida típica de 39 países ou regiões. Em Portugal a evidência da gastronomia como património cultural qualificador, está plasmada na Estratégia para o Turismo 2027 (TP, 2017), ao integrar o eixo “Valorizar o território e as comunidades”.

Neste enquadramento o setor da restauração é um pilar do turismo gastronómico, jogando um papel importante na promoção dos PAs, apoiado pelo efeito catalisador da procura, pois “o interesse dos visitantes pelo turismo gastronómico, está a crescer em conjunto com o gosto pela cultura, tradições, emoções, experiências e criatividade”(Kiralova & Hamarneh, 2017, p.18).

2. METODOLOGIA

A sustentação teórica assentou em várias fontes escritas, com destaque para Brillat-Savarin (1989:57) ao considerar que “a mesa estabelece uma espécie de vínculo entre o que oferece e o que recebe, (...) e torna os convivas mais aptos a receber certas impressões e a submeter-se a certas influências”, reforçando assim, que a comensalidade pode ajudar a partilhar conhecimentos acerca dos PAs.

A escolha da cidade do Porto como território de estudo apoiou-se no seu prestígio como destino turístico e o trabalho de campo ancorou-se numa metodologia qualitativa de estudo de caso, estudando os modelos de negócio de 33 Restaurantes em duas perspetivas: a emocional e de valor para a organização (focando nos clientes, proposição de valor,

canais de distribuição, relacionamento com clientes e fontes de receita) e a da lógica e eficiência dos processos (destacando os recursos chave, atividades chave, parcerias chave e estrutura de custos) apoiado pelo constructo do Business Model Canvas de Osterwalder & Pigneur, (2011).

3. RESULTADOS

Considerando os modelos de negócios como *drivers* dos princípios e dos axiomas da estratégia, eles podem apoiar a concretização de vantagens competitivas sustentáveis.

Enquadrando a análise das 33 entrevistas com os 9 domínios do modelo Canvas, observou-se que os negócios da restauração na região do Porto assentam principalmente numa oferta gastronómica diferenciada, assente em heranças culinárias familiares, havendo uma preocupação com a comunidade através da compra de produtos locais.

Usam o website do restaurante e as redes sociais para comunicar as ementas diárias. Os recursos humanos são os seus principais custos. Revelaram disparidade de opiniões sobre o facto da globalização gastronómica estar a diluir a autenticidade da gastronomia tradicional. Acreditam que a restauração tradicional é um veículo privilegiado na transmissão das heranças culinárias portuguesas. São unânimes a considerar que as heranças culinárias são importantes para o turismo, trazendo benefícios a uma grande variedade de *stakeholders* e o reforço das marcas regionais. Os empresários vincaram a necessidade de ampliar as suas competências associadas à temática dos PAs, sugerindo a realização de ações de formação e implementação de certificação dos negócios.

4. LIMITAÇÕES DA INVESTIGAÇÃO

Uma limitação deste estudo foi ter adotado uma metodologia de estudo de caso e por consequência não ser generalizável, também o confinamento a uma determinada região (Porto), e por fim abordar apenas a perspetiva da oferta.

5. ORIGINALITY

Sendo exíguo o volume de estudos científicos em Portugal (que integrem a restauração na perspetiva dos PA) é crucial realçar a autenticidade da gastronomia regional e divulgar a essência das Heranças e PA regionais, visando robustecer a identidade da Marca Norte.

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TURISMO GASTRONÓMICO E PRODUTOS ALIMENTARES LOCAIS: UM ESTUDO DE CASO SOBRE O COMPORTAMENTO DOS GESTORES DE RESTAURANTES NA DINAMIZAÇÃO DA OFERTA LOCAL DE AVEIRO

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1. OBJETIVO

O turismo gastronómico está relacionado com a deslocação de visitantes para fora do seu ambiente habitual para envolver-se em experiências alimentares, principalmente produtos alimentares locais, através, por exemplo, da participação em sessões de degustação, visitas a produtores locais e a participação em eventos gastronómicos (Hall & Sharples, 2003). A comida local é um produto turístico que caracteriza um destino, representa o território e o património, auxilia na memória simbólica e fortalece o destino turístico. Estes produtos são elaborados numa determinada região específica, nos quais são comercializados aos visitantes, sendo considerados, alimentos mais frescos, saudáveis e com maior qualidade (Henderson, 2009). Uma parte considerável das despesas dos visitantes gastronómicos é realizada em produtos alimentares locais (Jingwen & Mingzhu, 2018). Consequentemente, o aumento da procura por produtos locais gera um impacto positivo na economia (Benedek et al., 2020). De facto, o incentivo do aumento do consumo turístico ao nível dos alimentos locais pode ter um impacto significativo em termos de multiplicador turístico (Naglis-Liepa et al., 2021). Tendo isto em consideração, este artigo tem como objetivo analisar como os produtos locais podem dinamizar os territórios na perspetiva da oferta turística. Especificamente, pretende-se perceber o comportamento dos gestores de restaurantes que utilizam produtos locais, em termos de fatores que poderão influenciar a dimensão do multiplicador turístico, concretamente o tipo e origem dos recursos primários (matéria-prima e mão de obra) que utilizam e a existência de parcerias.

2. METODOLOGIA

A investigação assume uma abordagem qualitativa assente na realização de entrevistas semiestruturadas aos restaurantes tradicionais (de gastronomia típica) localizados em Aveiro. Para proceder à sua identificação, realizou-se uma pesquisa nos sites de turismo e gastronomia em Portugal e da Câmara Municipal de Aveiro, bem como na plataforma de viagens *TripAdvisor*. Para validar os resultados e reconhecimento da área em estudo, foi efetuada uma visita *in locu*. Optou-se por incluir no estudo os restaurantes tradicionais localizados na freguesia de Glória e Vera Cruz, onde ocorre a sua maior concentração, e por consistir na área onde se regista maior procura por parte dos visitantes. As entrevistas foram realizadas em abril de 2022, a 10 estabelecimentos de restauração de gastronomia tradicional portuguesa, e foi estruturada em 3 dimensões principais: i) matérias-primas, cujo propósito se prende com a caracterização dos produtos em termos da sua tipologia, fornecedores e origem, destacando a componente local; ii) mão-de-obra, incidindo sobre as características dos funcionários, critérios de recrutamento e se a sua origem é local; e iii) redes e parcerias, onde se identifica a rede de colaboradores e caracteriza o seu nível

de *embeddedness* local/regional. As entrevistas foram gravadas com consentimento livre e esclarecido, transcritas e importadas para o software NVivo. A análise de conteúdo foi a técnica utilizada para analisar o conteúdo das entrevistas

3. RESULTADOS

Os resultados obtidos revelam que os restaurantes utilizam alguns recursos primários locais, devido às vantagens associadas à utilização destes recursos, nomeadamente em termos de custos de transportes. No entanto, os inquiridos também identificaram alguns constrangimentos que muitas vezes têm de ultrapassar quando pretendem utilizar produtos locais, nomeadamente a dificuldade dos fornecedores cumprirem os prazos de entrega e também o preço elevado. Em termos de mão-de-obra, observou-se que os restaurantes têm em média entre 9 a 12 funcionários. A maioria destes funcionários residem em Aveiro e trabalham a tempo integral. No que diz respeito ao trabalho em rede/parcerias, constatou-se que esta vertente está muito pouco presente nos restaurantes que foram objeto de análise neste estudo. O trabalho em rede ocorre de forma muito esporádica, principalmente com a Câmara Municipal. Assim, observa-se que é fundamental reforçar, não só a utilização de recursos locais e de mão-de-obra local, mas também do trabalho em rede para que os efeitos multiplicadores associados ao turismo gastronómico aumentem.

4. LIMITAÇÕES DA INVESTIGAÇÃO

O artigo apresenta relevantes contribuições teóricas e práticas. A nível teórico o estudo fornece importantes contributos relacionados com os fatores que poderão influenciar os multiplicadores das despesas realizadas no âmbito do turismo gastronómico. Por sua vez, a nível prático, os resultados do estudo permitem definir ações estratégicas que poderão ser implementadas nos restaurantes para aumentar o impacto económico do turismo gastronómico. Apesar dos relevantes contributos do estudo, algumas limitações podem ser identificadas. As principais limitações estão relacionadas com a dimensão da amostra e também com o facto de se estar a analisar apenas uma área geográfica restrita.

5. ORIGINALIDADE

Este estudo é original na temática que analisa e no destino turístico que é objeto de análise, não tendo sido ainda publicado nem apresentado em nenhuma conferência nacional ou internacional.

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STORYTELLING NA CO-CRIAÇÃO DA EXPERIÊNCIA ENO-GASTRONÓMICA – A PERSPECTIVA DA COMUNIDADE DA REGIÃO DA BAIRRADA⁴

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1. OBJETIVO

A gastronomia e o vinho constituem aspetos muito importantes quando se trata de compreender a cultura e o estilo de vida de uma comunidade e de um destino turístico. Assim, o turismo gastronómico e o enoturismo podem constituir-se como uma plataforma colaborativa entre os turistas e as comunidades anfitriãs. Neste sentido, este estudo procura analisar e compreender, ainda que de forma exploratória, o papel do património gastronómico e vitivinícola para a vida e a identidade das comunidades locais que integram a Rota da Bairrada. Especificamente, procura-se compreender a importância da gastronomia local e do vinho, os seus significados para a construção das memórias e identidades locais e a forma como esses significados são partilhados com os turistas por meio do *storytelling* que se constitui como um instrumento eficaz na co-criação de experiências recompensadoras (e.g. Lund et al., 2020).

2. METODOLOGIA

Este estudo é baseado numa metodologia qualitativa, designadamente na aplicação e análise de uma entrevista semiestruturada para identificar a importância dada pela população à partilha das suas histórias, tradições e eventos relacionados com a gastronomia, vinho e produtos agroalimentares locais. A técnica da entrevista foi considerada a mais adequada ao *storytelling*, já que permite recolher uma considerável quantidade de informações, tendo também em conta a pouca investigação existente neste domínio, especialmente envolvendo a comunidade local. As entrevistas foram realizadas junto de nove indivíduos, selecionados pela combinação de métodos amostrais não aleatórios, nomeadamente, amostragem por conveniência e amostragem tipo “bola de neve” (Kastenholtz et al., 2012). As entrevistas foram realizadas a 8 residentes em Anadia, Aveiro, Curia e Oliveira do Bairro e a um guia turístico, entre outubro de 2021 e abril de 2022. As entrevistas foram analisadas recorrendo à análise temática, seguindo as principais dimensões abordadas no seu guião.

⁴ Esta apresentação é realizada no âmbito do projeto TWINE - *Co-creating sustainable Tourism & Wine Experiences in rural areas* (PTDC/GES-GCE/32259/2017 – POCI-01-0145-FEDER-032259), e pelo projeto STRINGS - *Selling The Rural IN (urban) Gourmet Stores – establishing new liaisons between town and country through the sale and consumption of rural products* (PTDC/GES-OUT/29281/2017/ POCI-01-0145-FEDER-029281). Ambos os Projetos são financiados pelo FEDER, através do COMPETE 2020 – Plano Operacional de Competitividade e Internacionalização (POCI) e por fundos nacionais pela Fundação para a Ciência e a Tecnologia.

3. RESULTADOS

A análise das entrevistas demonstra que os entrevistados não têm muito contacto com os turistas, mas que, apesar disso, têm disponibilidade para narrar as histórias associadas aos à gastronomia e aos vinhos da região que consideram extremamente importantes para o desenvolvimento local e regional, designadamente através da agricultura e do turismo gastronómico e do enoturismo. Na gastronomia salientam o *leitão da Bairrada* como sendo o prato mais emblemático desta região, assim como a *chanfana* e os doces regionais. No caso do vinho, o espumante é considerado como o produto mais conhecido. Estes produtos tradicionais têm um papel muito relevante na construção da identidade local e funcionam como importantes atractores de visitantes e turistas à região da Bairrada. Apesar do seu conhecimento e disponibilidade, os entrevistados não sabem como proceder, acreditam não possuir as competências suficientes ou nunca tiveram a oportunidade para narrar as histórias associadas aos produtos locais, à sua produção e preparação.

4. LIMITAÇÕES DA INVESTIGAÇÃO

A principal limitação deste estudo prende-se com o número limitado de entrevistados. Por este facto, ampliar a amostra e analisar as dimensões aqui exploradas noutras Rotas nacionais e internacionais seria importante. Apesar das limitações, e diante dos resultados sintetizados na secção anterior, sugere-se que sejam traçados projetos de desenvolvimento turístico que integrem as necessidades e as visões da população local, seja por meio de eventos, seja por meio do *storytelling*, no sentido de promover experiências turísticas mais enriquecedoras e de valorizar as comunidades locais e os seus recursos gastronómicos e vitivinícolas.

5. ORIGINALIDADE

Esta contribuição é original, especialmente no que se refere à análise (pouco frequente) da perspectiva dos residentes locais como anfitriões e intermediários culturais, no domínio do enoturismo e do turismo gastronómico. Os dados aqui utilizados não foram apresentados noutros contextos.

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PARALLEL SESSION C.2

ANÁLISE DA DIVERSIDADE DE ENOTURISTAS COM BASE NO GRAU DE ENVOLVIMENTO COM O VINHO NA REGIÃO CENTRO DE PORTUGAL⁵

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1. OBJETIVO

Vários investigadores defendem que não existe um perfil estereotipado de enoturista (Charters & Ali-Knight, 2002; Mitchell & Hall, 2006; Asero & Patti, 2011), destacando a sua heterogeneidade (Alonso et al., 2007). Como apontam O'Neill e Charters (2000), o perfil dos enoturistas não pode ser extrapolado diretamente de uma vinha/cave para a outra, de uma região para a outra, mesmo dentro de um mesmo país, exigindo análises de mercado em contextos regionais específicos, o que pode (ou não) sugerir uma tipologia global dentro do mercado internacional. Este artigo centra-se no mercado enoturístico da região centro de Portugal e tem como principal objetivo analisar o perfil sociodemográfico, o comportamento e as preferências de viagem do visitante, com base no seu grau de envolvimento com o vinho.

2. METODOLOGIA

Trata-se de um estudo quantitativo, baseado em 1256 respostas a inquéritos, realizados a visitantes de três rotas do vinho (Bairrada, Dão e Beira Interior), entre agosto de 2019 e setembro de 2020, em diferentes dias da semana e em diversos meses, em distintos pontos turísticos. Recorreu-se a uma approximate cluster sampling approach, no local e no tempo (Kastenholtz, 2002), definida como “random selection of groups of tourists, of which a complete count is taken. Groups of tourists are defined as the randomly encountered tourists at pre-defined tourist attraction sites at particular points in time” (pág. 72). Para a análise dos dados utilizou-se o software SPSS, realizando-se uma análise de cluster K-mean e comparação de grupos (teste Anova ou Qui-quadrado).

3. RESULTADOS

Os participantes apresentam um perfil sociodemográfico semelhante ao encontrado em outros estudos no âmbito do enoturismo (Asero & Patti, 2011; Carmichael, 2005; Cunha et al., 2020), com um envolvimento médio com o vinho. Identificaram-se três clusters de enoturistas, com diferentes níveis de envolvimento com o vinho: 1) envolvimento reduzido, 2) envolvimento médio e 3) envolvimento elevado. Verificaram-se diferenças estatisticamente significativas entre os três clusters para sexo, idade, atrações visitadas e despesas, sugerindo a possibilidade de uma abordagem diferenciada de mercado. Além

⁵ Este trabalho foi desenvolvido no âmbito do projeto de investigação TWINE - PTDC/GES-GCE/32259/2017 - POCI01-0145-FEDER-032259, financiado pelo FEDER, através do COMPETE 2020 - Programa Operacional Competitividade e Internacionalização (POCI), e por fundos nacionais (OPTDC/GES-GCE/32259/2017 -E), através da FCT/MCTES.

disso, a maioria dos entrevistados relou elevado interesse numa variedade de atrações que não exclusivamente relacionadas ao vinho. Esta constatação apoia a conceptualização do enoturismo (particularmente o rural) como “turismo de terroir” (Holland et al., 2014), conceptualizado numa perspetiva ecossistémica (Salvado & Kastenholz, 2017). Apresentar uma oferta diversificada com elementos que contribuam para uma experiência de destino mais alargada a todos os que partilham a visita, experiências personalizadas e, eventualmente, co-criativas pode ser uma abordagem interessante e competitiva, potenciando o sucesso quer das adegas, quer das rotas de vinho (Carvalho et al., 2021).

4. LIMITAÇÕES DA INVESTIGAÇÃO

O contexto pandémico em que a recolha de dados foi realizada levou a uma amostra menor do que o esperado e com mais participantes domésticos. Ainda assim, este estudo fornece informações relevantes sobre os visitantes das rotas de vinho do Centro de Portugal, que se podem repercutir noutros destinos de enoturismo. Oferece aos fornecedores informações úteis sobre o mercado num período de forte crescimento do enoturismo em Portugal, em particular nestas rotas, potenciando assim o desenvolvimento de produtos de sucesso - nomeadamente diversas oportunidades de experiência relacionadas com o património cultural e natural, incluindo o vinho.

5. ORIGINALIDADE

Este artigo contribui para colmatar a necessidade identificada de estudar o mercado do enoturismo na Região Centro de Portugal e alarga a nossa compreensão sobre os perfis, comportamentos e interesses dos enoturistas, acrescentando resultados empíricos ao debate sobre a heterogeneidade no mercado enoturístico, o papel do envolvimento com vinho e com o terroir. Palavras-chave: enoturismo, turismo rural, perfil do enoturista, comportamento de viagem, terroir, envolvimento com o vinho.

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PRODUTOS CERTIFICADOS NA GÊNESE DE ROTAS TURÍSTICAS: UMA OPORTUNIDADE PARA CONHECER A REGIÃO CENTRO

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1. OBJETIVO

A criação de rotas turísticas é uma importante ferramenta de dinamização dos territórios, consubstanciando-se igualmente numa experiência que permite aos visitantes ver, conhecer e sentir um determinado local ou região (Shen & Beltrán Antolín, 2019).

Os produtos certificados - Denominação de Origem Protegida (DOP), Indicação Geográfica Protegida (IGP) e Especialidade Tradicional Garantida (ETG) – são elementos-chave para o desenvolvimento do turismo, pois os turistas são cada vez mais exigentes, procurando produtos de maior qualidade, uma alimentação saudável e atividades que estimulem a sustentabilidade ambiental. A certificação dos produtos acarreta uma série de conotações, tais como reconhecimento, qualidade, reputação e fidelização e geram um valor intrínseco ao produto, que é valorizado tanto pelos produtores como pelos consumidores (Millán et al., 2021).

A criação de rotas gastronómicas é bem-sucedida quando se consegue ativar o património gastronómico, transformando-o em turismo gastronómico, atraindo turistas e fazendo a diferença em relação à concorrência (Gheorghe et al., 2014). A construção de itinerários gastronómicos visa a resolução dos desafios da comercialização dos produtos alimentares regionais, pois é um instrumento de promoção alimentar regional. Desta forma, a utilização de indicadores geográficos de qualidade torna mais fácil para os consumidores reconhecer a superioridade e as qualidades diferenciadoras de cada produto (Millán et al., 2021).

O objetivo deste trabalho passa pela identificação de rotas turísticas existentes, que tenham como tema um ou mais produtos alimentares certificados. O foco do estudo é a região Centro de Portugal.

2. METODOLOGIA

A metodologia utilizada nesta investigação é de cariz qualitativo, tendo sido utilizada uma técnica de análise de conteúdo. Foi feito um levantamento de todos os produtos alimentares com certificações DOP, IGP e ETG. A listagem foi obtida a partir da consulta ao Portal da Agricultura (website oficial do Ministério da Agricultura), tendo sido feita uma seleção com base no critério zona geográfica, escolhendo apenas produtos associados à Região Centro, dentro da categoria “Produtos agrícolas e géneros alimentícios”.

Posteriormente, foi feita uma pesquisa, com recurso ao motor de busca Google, onde se colocaram os nomes dos produtos certificados associados aos conceitos de rota turística, percurso e roteiro turístico (exemplo: rota turística + cereja do Fundão).

A partir do levantamento efetuado foi construída uma grelha onde constam os seguintes elementos: nome da rota; produto(s) certificado(s) associado(s); breve descrição; território(s) de implementação; responsáveis pela organização/dinamização da rota; preço associado.

3. RESULTADOS

Foram encontrados 30 produtos gastronómicos certificados, associados à Região Centro: 13 DOP, 16 IGP e 1 ETG.

Dos produtos certificados identificados, constata-se que 18 têm algum tipo de percurso, rota ou roteiro turístico associado. Quanto à denominação das rotas, grande parte assume o nome do produto certificado, como por exemplo, Rota do Arroz Carolino, Rota do Azeite da Beira Interior, Rota da Cereja, ou Rota do Queijo da Beira Interior.

Por outro lado, foi possível identificar algumas rotas cujos nomes não fazem alusão direta ao produto, mas a sua descrição e os locais de passagem estão relacionados de alguma forma com a produção/cultivo/confeção do produto, como por exemplo, Rota do Pastor e do Queijo (Borrego da Beira), Rota do Olival (Azeitona Galega da Beira Baixa), Rota Cenários do Passado (Maçã Bravo de Esmolfe) e o Percurso Pedestre das Marinhas de Sal (Sal e Flor de Sal de Rio Maior).

A maioria das rotas identificadas são desenvolvidas e dinamizadas pelas Câmaras Municipais e foram pensadas para serem feitas de forma livre, gratuita e autoguiada pelos visitantes que tenham interesse.

Verificou-se também a criação de parcerias entre alguns territórios, que possuem produtos certificados complementares. Estas parcerias traduzem-se na criação de rotas turísticas com denominações mais abrangentes, que unem vários produtos certificados e pontos de interesse, como é o caso da Rota do Azeite da Beira Interior, que une o azeite da Beira Alta e da Beira Baixa e ainda o exemplo do itinerário que está em construção denominado Rota do Queijo da Beira Baixa, Serra da Estrela e Rabaçal.

4. LIMITAÇÕES DA INVESTIGAÇÃO

A principal limitação está relacionada com a metodologia utilizada. O facto de não existir nenhuma plataforma oficial que relacione os produtos certificados com as rotas e experiências turísticas que existem nos territórios, dificulta a interpretação da informação recolhida.

5. ORIGINALIDADE

Este trabalho permite identificar o aproveitamento turístico que os produtos certificados podem ter, através do desenvolvimento de rotas turísticas, que dão a conhecer não só os produtos, mas todo o território e as formas de vida das suas gentes. Através do

levantamento realizado é possível identificar quais são os territórios que estão a trabalhar a oferta turística com base nos produtos alimentares certificados e poder-se-á avaliar a necessidade de criação de novas rotas, associadas a outros produtos certificados, numa perspetiva de desenvolvimento conjunto da região, gerando redes de trabalho e desenvolvendo parcerias.

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PRODUTOS TRADICIONAIS CERTIFICADOS E O SEU USO NOS EMPREENDIMENTOS TURÍSTICOS: UM ESTUDO NO CONCELHO DE VISEU

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1. OBJETIVO

O processo de proteção e certificação dos produtos agroalimentares, introduzido há três décadas e presentemente regulado através do Regulamento da União Europeia (EU) (EC) 1151/2012, visa destacar a qualidade de produtos (agrícolas e géneros alimentícios) resultantes de uma determinada origem e/ou sujeitos a um método de produção particular (Gragnani, 2013), particularmente através da associação destes às insígnias de produtos de Denominação de Origem Protegida (DOP) e Indicação Geográfica Protegida (IGP).

Com efeito, proteger os nomes do uso indevido e da imitação, ajudar os consumidores a compreender o caráter específico dos produtos, incentivar a diversificação da produção agrícola, ao mesmo tempo que se mantém o que é tradicional na região, estão entre os principais objetivos desta política (Rodrigo et al., 2015).

Numa altura em que o turista procura cada vez mais o que é típico, tradicional e singular em cada região, o uso de produtos tradicionais por parte dos empreendimentos turísticos pode contribuir por um lado, para a co-criação da experiência turística, enquanto por outro lado, pode impulsionar a promoção e notoriedade da região.

A região Centro de Portugal tem vindo a afirmar-se sob o ponto de vista turístico e gastronómico e o concelho de Viseu não é exceção, possuindo um vasto património gastronómico, particularmente em termos de produtos tradicionais (Pato, 2019).

O principal objetivo desta investigação passa pelo levantamento e análise dos empreendimentos turísticos registados no concelho de Viseu, que incluem nas suas refeições algum produto tradicional certificado, produzido na Região do Dão.

2. METODOLOGIA

Em termos empíricos, a presente investigação começou com o levantamento do número de empreendimentos turísticos registados no concelho de Viseu, a partir da consulta ao Registo Nacional de Turismo.

Posteriormente, foram identificados os produtos tradicionais certificados afetos à região do Dão, a partir da consulta do Portal da Agricultura, na secção da valorização da produção (<https://agricultura.gov.pt/valorizacao-producao>).

Tendo em vista o objetivo inicialmente proposto para este estudo, foi criado um inquérito por questionário, que inclui questões sobre a tipologia de refeições servidas nos empreendimentos turísticos (pequeno-almoço, almoço, jantar, lanches) e a inclusão de algum dos produtos certificados nessas mesmas refeições. No final era também questionado, no caso de os alojamentos utilizarem produtos certificados nas suas

refeições, se os clientes/turistas eram informados de que estavam a consumir produtos tradicionais certificados, produzidos na região.

Os inquéritos foram realizados pelas autoras do estudo, por via telefónica, durante o mês de abril de 2022. As respostas obtidas foram compiladas num ficheiro Excel, sendo os dados tratados com base em estatísticas descritivas simples.

3. RESULTADOS

Através da consulta ao Registo Nacional de Turismo, foram identificados 31 empreendimentos turísticos, para o concelho de Viseu, dos quais 6 são empreendimentos de turismo de habitação, 11 são empreendimentos de turismo em espaço rural e 14 são estabelecimentos hoteleiros.

Foram encontrados 7 produtos com certificação DOP e IGP, com vínculo aos concelhos que constituem a região do Dão, que são: Queijo Serra da Estrela DOP, Requeijão Serra da Estrela DOP, Borrego Serra da Estrela DOP, Maçã Bravo de Esmolfe DOP, Maçã da Beira Alta IGP, Castanha dos Soutos da Lapa DOP e o Vinho do Dão DOC.

Todos os empreendimentos turísticos servem pequenos-almoços, já as outras tipologias de refeições (almoço, jantar e lanches), nem sempre estão contempladas na oferta dos alojamentos. Quanto aos produtos tradicionais certificados da região do Dão, os mais presentes à mesa dos empreendimentos analisados são o Queijo Serra da Estrela DOP, o Requeijão Serra da Estrela DOP e o Vinho do Dão DOP.

4. LIMITAÇÕES DA PESQUISA

As limitações associadas a este estudo prendem-se com a metodologia utilizada e o objeto de estudo. No futuro este tipo de estudo pode ser replicado num território mais abrangente, tal como o distrito de Viseu ou nos concelhos que constituem a CIM Viseu Dão Lafões. Também a análise pode contemplar outro tipo de produtos certificados, e não apenas os que têm ligação e são produzidos no território do Dão. Ou ainda, incluir em investigações futuras a perspetiva do lado da procura turística, inquirindo os turistas sobre a importância dos produtos certificados para a sua experiência turística.

5. ORIGINALIDADE

A investigação sobre o uso de produtos tradicionais certificados por parte dos empreendimentos turísticos e a forma como é feita a sua promoção junto dos turistas é incipiente. Uma vez que os produtos tradicionais fazem parte do património imaterial gastronómico e podem contribuir para o desenvolvimento económico de uma região, este estudo desperta a atenção para uma realidade ainda pouco clara, mas com grande potencial de desenvolvimento.

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SINERGIA ENTRE A VITINICULTURA E O ENOTURISMO: EVIDÊNCIAS PRELIMINARES NA REGIÃO DO VALE DOS VINHEDOS, RS, BRASIL

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1. RESUMO

A pesquisa tem o objetivo analisar a sinergia entre a vitinicultura e o enoturismo em algumas vinícolas, que trabalham com o enoturismo localizadas na região do Vale dos Vinhedos, RS, Brasil. A região do Vale dos Vinhedos, berço da pesquisa, é consolidada com Indicação de Procedência (IP) para vinhos e com Denominação de Origem (DO). Já em relação ao enoturismo entendemos, que trata-se da oferta de bens e serviços que não estão associados apenas a adegas e cantinas, mas a todos os envolvidos com o vinho e as atividades turísticas, como: hospedagem, transporte, guias e lojas (Binfare et al., 2016), sendo que o mercado de vinhos da atualidade é muito mais complexo do que nos séculos anteriores, demandando um grau de atenção redobrada por parte dos gestores e das vinícolas do roteiro (Loureiro & Cunha, 2017). Em relação aos procedimentos metodológicos utilizados nesta pesquisa, a abordagem caracteriza-se como sendo qualitativa e de tipo descritiva, sendo que o recolhimento de dados foi realizado em 16 vinícolas de grande e pequeno porte, na região do Vale dos Vinhedos que conta atualmente com uma população aproximada de 27 vinícolas atuantes no enoturismo. As entrevistas foram direcionadas para um formato semiestruturado, sendo aplicadas aos gestores das vinícolas, sendo estas gravadas e compostas por 12 questões referentes as atividades do enoturismo e suas relações sinérgicas. Após as entrevistas foi realizada a transcrição e análise dos dados coletados. A pesquisa delineou questões sobre os aspectos da vitinicultura e do enoturismo na região do Vale dos Vinhedos. Em relação aos aspectos que envolvem o viticultor e o enoturismo, observou-se que: os turistas que visitam o Vale dos Vinhedos retornam; já em relação a degustação realizada nas vinícolas esta acaba sendo a principal forma de promoção para a venda de vinhos; identifica-se que a grande maioria dos enoturistas que visitam a região possui um conhecimento básico dos vinhos e acabam adquirindo o produto; em relação as vendas indiretas do enoturismo pôde-se verificar que na grande maioria dos casos representam mais do que cinquenta por cento do faturamento da vinícola; observou-se também que após uma viagem há grandes chances do enoturista consumir o vinho do roteiro visitado em casa. Como limitação da pesquisa aponta-se a necessidade de aprofundamento da pesquisa levando em conta outros envolvidos na atividade, como por exemplo, agências de viagens, representantes do poder público, etc. Já em relação as implicações do estudo, identifica-se a necessidade de o poder público conhecer mais detalhadamente esta atividade para promover um planejamento mais adequado a fim de ajudar a superar eventuais pontos de estrangulamentos. Foi possível concluir, a partir dos dados ainda preliminares desta pesquisa, que existe uma sinergia entre as atividades, que envolvem o enoturismo, mas a mesma possui limitações que poderiam ser superadas com apoio de políticas públicas.

Palavras-chave: Sinergia, vitinicultura, enoturismo, Vale dos Vinhedos.



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TOPIC D

Food and Connection to Places: Heritage, Geographical Indications and Consumption



PARALLEL SESSION D.1

THE DELICACY OF TERROIR: PROTECTING SPECIAL LANDSCAPES FROM DESTRUCTION BY EXTRACTIVE INDUSTRIES

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1. PURPOSE

To investigate improved industry practice, regulation, and international standards for protecting local and traditional food producing communities.

2. METHODOLOGY AND APPROACH

Cultural Geography, and Case Studies with Focus Groups and Expert Panels.

3. FINDINGS

A legal / regulatory gap to protect local and traditional food producing communities when granting natural resource extraction licenses, and the need for an approach better manage these tenuous relationships.

4. RESEARCH LIMITATIONS / IMPLICATIONS

This project is part of an ongoing Ph.D and the final conclusions on which best practices are to be recommended are not yet available.

5. ORIGINALITY

This research is original and the topic of this paper has not been published elsewhere.

6. ABSTRACT

It is widely accepted that anthropogenic activities are having a deleterious effect on our living environment and the food systems they produce. Natural resource extraction is a major factor in this human driven climate, and environmental disruption, and global efforts are now being made towards a green energy transition which is aimed at reducing carbon emissions to protect the global environment. This transition away from fossil fuels will require a much larger input of minerals such as lithium, copper, gold and rare earth minerals for the technology to make this change, which includes; electric cars, windmills, solar panels, and electronic management of these technologies. Therefore, mineral extraction activity in the form of mining, will significantly increase, and this activity is primarily contemplated in rural areas where food is also produced, and poses threats to these local and unique environments, and their landscapes.

No other food system is more sensitive to these damaging effects than local and traditional food producing communities. This research considers opportunities for coexistence and sustainability among business interests that share the living environment, with a particular focus on the effects of mineral extraction on cultural landscapes where Geographic

Indication (GI) protected foods are produced. It explores the question of how local and traditional food producing communities can be better protected by encouraging extractive industry proponents to better consider these landscape qualities within their processes and management of their activities, while ensuring sustainable approaches that respect cultural and environmental rights.

The research, which is part of an ongoing Ph.D through the University of Groningen's Cultural Geography Dept, focuses on 4 distinct special landscapes producing GI protected foods, as case studies, in relation to which extraction is either contemplated or ongoing. The case studies are: Scotch Whisky, produced in the Midlands of Scotland, Lancashire cheese produced in the English Midlands, a Chilean brandy called Pisco, and 12 PDO (designation of origin) Products which come out of Extremadura Spain. Each of these food producing regions overlap an identified and proven mineral resource which is either currently not being extracted or in the midst of an extractive process. In addition to being highly profitable, artisanal foods are valuable from a cultural heritage and national identity perspective. These products and ingredients have come into existence through hundreds of years of careful development of methods and practices that rely heavily on local environmental factors, including soil, water and air quality, the health of agricultural livestock, and even the prevalence of microorganisms. Moreover, culturally significant artisanal foods are linked to cultural rights, which have long been recognized as human rights.

Geographical Indication (GI) designations, which include several sub-categories, are used to identify products that have a specific geographic origin and unique qualities, such as the famous Champagne originating from the Champagne region of France and the Roquefort cheeses originating from Roquefort-sur-Soulzon. However, while GI designations protect the intellectual property of producers and provide reliable information to consumers, there is a question as to what measures have been enacted to protect local industries and communities that produce culturally significant artisanal foods from deterioration or harm caused by resource development. In particular, extractive industries can pose serious risks, which are not fully appreciated or understood, to these special landscapes. For example, shale gas (considered a green energy transition fuel) is often found in agriculturally significant areas and its extraction has been conducted concurrently with existing above-ground agricultural operations. Yet, once the unique and sensitive local environment that provides the raw material and suitable conditions for artisanal food production is disrupted, these distinct, culturally significant items may be lost forever. The research question is: How can resource industry proponents incorporate protections for these culturally and ecologically sensitive landscape qualities in their processes? The answer to this question is likely to be around good practice; better international standards, investment risk assessment, legislation and regulation; better guidance and capacity building of all actors; risk mitigation; social licence; stakeholder inclusion; improved ministerial decision making; cultural protection and food security; the need for Impacts & Benefits Agreements and broad-based community consent. Since this research is ongoing as part of a PhD project and answers to these questions have yet to be formulated.

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CONSEQUENCES OF THE SPECIALISATION OF ACTORS IN GEOGRAPHICAL INDICATIONS: THE RISE OF INTERMEDIATION

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1. PURPOSE

The purpose of this paper is to highlight one of the consequences of the specialisation of the actors involved in the Geographical Indications (GI) production chain. As has been observed in the analysis of the value chain of three Protected Designations of Origin (PDO) for cheese in Asturias (northern Spain), obtaining food certification does not prevent the adoption of structures and production methods of food globalisation, so that a tendency towards specialisation can be observed, which requires the participation of intermediary agents and therefore fractures the production chain through the specialisation of the different agents involved. In the three PDO analysed, the companies outsourced the least profitable parts of the chain: supply and distribution, keeping the cheese-making process for themselves, a job that is more highly valued than milk production or the sale of the product. However, this division of production reduces the increase in income resulting from certification by having to subcontract the production of raw materials and the sale of the processed product itself. Moreover, as in standard food production, both sales and supply are linked to larger companies where small companies such as cheese dairies have no room for negotiation, thus shifting the power structures in the value chain towards the outsourced parts of production. In this paper we will focus on presenting the consequences that this specialisation has on the marketing of foodstuffs with a GI.

2. DESIGN / METHODOLOGY / APPROACH

The working methodology is qualitative. It is based on the analysis of 51 semi-structured interviews with different agents in three Asturian cheese with PDO (PDO Cabrales, PDO Gamoneu and PDO Afuega'l Pitu). The distribution of the interviews was carried out taking into account the actors who were included within the PDO itself (Entrepreneurs, Regulatory Council), where 35 interviews were carried out, but also the agents who were linked to the PDO, but not registered in it (Institutions, Suppliers, Distributors, Promoters), where 16 interviews were carried out.

3. FINDINGS

The analysis of the field work showed that obtaining a PDO did not mean that these products would not continue to be marketed mainly through the industrial food distribution chain. The cheesemakers, having to expand their production and dedicate themselves exclusively to obtaining this food, devote all their working time to making cheese and leave marketing in the hands of third parties, which ends up reducing the profit margin that would be available for producing a food with a GI. The fact that the marketing channels follow the standards of the food industry penalizes the quality of the food

marketed by having to be produced in greater numbers. The PDO, therefore, allows cheese dairies from family farming to adapt to the current marketing context, but at the cost of producing in greater numbers and seeing the economic benefit of obtaining certification reduced.

4. RESEARCH LIMITATIONS/IMPLICATIONS

The interviews included the views of cheese dairies and intermediary companies, but not those of consumers or consumer associations, so it is not possible to analyze the marketing of foods with PDO from this perspective.

1. ORIGINALITY

The paper is original and is not already or in the process of being published elsewhere.

HISTORICAL FOOD AND PLACES CONNECTIONS: BUILDING IBERIAN LOCAL PRODUCTS REPUTATION

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1. PURPOSE

When discussing local foods, it is inevitable to evoke how heritage builds up connections to the territory and communities. In recent decades, the literature analyzing the connections between places with agricultural products and culinary recipes has increased, demonstrating how these processes have been designed in space, bounding territories, and in time, selecting local inheritances from different origins. It is in this intersection of spatial with cultural references, which refer to a common past, that biologically specific local agricultural products or organoleptically unique local cuisines are being built. Research has shown that it was mainly from the 19th century onwards that this association between territory and food becomes more evident in historical written documents. At the same time, the origin of many of these testimonies was related to regionalist and nationalist discussions, to which the connection of food and place also contributed.

2. DESIGN / METHODOLOGY / APPROACH

By gathering historical data from different sources (cookbooks, monastery accounts, letters, agricultural manuals, etc.), it has been possible to demonstrate that the processes of building a local or regional reputation can date back, at least, to the 16th century. The historical research developed within the scope of the ReSEED project on the Iberian Peninsula has made it possible to identify how these processes were taking place before the 19th century, also helping to assess how the associations between foods and places change historically. Thus, the general aim of this paper is to contribute to the discussion of how the processes of building the reputation of local food products change in space and time, connecting them with long-run social and economic dynamics.

3. FINDINGS

In this paper, the analysis is mainly focused on Portugal before the 19th century, discussing three main aspects. It begins by presenting how the circulation of culinary recipes took place among different secular and religious houses, suggesting that the creation of a kind of exclusive “monastery sweets recipes” is recent. Next, it examines how some food products and culinary recipes are attributed to specific places (such as regions, cities, or towns), revealing some changes in relation to the “identity places” that have been defined since the 19th century. Finally, it is evaluated how references to specific crops and food products arise or not and how these links can be established with certain places. In those centuries, the reputation of food was mainly developing within the social networks established by the elites, crossing different territories and in some cases being able to sustain domestic or foreign trade circuits. Since the 15th century, Portugal was the protagonist of overseas voyages that connected territories still unknown to Europeans, new food products were brought, changing agriculture and regional

cuisines. New products originating mainly in the East or the Americas began not only to be consumed but also the crops are grown in the Iberian Peninsula, transforming local food. So, the analysis of the changes that occurred before the 19th century also allows us to understand how these new products from far away from built links with certain European territories, becoming striking elements of local identities.

4. RESEARCH LIMITATIONS AND IMPLICATIONS

The discussion is mainly based on historical data about Portugal.

5. ORIGINALITY

These are the results of the ongoing project ReSEED (<https://reseed.uc.pt/>).

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AN EXPLORATION OF THE SPANISH WINE DENOMINATIONS OF ORIGIN AND ITS COMMUNICATIONS AND BRAND STRATEGIES

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1. PURPOSE

The territories are in a constant struggle to attract tourists, investments and residents through differentiation, exploiting the unique local values that contain the essence of each one of them, allowing them to differentiate themselves from any other, and obtaining a greater competitive position to be chosen as destination (Bigne et al., 2000). This application of branding in destination management has been used in recent years to generate a competitive identity for the place, give it uniqueness and distinguish it from others. And to be truly effective, the perceptions that a territory brand inspires in visitors and residents must be harmonized in terms of the destination's main assets and their presentation in marketing communication (Kotler & Gertner, 2002). In this sense, local products, such as wine and food, are precisely valid levers that contribute to help in the construction of the positioning and differential values of the territories. These assets promote synergy with the territory and expand the impact among its target audiences ((Huertas, 2011; WTO, 2009)

2. DESIGN / METHODOLOGY / APPROACH

The study focuses on content analysis and discourse analysis of the advertising strategies of a significant sample of wine denominations of origin in Spain (66 cases) it is developed an analysis of how the different brands in the wine sector contribute to build the image and positioning of the different territories. It is also observed the derived brand experiences and the link between the product and the territory. The focus of the research is through inductive content analysis that is, it focuses on reductive procedures of the categories, in order to create definition criteria, which are systematically deduced until a central category is achieved and thus be able to extract the meanings of the brands analyzed.

3. FINDINGS

The results highlight the trends of wine Spanish brands in their communications strategy, and it is important to highlight the communication tendencies that focus on the characteristics of the product while others focus on the values of the territory because they serve to communicate key aspects of the territory. In this sense, the variables of analysis observed attend to tangible aspects(characteristics of the product, ingredients, production processes ...) and other variables can be grouped into more intangibles (brand values associated with the territory such as origin, local culture, its persons, developing...).

4. RESEARCH LIMITATIONS / IMPLICATIONS

Exclusively the wine sector limits the validation of the results. The study has focused just in one country: Spain, so future research could include other brands and countries in the analysis to contrast communication and brand strategies. It could be also necessary to also include the food sector with the starting hypothesis that in addition to working on the positioning of the territories, it does so from new values such as sustainability, local development, and popular culture. The number of brands within each Denomination of Origin is high in Spain, a study that analyzed brands in a longer period of time could serve as reference to see changes in the communications strategy through time.

5. ORIGINALITY / VALUE

High degree of originality and novelty when relating the positioning values of the brands of designation of origin of the wine sector with the development of the territories. The study analyzes the wine sector, one of the most important and profit sectors in Spain. This sector also supports the economy of rural areas in Spain whose economies are focused on the production of wine.

6. KEYWORDS: Communications, Brand, Marketing, Wine brands, Territory

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PARALLEL SESSION D.2

EXPLORING GREEK CONSUMERS' PREFERENCES AND BEHAVIOR TOWARD SHORT FOOD SUPPLY CHAINS: A MIXED-METHODS APPROACH

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1. PURPOSE

The existing agro-industrial food system is generating detachment and mistrust among consumers (Giampietri et al., 2016; Birch et al., 2018; Giampietri et al., 2018). The occurrence of food safety scandals, like the bovine spongiform encephalopathy (at the end of the 20th century), the episode of eggs contamination in Europe (August 2017), or the horsemeat scandal in the UK (FAO, 2020), serves to further damage public trust of food chains. Not unexpectedly, alternative agri-food networks like short food supply chains (SFSCs) have emerged as a response to the public concerns about the origin and handling of food as well as the negative consequences tied to the modernization and intensification of the conventional agri-food system (Kneafsey et al., 2013; Thomé et al., 2021). The aim of this study is to explore Greek consumers' perspectives on SFSCs and understand their attitudes and behavior toward SFSCs.

2. METHODOLOGY

The research includes a mixed-methods approach. Two focus groups (one in a rural and one in an urban setting) were followed up by a consumer survey (N = 456 respondents). We explored several aspects, such as background characteristics (e.g., age, gender, household size, region, income), tested different product attributes perceived as beneficial by consumers, and paid particular attention to consumer motivators.

3. FINDINGS

The focus groups' results suggest that consumers' understanding of SFSCs is tied to the concept of local food at the regional or national level. Consumers' preference for SFSC products appeared to depend on the product type and purchase context, although it was felt that making supply more accessible would increase demand. Moreover, consumers are willing to pay more for organic/pesticide-free products for health reasons, and value supporting the local community through purchasing SFSC products. The consumer survey built upon the qualitative research findings and extended them. More specifically, in the survey, we explored several consumer drivers (e.g., taste, prices, organic produce, regional origin, food miles) and barriers (e.g., limited opening hours, hygiene rules, insufficient promotion). The results showed that ethical considerations (e.g., support for local farmers, organic produce, food provenance) lie at the heart of motivation for those who buy from SFSCs. Also, the accessibility issue (in physical and monetary terms) seems to act as a barrier. Taken together, the results suggest that SFSCs might emphasize ethical aspects in their communication over core benefits (e.g., taste, price). At the same time, SFSCs need to enhance their accessibility and justify their prices.

4. RESEARCH LIMITATIONS / IMPLICATIONS

Further research is needed to examine the extent to which consumer attitudes and perceived control related to purchasing from SFSC influence their intentions and behavior. Moreover, the focus groups and the survey sample do not in every respect exactly represent the population of Greece. Still, the present results already give some indication of participants' concerns across the country and which parameters are most likely to affect consumer behavior.

5. ORIGINALITY

This study fulfills the purpose of explaining Greek consumers' preferences towards SFSCs, offering fresh evidence for policy support toward SFSCs.

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CONSUMING THE SUMMER FARM - UNDERSTANDING LOCAL AND HERITAGE FOOD CONSUMPTION

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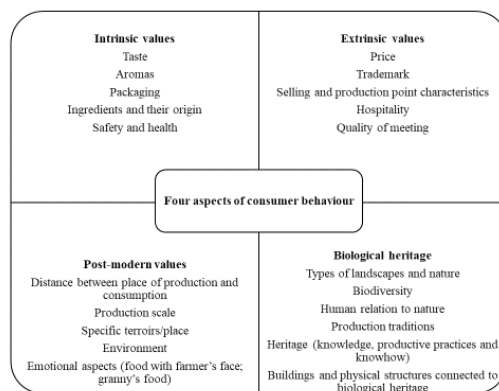
1. PURPOSE

The study problematizes consumer's motives and perceptions behind summer farm tourism and consumption of summer farm produce in Norway and Sweden. The article conceptualizes which values influence the tourism/consumer experience and the purchasing/consumption decision.

2. DESIGN / METHODOLOGY / APPROACH

Research about rural tourism and consumption of local/localized food, heritage food, health and environmentally friendly food, and food with a farmer's face is dominated by a focus on post-productivism. Consumer preferences are often conceptualized in relation to existential and ideological aspects. However, intrinsic and extrinsic values related to how consumers experience summer farm (transhumance) produce, e.g. the sensory quality and hospitality aspects have been overlooked. In this study we combine "post-productivist" concepts with concepts from meal science and hospitality studies.

Figure 1. Overview of concepts



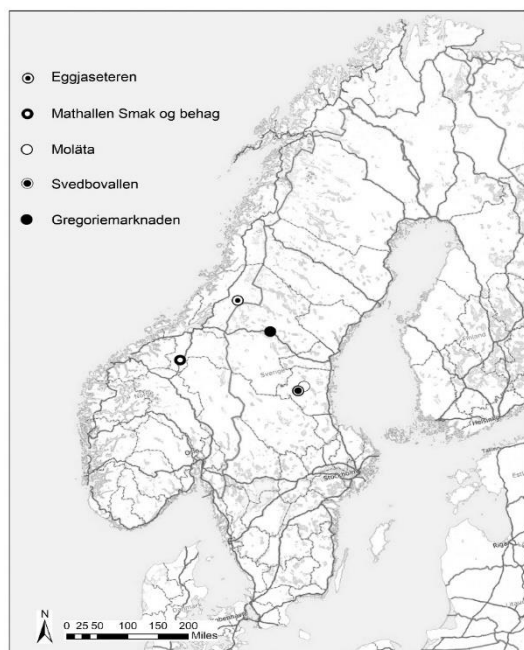
Sources: Autio, et al., 2013; Bele, et al., 2020; Brečić, et al., 2019; Chen & Chen, 2010; Feldman & Hamm, 2015; Gallarza, et al., 2019; Gustafsson, et al., 2006; Higgins, et al., 2008; Komppula, 2005; Marsden and Morley, 2015; Orriá & Luise, 2017; Rytönen et al., 2018.

Summer farming has evolved differently in Norway and Sweden as it remained an important feature and economic activity in rural Norway (where there still 1000 active

summer farms), while it in Sweden, the number of summer farms became decimated (today there are 250 summer farms, of which only 50 have traditional dairy elaboration). Therefore, the overarching approach in this study is a comparison, motivated by empirical factors, e.g. an expected adequate degree of similarity that departs from a common history and a likelihood of the existence of differences based on current differences (Keeves, 2001).

We combine the comparative approach with phenomenography, an interview-based approach used to identify commonalities and variations of perception within a population (Richardsson, 1999). We use two types of data, short interviews with open and closed ended questions and content analysis of summer farms Facebook content. Interviews were a mix of interview and survey with open and closed ended questions. Interviews were conducted in in two summer farms (one in each country), a food festival in Sweden and a local rural food store in Norway. Informants are day tourists, e.g. people that visit the locality with a recreational purpose, except for 12 volunteers at Svedbovallen who stayed and work on the summer farm for several days.

Figure 1. Location of places where data was collected.



Analysis of Facebook content is based on consumer reviews, posts and comments on Facebook pages of 7 summer farms in Norway and 9 summer farms in Sweden between 2017-2021.

3. FINDINGS

Results indicate that while values related to post-productivism, e.g. place, connection to local culture, animal welfare, environmental issues, “food with a farmer’s face”, and biological heritage, e.g. biodiversity, conservation of landscapes, landraces and plants are

relevant. Intrinsic values, such as sensory qualities, the “taste experience”, the social function of food and the place where consumption takes place, and extrinsic values, such as hospitality, friendly staff, nice and clean environment, good information, etc. play a very important role for consumers decision to visit summer farms and for buying summer farm produce.

4. RESEARCH LIMITATIONS / IMPLICATIONS

Results show that sensory food experiences and the tourism/hospitality aspect are important for improving summer farm’s income level. This needs to be included in the design of development policies that target summer farms.

5. ORIGINALITY

Summer farm produce has previously been analyzed from a biocultural heritage perspective. We use concepts developed within meal sciences, rural sociology and geography (Chousou & Mattas, 2021; Figueredo, et al., 2022; Gyimóthy, 2017; Stræte, 2008; Tellström, et al., 2006; Wellton & Öström, 2022), to offer new perspectives.

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CERTIFICATION OR NON-CERTIFICATION OF FOOD PRODUCTS – IS THIS A QUESTION FOR PRODUCERS, DISTRIBUTORS, SHOP OWNERS AND CONSUMERS?⁶

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1. PURPOSE

Despite the increase in policies regarding food certification labels and processes, there are distinct levels of knowledge and dissemination about European Union schemes and their impact is still less significant than other food quality criteria (Grunert and Aachman 2016). The present contribution focuses on how the main actors of rural provenance food supply chains – producers, distributors, retailers and consumers – perceive the relevance of certification processes and how it influences their practices to produce, distribute, commercialize, and consume certified foodstuffs.

2. METHODOLOGY

This research is based on a broader project's methodology designed in three phases. The first phase consisted in typifying the urban specialty food shops, located in three Portuguese cities (Aveiro, Lisbon and Porto). A universe of 113 shops was analysed and three distinctive clusters were identified based on the more common rural provenance products sold through a hierarchical cluster analysis: 'The Wine Focused', including shops mainly commercializing wine; 'The Rural Provenance Focused', integrating shops selling mainly rural provenance food products and 'The Generalist', including shops commercializing a wide range of products from diverse provenances (Silva et al., 2021). Based on the results of the cluster analysis and considering the number of stores in each city, 30 stores were randomly selected in a second phase. At this stage, shops' owners or managers were interviewed and a survey to customers was conducted. In a third phase, 9 out of the 30 stores were finally selected as case studies and the producers and distributors working with them were surveyed. The data analysed here corresponds to the second and third phases and includes the analysis of: (i) data from the semi-structured interviews conducted with the owners or managers of 30 shops; (ii) data from a survey directed to 1 1553 customers of those shops; and (iii) data from surveys directed to 104 producers and 40 distributors of the 9 shops selected as case studies.

⁶ This research was funded by national funds through the FCT/MCTES and the co-funding by the FEDER, within the PT2020 Partnership Agreement and Compete 2020, for the research project *STRINGS—Selling The Rural IN (urban) Gourmet Stores—establishing new liaisons between town and country through the sale and consumption of rural products* (PTDC/GES-OUT/29281/2017/ POCI-01-0145-FEDER-029281).

3. FINDINGS

Results indicate a heterogeneous view on certification processes, with producers and distributors advocating more for the benefits of opting for certified products than consumers and urban specialty shop owners or managers, who show divergent opinions depending on the type of products they sell. Specifically, for consumers it is one of the least valued criteria to choose a specific product, much behind the sensorial, physical and symbolic characteristics of the foodstuffs. This is at odds with the perception of store owners that places certification as a very appealing criterion to consumers. Store owners who value it more intrinsically are those selling organic products, especially vegetables and olive oil. The more traditional, with particular expertise and rural connections is the store the more sceptical of how the processes of certification are conducted and of the real value of certification. Producers selling PDO (Protected Designation of Origin) products are only a few targeting mainly cheese and, to a lesser extent, olive oil. Interestingly, producers and distributors are unanimous in considering that there is a high demand for an easier offer of certified products being this one of the main reasons why they reckon them important, alongside benefiting consumers' choices, benefiting local producers (particularly associated with vegetables, fruits, olive oil, and other milk producers), and enhancing biodiversity and environmental sustainability. However, both groups consider less important the role of certification as a way to guarantee the quality, safety, and regional or traditional character of the products and ways of production. Producers of wine, liquors, and olive oil are those who tend to think there is a duly supervision of certification processes. Olive oil producers are those who believe more in the certification potential to preserve traditional and regional identity and ways of doing. As for the higher quality of the products, only vegetable producers tend to agree completely with the certification role, referring mainly to organic farming certifications, a pattern also found in distributors of vegetables. The distributors of most of the products, except for cheese, tend to highly agree that it is easier to sell certified products, however, only distributors of vegetables and other milk products think that there is a higher demand for certification and only distributors of wine, cured meat, and other milk products consider that there is a higher offer of them in the market.

4. CONCLUSIONS AND RESEARCH LIMITATIONS

Our results show that the certification processes are not consensually perceived by different actors of rural provenance food supply chains and, what is more, their main role as guaranteeing safety, quality, and a traditional character is not strongly perceived by any of the analyzed categories. Further research is needed with a larger sample of shops, producers, and distributors (which is an important limitation of our study) with different certification schemes.

5. ORIGINALITY

This contribution is original and was not present elsewhere.

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TOPIC E

Local Food and Wine Tourism



PARALLEL SESSION E.1

SUSTAINABLE GASTRONOMIC ROUTES: THE ROLE OF LOCAL FOOD PRODUCTS IN THE SUSTAINABLE DEVELOPMENT OF RURAL AREAS. THE CASE OF EXTREMADURA

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1. PURPOSE

Tourism, and especially Sustainable Tourism, can improve the quality of life of local communities and be a source of socioeconomic progress for rural areas. On the other hand, gastronomic tourism is a type of tourism that is currently enjoying great acceptance, particularly when it is linked to sustainability, nature, and rural environment, offering “experiences for senses”. Within gastronomic tourism, the so-called gastronomic routes stand out. Although they have as a key element a certain local food or beverage, mainly try to promote a territory. That is, linking a quality food or beverage with a geographical origin makes it unique and different (Dancausa et al., 2021) and adds value (Carvalho et al., 2021). In addition to gastronomy, these routes combine nature, folklore, history, and local traditions, as well as cultural and artistic heritage. These routes are offered as experiential tourism, a tourism that seeks the tourist to experience sensations and emotions around a local food product. Gastronomic routes offer great possibilities for the future, especially in countries like Spain, with a significant gastronomic wealth, recognized and appreciated worldwide by its variety and high quality (Dancausa et al., 2021). Regions such as Extremadura, one of the less economically developed Spanish areas, can find in sustainable gastronomic tourism an excellent opportunity to improve its economic situation. The purpose of this work in progress is to analyze the 4 “Extremadura Gourmet” Routes as key elements for the sustainable development of the region, with the co-creation of sustainable rural tourism experiences with food and wine.

2. DESIGN / METHODOLOGY / APPROACH

Case study, based on desk research (content analysis of their websites) and qualitative research (semi-structured interviews to the responsible managers of the four Gastronomic Routes in Extremadura). 3. FINDINGS This case study shows the relevance of gastronomic issues (local food products, particularly) for sustainable tourism and socio-economic development of rural areas. Although the 4 “Extremadura Gourmet” Routes revolve around four top quality products (Iberian ham, cheese, olive oil, and wine), they need more resources (both economic and human), as well as more institutional support to become better known and attract more tourists, both national and international.

3. RESEARCH LIMITATIONS/IMPLICATIONS

It is exploratory research. The results of this case study cannot be generalized. This case study contributes to support managers of the businesses and local authorities included in the 4 “Extremadura Gourmet” Routes. All together, in coordination, can create synergies to improve the offer of unique tourism experiences and contribute to the sustainable development of the region.

4. ORIGINALITY

This case study focuses on Extremadura, a Spanish region that has been committed to high quality sustainable gastronomic tourism in recent years, and where academic studies are still very scarce.

5. KEYWORDS

Sustainable Gastronomic Routes, Sustainable Tourism, Gastronomic Tourism, Experiential Tourism, Rural Areas, Extremadura Gourmet.

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7. ACKNOWLEDGMENT

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LOCAL WINE AND BEER IN TOURISM EXPERIENCE: NEW ZEALAND DOMESTIC TOURISTS' VISIT TO LOCAL WINERIES AND BREWERIES

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1. PURPOSE

'Local food' has gained popularity and is now often regarded as a sustainable food source (Gössling & Hall, 2022). Research has identified consumers' preferences for locally produced foods due to the freshness and quality of local food, as well as support for the local community, economy and environment. (Robinson & Farmer, 2017; Shindelar, 2015; Vickie, 2018). Local food is also an important component in domestic tourist experience due to its uniqueness and by the representation of a place (Kamarulbaid & Mustapha, 2021; Mak et al., 2017; Piramanayagam et al., 2020; Sukerti & Marsiti, 2020).

The closure of international borders has increased the attention to domestic tourism and local food consumption by New Zealanders. The demand for domestic holidays has increased and 57 percent of domestic tourists were intending to spend more on local food and beverages (Tourism New Zealand, 2020). Food and beverage expenditures were the third largest domestic tourist expenditures in 2021 (Stats NZ, 2021). Spending on local food and beverage experiences was the fifth most influential factor in determining their vacation destination (KANTAR, 2020), and supporting local communities was found a priority for their domestic holiday purpose (Fountain, 2021). These demonstrate the economic benefits of tourists' spending on local food, including sustainability (Chen & Huang, 2019).

Wineries provide the unique experience of tasting a variety of wines, talking with winemakers about their products, and learning about the winemaking process (Taller, 2015). For New Zealand tourists, historical, familial and cultural connections, as well as the physical environment, terroir, can be connected to kaitiakitanga, a Maori concept for understanding the relationship between the land, nature, and humans (Bay of Plenty Regional Council, 2017). Brewery tours have been operating with the growing popularity of local craft beers. Sustainability has been an integral part of New Zealand breweries, with their contribution to the local economy (DB Breweries, 2017; The Brewers Association New Zealand, 2022). This reflects domestic tourists' visits to wineries and breweries in the context of sustainability and regional tourism development, and the significance of locally produced alcoholic beverages in domestic tourists' experience.

The purpose of this study is to find the significance of local wine and beer in the domestic tourist experience, including the factors that motivate domestic tourists to visit local wineries and breweries. The study also seeks to discover any sustainability-related activities or approaches taken by local wineries and breweries.

2. DESIGN / METHODOLOGY / APPROACH

The study employed semi-structured interviews with 20 domestic tourists in New Zealand to gain a better understanding of the significance of local wine and beer to the domestic

tourist experience. Convenience and snowball sampling were employed to ease participant recruitment. The study also conducted field observation and an analysis of online resources in order to understand the sustainable practices and activities of local wineries and breweries.

3. FINDINGS

The findings provide insights into the significance of local wine and beer in the domestic tourist experience, including the motivation to visit local wineries and breweries. Furthermore, the study presents approaches taken by the local wineries and breweries that are associated with tourism experience and sustainability. The findings show to what extent domestic tourists' behaviour is influenced by the sustainable practices of the wineries and breweries they visit.

4. RESEARCH LIMITATIONS / IMPLICATIONS

The interest in local foods has been increasing among tourism researchers (Cvijanović et al., 2020). However, focusing exclusively on locally produced alcoholic beverages has not been fully explored. As this study discusses, local wine and beer can act as a means of sustainable tourism as well as a tourist attraction that reinforces the importance of local food in tourism experience. The study only focused on breweries and wineries in New Zealand's South Island as most of the wineries are located in the South Island, thus providing a limitation of this study in the area. The sample size is small because the Covid-19 alert level system is still in effect for travelling, which affected the number of tourists available at the time of the interview.

5. ORIGINALITY

On the basis of its findings, the study presents the significance of local wine and beer in the domestic tourist experience, along with the sustainable practices adopted by local wineries and breweries. Visits to local wineries and breweries are not only tourist attractions but also contributions to the local economy and sustainability.

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DETERMINANTS OF LOYALTY TOWARDS WINE AND LOCAL PRODUCTS AFTER VISITING A RURAL WINE DESTINATION⁷

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1. PURPOSE

Wine tourism in rural areas has been identified as a means of rural development, associated to its impact not only on the tourism sector, increasing a destination's appeal through unique, sensory-rich tourist experience opportunities and possibly making visitors stay longer, but also on the food- and wine-producing sectors (Getz & Brown, 2006). This impact on local food & wine production is implicit in much of the wine tourism activities on site (Carvalho et al., 2021). It is often further enhanced through the interest of visitors in prolonging their positively enjoyed place experiences through the purchase of appreciated wine and other local products, as a souvenir and eventually as a gift, shared with relevant others at home (Kim & Littrell, 2001). Last, but not least, visitors may develop loyalty towards these local products enjoyed during a holiday and continue demanding and purchasing them at home (possibly in speciality stores or over the internet), producing most interesting multiplier effects. The present study analyses factors impacting on the intention of visitors of three rural wine-producing regions in Portugal to continue purchasing wine and other local products after their visit. As potential determinants, demographics (gender, education, age), involvement with wine, social interaction (with local residents, service staff and other tourists), as well as the four experience realms suggested by Pine and Gilmore (1998; Oh et al., 2007) – entertainment, aesthetics, educational and escape – were analysed, due to these variables' impacts on behavioural outcomes of tourist experiences in other contexts.

2. DESIGN / METHODOLOGY / APPROACH

Using a quantitative methodology, a questionnaire-based survey was applied to visitors of the Bairrada, Dão and Beira Interior wine regions. Data collection took place between August 2019 and September 2020, on different weekdays and in diverse months, addressing visitors in distinct touristic sites of the three regions. In total, 1256 questionnaires were completed through this cluster-sampling approach, defined in place and time (Kastenholz, 2002). Thereby, an overall, close-to random, sample constituted by numerous sub-samples, was obtained. 'Loyalty towards wine and other local products' was operationalized as intention to continue purchasing these products (measured on a 5-point Likert-type scale). Pine and Gilmore's experience dimensions were assessed through previously identified scales (e.g., Oh et al., 2007; Kastenholz et al., 2018),

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adapted to wine tourism. For assessing interaction, scales related to interaction with staff, local population and other tourists were adapted from previously used scales (e.g., Clemente-Ricolfi et al., 2012; Kastenholz et al., 2018), while for involvement with wine, a scale adapted from Alebaki et al. (2015) was used. To estimate the determinants of loyalty towards wine and local products after the visitation, a Multiple Linear Regression was performed (with SPSS 21).

3. FINDINGS

A statistically significant model was estimated [$F(11) = 26.326$, $p < .001$; $R^2 = .392$]. Involvement with wine ($\beta = .319$, $t = 6.609$, $p < .001$), gender (male) ($\beta = .073$, $t = 1.934$, $p = .054$), the aesthetic dimension of the experience ($\beta = .149$, $t = 2.922$, $p = .004$) and interaction with staff ($\beta = .156$, $t = 2.555$, $p = .011$) were identified as predictors of the probability of continuing to buy wines and other products. Individuals more involved with wine, men, those enjoying a more aesthetically appealing experience and those interacting more with staff, were those more likely to continue buying wines and other products of the destination in the future. RESEARCH

4. LIMITATIONS / IMPLICATIONS

The pandemic context in which data collection was undertaken led to a smaller, and possibly somewhat biased (e.g., more domestic than international visitors) sample. Still, findings provide interesting insight to understand determinants of loyalty to wine and other local products after visiting a wine region, thereby increasing knowledge on the wine tourist experience and its impacts on regional economies. Results are important to help those responsible for wineries and wine destinations in better targeting most interesting market segments, introducing most valuable experience elements (e.g. enhancing the aesthetic appeal of the setting) and engaging opportunities for interacting with winery owners and staff, thereby increasing loyalty to the territory's products also after visitation. Consequently, the multiplier effect of wine tourism may be increased and prolonged, and more sustainable regional development through wine tourism achieved.

5. ORIGINALITY

The few researches analysing the impact of the tourist experience on intention to buy wine of the destination visited (e.g., Leri & Theodoridis, 2021) only considers some experience dimensions. There is no study published, to the best of our knowledge, that considers the here identified wine tourism experience dimensions, together with wine involvement and social interaction, in an attempt to better understand loyalty towards wine and other local products after a wine destination visit.

6. KEYWORDS: wine tourism, loyalty, wine involvement, interaction, experience dimensions, multiple linear regression.

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CO-CREATION OF FOOD & WINE EXPERIENCES - THE ROLE OF LOCAL FOOD IN TWO PORTUGUESE WINE REGIONS

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1. PURPOSE

Gastronomy and wine are interrelated products that contribute to destinations' distinctiveness and competitiveness, due to specific terroir characteristics and culinary habits of the territories (Carvalho et al., 2021a; Crespi-Vallbona & Mascarilla-Miró, 2020). Despite the increasing interest from visitors to get immersed in destinations through tasting experiences (Björk & Kauppinen-Räsänen, 2016), studies that reflect on the pertinence of local food products in wine regions are scarce. Hence, this study aims to analyse the importance of local food products in co-creative food & wine tourist experiences, from visitors and supply agents' perspectives in two Portuguese wine regions – Bairrada and Dão.

2. DESIGN / METHODOLOGY / APPROACH

As an exploratory study, integrated in a 4-year research project, this research comprised a qualitative approach, including content analysis of semi-structured interviews, applied to 32 visitors of two Portuguese wine routes, Bairrada and Dão, between 2019 and 2021. The visitors' perspective was considered to better understand the importance of local food products in the co-creative food & wine experiences they got involved in. Six supply agents of both regions were also interviewed, in order to understand the pertinence of comprising local products in the food & wine experiences they delivered in the wine regions. Content analysis was carried out with the support of Nvivo 12 software.

3. FINDINGS

Results show that gastronomy is one of the key elements tourists expect to find as being part of the experiences when travelling to wine regions. Most of them also reinforced that the link between food and wine is imperative when visiting these regions, as it contributes to better understanding the characteristics of the terroir and of the territory. Besides being recognised as typical products from the region, local food was part of diverse experiences visitors got involved in, when they visited Bairrada and Dão (e.g. in food & wine pairing, in wine tasting with food pairing and in a culinary workshop). Visitors highlighted local products like suckling pig and the desserts of the region of Bairrada as well as the roast goat in Dão. Regarding the sensorial experiences, visitors mainly referred to aspects related to gastronomy and wine, mainly in terms of taste (e.g. suckling pig, regional desserts, vegetables, wine from regional grape varieties), smell (e.g. grape varieties, fruits, the wine cellar, grill meat) and touch (e.g. grapes on the vines). Almost all visitors considered that the gastronomic elements of the experiences they engaged in contributed to their overall travel satisfaction. From the supply agents' point of view, who were part of wine cellars and a restaurant, a hotel, a farm winery and a travel experience company,

the important role of local food products in their offer was recognised as one of the main aspects that contribute to the uniqueness of the experiences they facilitate, most of the time paired with local wines. All supply agents recognised the pertinence of fostering genuine experiences, in which natural and cultural resources reveal local traits of the region, not only in terms of food and wine products, but also in terms of historical features that add value to these multisensory experiences.

4. RESEARCH LIMITATIONS / IMPLICATIONS

This exploratory study comprises the analysis of visitors and agents from two Portuguese wine regions in the Centre of Portugal. An international perspective from other wine regions and experiencescapes could also be interesting to analyse and to compare visitors and supply agents' perspectives regarding the pertinence of food products in the tourist experience in these regions. The contribution of this study to the literature relies on the pertinence of recognizing the role of local food products to the distinctiveness of co-creative food & wine experiences in two Portuguese wine regions, according to visitors and supply agents' perspectives. The results of this study are also expected to contribute to adding insights to supply agents and destination management organizations, regarding the design of appealing and attractive food & wine experiences, where food products are enhanced.

5. ORIGINALITY

This study adds value to the literature in co-creative food & wine experiences, with specific emphasis on the role of local products in visitors' experiences in rural wine destinations, contributing to better understanding the pertinence of gastronomy in these experiences for visitors and supply agents of wine regions.

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PARALLEL SESSION E.2

AGRI-FOOD PRODUCTION VIS-À-VIS TOURISM GROWTH IN THE AZORES: CHANGES AND LOCAL PERCEPTIONS OF FUTURE DEVELOPMENT

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1. PURPOSE

Since the discovery of the Azores, in the 15th century, agri-food production has been important in the self-support of families, but also in the international trade of this archipelago (Machado, 1995; Miranda, 1989; Moreira, 1987). Today, agriculture remains a main economic activity, but faces challenges also felt worldwide – such as overexploitation, pollution and (agro)biodiversity loss (Boer & Ittersum, 2018) – due, for example, to the expansion of pastures at the expense of other agricultural and natural areas (d’Abreu et al., 2005), while being unable to address food insecurity issues (Meneses, 2017). At the same time, this insular ultra-periphery that evidences a high poverty risk (Peralta et al, 2022), has experienced a sharp growth of tourism, especially since 2015. This new economic driver, marked by space consumption, urbanisation and globalisation (Urry, 2002 [1990]), has promoted an emerging diversification of rural economy and agri-food production (Melo, forthcoming 2022). As elsewhere, these changes may also promote environmental burdens and loss of identity and authenticity, as recreation surpasses agriculture (Brandth & Haugen, 2011; Crouch, 2006). This article is a first contribution to a research project about “Green rural economies in the recovery of Covid-19. Collaborative landscape planning for enhancing the sustainability of agri-food and tourism systems in the Azores”, which was submitted to the 5th Edition of the Scientific Employment Stimulus, promoted by the Foundation for Science and Technology. It aims to reflect on how the influence of tourism on the Azorean agricultural sector is perceived by different local agents, as a way to identify possibilities and obstacles to the future sustainable development of agri-food production and consumption.

2. METHODOLOGY

Do you consider that the growth of tourism in the Azores may promote an increase and diversification of local agri-food products? Why? These questions are part of the interview guide used in the fieldwork undertaken in the nine Azorean islands, during which 112 semi-structured interviews to knowledgeable informants were performed – e.g. officials of parishes and municipalities, agents related to tourism activities and residents. This was developed in the scope of a research related to the landscape changes associated with the growth of tourism in the Azores (2018-2021). This article is based on the qualitative and systematic analysis of the responses to these two questions, taking into consideration the contextual specificities in which these were provided.

3. FINDINGS

The majority of the interviewees recognises that tourism may foster the increase and diversification of local agri-food products, and acknowledges some emerging trends in this direction, such as the revival of traditional products and the introduction of new ones. However, depending on the specificities of each island, the interviews also reveal scepticism concerning a more generalised and effective sustainable change, due to, for

example: lack of qualified workforce; loss of traditional knowledge; lower prices of foreign mass agri-food products; growing bureaucratisation and taxation; climate change; the negative impacts of cattle raising; and changes in lifestyles and consumption preferences. Issues such as lack of information for tourists about local producers, the seasonality of the demand or uncertainties about the supply are also mentioned in some islands as deterrent to local agri-food production and consumption.

4. RESEARCH LIMITATIONS AND IMPLICATIONS

The interviewees' perceptions revealed to be good indicators of the possibilities that tourism can open to agri-food production and of the spectrum of limitations to its future development in the Azores. These point out new research paths – considering other sources of information and a sample of interviewees with a greater representativeness of small agri-food producers and agrotourism entrepreneurs –, in order to better understand the motives behind the perceptions, characterise and assess the indicators and their interrelations, and ways to overcome the difficulties and enhance the opportunities.

5. ORIGINALITY

This is an original contribution.

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LOCAL FOOD AND TOURISM: CONCEPTUALISING EXPERIENCE IN FOOD TOURISM RESEARCH

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1. PURPOSE

Experience is part of human nature. However, as a purposefully designed and staged part of the business process, articulated as an economic output, the 'experience focus' is a relatively new management and marketing approach (Pine & Gilmore, 1999). This is especially valid in tourism, an experiential activity by nature (Volvo, 2009). In essence, experiences are what tourists and travellers are looking for and, consequently, what tourism providers aim to deliver. Although one must recognise that experience, also and mainly in tourism, is more than moments of consumption, it is a subject-dependent, socially and culturally conditioned part of individuals' lives (Cohen, 1979).

Food, in this context, has gone beyond consumption and physical nourishment, becoming a source of a meaningful experience and significantly influencing tourists' decisions. It expresses cultures and countries and plays an essential role in celebrations, socialising and entertainment. Food also has a sensuous and sensual dimension (Mitchell & Hall, 2004).

However, experience is a complex phenomenon that includes subjective, personal, and contextual elements conceptualised differently from various perspectives. From a psychological perspective, experience is a mental state, a cognitive and emotional process triggered by a specific event that may result in psychophysiological responses (Kim & Fesenmaier, 2017). From a marketing perspective, experience is generally centred on the experiential aspect of the consumption process (Sundbo & Dixit, 2020). Furthermore, understanding the various types and dimensions of tourist experience is critical for efficiently managing tourism assets.

The present study examines the conceptual framework of food tourism experience in current research. It aims to identify its nature, dimensions, concept, methodological approaches and research gaps through a critical literature review.

2. METHODOLOGY

This study is a literature review conducted based on the five steps proposed by Khan et al. (2003): formulation of research questions, identification of studies, criteria-based selection and evaluation, analysis and summary of the evidence, and interpretation of results.

First, the core term "food tourism" was searched in the Scopus database, resulting in 286 documents. Then, using the VOSviewer program, six clusters of keywords were identified. Based on these clusters, the research terms "food tourism experience*", "culinary tourism experience*", "gastronomy tourism experience*", and "local food

experience*" were created. Subsequently, these terms were searched in the Scopus, resulting in 37 studies.

Following the present study aim, only research presenting an empirical approach was selected, which led to a final sample of 24 papers subject to detailed analysis. The analytical process focussed on study objectives, experience concept, methodology, empirical evidence and research gaps.

3. FINDINGS

The concept of food tourism experience generally refers to the food event itself. In most studies, no specific conceptualisation, nature, and dimensions of experience are discussed. In some studies, experience is described as a co-creation process, physiological outcome, cognitive process, emotional reaction, or related to authenticity and memory-development.

Interestingly, the food tourism experience is synonymous with tourist experiences of 'local food', with four primary factors outstanding in determining its perception: context, authenticity, co-creation and memory.

The gaps identified include, amongst others: a) understanding the impact of food tourism experience on tourists' intentional behaviour; b) how food qualities, safety, and nutritional aspects impact food tourism experience; c) investigating the intersections between food tourism and psychology, including how emotional aspects influence food experience; d) examining the dimensionality of local food experiences perceived by different cultural backgrounds; e) the relationship between food tourism experiences and overall satisfaction with the travel experience.

4. IMPLICATIONS AND LIMITATIONS

This work provides valuable insights into the concept and investigation of the food tourism experience by reviewing some approaches, methods, concepts and gaps in the sample analysed. However, the study also presents some limitations. First, for using a single data source (Scopus) and second, for possibly not having selected some relevant studies due to rigorous selection criteria.

5. ORIGINALITY

Despite some literature reviews on food tourism and tourism experience, the current study adds by reviewing and discussing the connection between these two concepts. It examines the concept of experience, the theoretical and methodological perspectives employed, and key gaps in a specific field.

6. KEYWORDS

Food tourism; tourism experience; local food; culinary tourism

FOOD AS A TOURIST PERSONAL EXPERIENCE

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1. PURPOSE

Tourism is a significant part of the experience economy, in which food plays an important role. Food and local gastronomy are easily linked to the rural areas and contribute to economic development. Food tourism can contribute to regional agricultural and economic growth and enhance the development of small and medium-sized enterprises and create new job opportunities. It can strengthen cultural identity, traditions, pride, and local resources in the destinations. Food tourism also contributes to the general perception of the destination. Tourism-related food production is a powerful mechanism for the economic development of destinations. Local gastronomy is an essential element of tourism that can promote sustainable development. According to Horng and Tsai (2012), gastronomy and food tourism represent an attractive market for many regions with rural areas and creates a unique competitive advantage. Hall and Mitchell (2001) state that food becomes a central motivation in special interest tourism. It has developed from being a necessity to becoming a different tourist experience that may enhance the overall evaluation of the travel experience (Hashimoto & Telfer, 2003). Indeed, the maximization of economic linkages between local products and visitors is essential in tourism (Hall, 2004; Telfer & Wall, 1996). Recently, a qualitative development can be observed in the behavior of visitors, manifested in their interest in co-creation and authentic and unique personal experience. Emotional experiences help visitors understand the uniqueness of the food heritage of the destination while enjoying and exploring its history. According to Yeoman (2008), food is the new cultural capital of destinations, as it binds farmers, producers, distributors, retailers, and consumers together, and to the food tourist, food is a destination identity shaped by authenticity and hedonistic experiences (Yeoman, 2016). The study shows how creativity and experiences are bound by food tourism development in the destination.

2. DESIGN / METHODOLOGY / APPROACH

The analysis and data presented in this study are based on primary and secondary research. Secondary research includes the literature review and content analysis of documents. Primary quantitative research was provided through a questionnaire survey conducted in February 2021. In addition, an online survey was performed considering the pandemic situation and avoiding personal contact between the interviewer and respondents. The questionnaire was placed on the social networking site Facebook. To fulfill the aim of the study, the following research questions were defined: Does astronomy motivate people to visit the region? Can the creative use of food providing meaningful and emotional experiences attract visitors? Is food tourism a tool for the development of the region? 3. FINDINGS Based on the survey results, the emotions and motivations of tourists play an essential role in food travel. Motivations are mainly influenced by the need and desires of the individual; emotions are closely related to the memories and experiences of individuals. Therefore, when the food is bounded with meaningful and emotional experiences, it can be a factor that will continuously enhance the visitation of the region. Furthermore, allowing visitors to be involved in a personal

experience leads to positive memories and repeated visits. It can be concluded that food tourism positively impacts the region's development. It contributes to economic benefits and local development and strengthens local production through suppliers and buyers of raw materials. Furthermore, cultivating local products promotes sustainable tourism development and environmental friendliness and contributes to regional attractiveness. Local gastronomy, local products, and local beverages are an essential part of the local heritage and can be an added value, especially for those visitors who want more and are looking for new experiences.

3. RESEARCH LIMITATIONS AND IMPLICATIONS

The survey was conducted online given the pandemic situation and avoided personal contact between the interviewer and respondents. The research was limited to a range of respondents on Facebook, as the questionnaires were published only on this network.

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TOPIC F

Promotion and Marketing of Local Food Products



PARALLEL SESSION F.1

PROMOTING LOCAL FOOD PRODUCTS IN DESTINATION RESTAURANTS: AN INTERNATIONAL ANALYSIS

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1. PURPOSE

The promotion of local food products is one of the key components of the relationship between food, tourism and regional development (Hall & Gössling, 2016). Local food products have considerable importance for resource use, climate change as well as local businesses, and are also associated with greater freshness, better tastes, and reinforcing sense of place (Chen et al., 2021; Gössling & Hall, 2022). Many restaurants promote seasonal and authentic local food products (e.g., Batat, 2020; Björk & Kauppinen-Räsänen, 2016; Zhang et al., 2019), the most high profile of which are regarded as terroir destination restaurants (Tresidder, 2015).

Destination restaurants are a specific type of culinary offering and category of visitor attraction that are an important element of destination and place promotion strategies (Mohamed et al., 2022). Significantly, these high-profile restaurants and their chefs can be incredibly influential in terms of food trends and food systems (Ackerman-Leist, 2013; Schwark et al., 2020), particularly with respect to local food purchase and the development of local food supply chains (Gössling & Hall, 2022). Therefore, given that destination restaurants and their chefs could potentially be ambassadors of local food products, this study aims to examine how destination restaurants promoting their localism online.

2. DESIGN / METHODOLOGY / APPROACH

Destination restaurants often operate their official websites as marketing and information tools (Daries-Ramon et al., 2017). This study therefore conducted a website content analysis of destination restaurants' official websites to identify the extent to which local food products are promoted as part of their offerings. The websites of 143 high-profile destination restaurants were reviewed based on rankings from five websites with lists featuring the terms 'world's best restaurants' and 'best destination restaurants' from booking.com, Dandelion Chandelier, Food Wine, and the World's 50 Best Restaurants 2021. Multiple researchers collected and cross-checked website data for inclusion. Of the restaurants listed on the websites, at the time of analysis (early 2022) nine restaurants were permanently closed and eight restaurants do not have official websites, therefore the website contents of 126 restaurants were analysed. The items used in the analysis were defined and selected from previous research on local food and tourism (Björk & Kauppinen-Räsänen, 2016; Hall & Gössling, 2016) and destination and terroir restaurants (Gössling & Hall, 2022; Tresidder, 2015).

3. FINDINGS

This study found that only 36.5% of identified destination restaurants mentioned the use of local products on their websites with 26.2% of identified restaurants sourced foods from local producers and 18.3% of them grown or raised food in their own gardens or farms. Although destination restaurants promote high-quality food and food experiences to their customers, the results indicate that destination restaurants do not necessarily promote local foods to the extent to which some previous research suggests. This situation therefore highlights the need for local producers and agencies to encourage destination restaurants to provide greater attention to their use of local foods if the potential value of destination restaurants to local food economies are to be maximized.

A number of examples are provided of how food localism is incorporated in restaurant philosophies, including sourcing from local producers, which help establish food networks, protect local food heritage, and stimulate the production of local foodstuffs and high-quality food products (e.g., Amber); and sourcing from a restaurant's farm/garden, which can ensure food quality and help maintain local biodiversity and cuisine heritage (e.g., Azurmendi). Moreover, destination restaurants can also highlight characteristics by local food products, such as sustainability (e.g., Brae), food traceability (e.g., Maní), and authenticity (e.g., Mil).

4. RESEARCH LIMITATIONS / IMPLICATIONS

Destination restaurants can be important local food ambassadors and promoters. However, significant gaps remain in the online promotion of local foods and suppliers by destination restaurants.

This study only examined the online marketing of destination restaurants as opposed to the actual use of local food.

5. ORIGINALITY

This study examined the extent to which local food products are promoted by destination restaurants and identified the values of local food that could enhance restaurant image in terms of localism, sustainability, traceability, and authenticity.

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THE PROMOTION OF DOP AND IGP AGRICULTURAL PRODUCTS: AN EXPLORATORY STUDY OF WEBSITES AND SEARCH VOLUMES BY SEARCH ENGINES

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1. PURPOSE

This study aims to assess how Portuguese products that belong to a designation of origin and/or geographical indication regime are promoted on websites. These classifications include two categories, PDO - Protected Designation of Origin and PGI - Protected Geographical Indication, applicable to an agricultural product or foodstuff from a specific region, which characteristics, production and processing methods are closely linked to the geographical area of origin. According to the European Commission (2022), websites and e-commerce are fundamental pillars to promote PDO and PGI products. This study explores search query volume for these products on search engines, website characteristics (content relevance and domain authority) and the organic rank a website receives from the Search Engine Result Page (SERP), such as Google. Organic links on the SERPs are ranked by search engines using various criteria, one of them is the authority of the website (Nagpal & Petersen, 2020), also known as Domain Authority (DA). It is a search engine ranking score developed by Moz that predicts how likely a website is to rank in search engine result pages (SERPs). Domain Authority scores range from 1 to 100, with higher scores corresponding to greater likelihood of ranking. (MOZ, n.d.). For the sample, the products Maçã de Alcobaça PGI and Cereja do Fundão PGI, as well as Pera Rocha do Oeste PDO and their websites were evaluated. (GI View, n.d.).

2. DESIGN / METHODOLOGY / APPROACH

This study explored the evaluation of 3 of the 181 Portuguese products registered as PDO or PGI and their websites (GI View, n.d.). The choice of the products was based on the production volume of these items in Portugal and by the presence of a specific website, listed on GI View Portal, for the product under analysis. Pera Rocha do Oeste PDO holds a weight predominance in the total production of fruits with this certification, representing around 82%; Citrinos do Algarve PGI (9%) and the Maçã de Alcobaça PGI (8%) (GPP, 2020). Since 2010, there has been a remarkable increase in yield for some fruit trees such as apple and cherry, both with area increases of 12% and yield increases of 36% and 61%, respectively (GPP, 2016). It is worthy to mention that Citrinos do Algarve don't have a specific website and that is the reason they are not part of the evaluation. The softwares selected for the study were Google Trends and Mangools. These search tools evaluate search queries volume and trends of simple or compound terms and the positioning of a website page on the Search Engine Result Pages (SERP) based on criteria such as domain authority, quality, and content relevance (Nagpal & Petersen, 2020).

3. FINDINGS

- **Maçã de Alcobaça (Alcobaça Apple, PGI since 1996)** The term |maçã| has a volume of 10,700 searches per year in Portugal, with the most common complements being the terms |Maçã Peruana| (2,600), |Maçã Assada| (2,300) and |Maçã Reineta| (1,800). The compound term |Maçã de Alcobaça| presents a search volume of 490, with the main website related to Clube Maçã de Alcobaça (<https://www.maca.pt/>), followed by the website of the Municipality of Alcobaça. The Clube Maçã de Alcobaça website is non-responsive and has a domain authority of 27 points out of 100. When searching for the term |maçã|, Tua Saúde (<https://www.tuasaude.com/beneficios-da-maca-para-a-saude/>) and Hospital Lusíadas (<https://www.lusiadas.pt/blog/prevencao-estilo-vida/nutricao-dieta/se-comermos-umamaca-por-dia-nao-adoecemos>) pages appear in 1st and 2nd places, respectively, in the SERPs ranking. The Club's website does not appear among the top twenty positions on Google. Google Trends indicates that queries such as “apple calories”, “apple crumble” and “apple with cinnamon” are rising on searches in Portugal.
- **Cereja do Fundão (Fundão Cherry, PGI since 2018)** The term |cereja| has a total annual search volume of 5,300. The compound term |Cereja do Fundão| has a volume of 130 searches, below terms like |Cereja Engorda| and |Cereja Brava|. CerFUNDÃO (<https://www.cerfundao.pt/pt/produtos>), the official website of Cereja do Fundão, has a domain authority of 13 points out of 100, offering an ambiguous link to an e-commerce website with another designation. The website <https://cerezadofundao.pt/> is simply an e-commerce page, having a domain authority of 4 points out of 100. These websites are not well positioned in the search for the term |cereja| and are surpassed by websites such as Nutrimento (<https://nutrimento.pt>) and Hospital Lusíadas (<https://www.lusiadas.pt/blog/nutricao>). Google Trends indicates that queries such as “Cherry Party Fundão 2022” and “cherry benefits” are rising on searches in Portugal.
- **Pera Rocha do Oeste (Rocha Pear from the Oeste Region, PDO since 2002)** The term |Pera Rocha| has a search volume of 1,200, and the isolated term |pear| which totals 5.880. However, |Pera Abacate| and |Pera Melão| have higher search volumes. For |Pera Rocha|, the official website of the Producers Association comes in first place (<http://perarocha.pt/>). Despite having a mobile version and also an English version, and appearing in the 6th position when searching for the term |pera|, the website presents low domain authority, accounting for 26 points out of 100. Google Trends indicates that queries such as “pear crumble” and “peras bebadas recipe” are rising on searches in Portugal. The study concludes that the digital presence of the three products is weak, evidencing only modest attempts of promotion on websites. Despite the PGI and PDO classifications, websites are technically obsolete (e.g. non-responsive format for mobile), exhibiting low domain authority, unable to stand out in search engines. In addition, the websites do not have content related to search trends that are of interest to consumers, such as recipes and benefits. Such topics help the other sites mentioned in the study occupy the top positions on the SERPs. The results confirm the conclusions of the European Commission (2022) that point to a low perception of the concept of PDO and PGI products by consumers and the consequent need for greater promotion and literacy in this area. As an example, PGI agricultural products accounted for a 34% increase in sales volume in the European Union,

while Portugal recorded only a 9% increase (European Commission, 2021). This scenario indicates that there is great room for improvement in the promotion of Portuguese PDO and PGI products, such as technical aspects on websites, the use of more modern platforms and the development of relevant content for consumers.

4. RESEARCH LIMITATIONS/IMPLICATIONS

This study explored the evaluation of 3 of the 181 Portuguese products registered as PDO or PGI. Moreover, only 3 websites were evaluated, excluding the performance of social networks. The content analysis was provided by the search tools indicators only.

5. ORIGINALITY

The study addresses a current and paramount issue, evaluating relevant metrics to improve PDO and PGI websites' positioning by search engines, and relating consumers' interest to the presence of PDO and PGI products on digital channels. This area of research has so far received scarce attention. Thus, this exploratory study can contribute to create a more consistent digital presence and, consequently, increase consumption of Portuguese PGI and PDO products, maximizing the reach of communication in this field (Schiro et al., 2020).

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PROMOTING RURAL PROVENANCE FOODS – DIFFERENCES AND SIMILARITIES BETWEEN FOOD PRODUCERS, DISTRIBUTORS AND RETAILERS

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1. PURPOSE

This presentation explores the promotion of rural provenance products, comparing what aspects and specificities do urban specialty shops' owners, producers and distributors choose to emphasize. It aims at contributing to the yet little explored topic of promotion of rural provenance foodstuffs from a multi-actor perspective.

2. METHODOLOGY

The study draws on four different set of data deriving from a first phase of data collection through survey to a universe of 113 urban specialty shops located in Aveiro, Lisbon and Porto, in Portugal. A hierarchical cluster analysis performed, based on the more common rural provenance products sold, led to the identification of three clusters: 'The Wine Focused', including shops mainly commercializing wine; 'The Rural Provenance Focused', integrating shops **SELLING** mainly rural provenance food products and 'The Generalist', including shops commercializing a wide range of products from diverse provenances (Silva et al. 2021). In a second phase, from the results of the cluster analysis, 30 shops were randomly selected, based on the criteria of location and cluster. In these shops, all the printed promotional materials, websites publications and Facebook and Instagram posts alluding to rural provenance food products were collected [7491 files (3744 text and 3747 images)] and subjected to content analysis using Nvivo 12 software. Semi-structured interviews were also conducted with the 30 shops' owners or managers. Finally, in a third phase, 9 shops were further selected as case studies and contacts from producers and distributors working with them were collected, resulting in 104 answers from producers and 40 from distributors

3. FINDINGS

The promotion of products by both producers and distributors rely on several types of material, mainly social media (Facebook and Instagram) and websites, which are also the main promotional materials privileged by urban specialty owners, together with flyers and word of mouth. The main targets of promotion for the producers, similarly to shop owners, are the general public, to what follows the retailers and restaurants and, less, 1 This research was funded by national funds through the FCT/MCTES and the co-funding by the FEDER, within the PT2020 Partnership Agreement and Compete 2020, for the research project STRINGS—Selling The Rural IN (urban) Gourmet Stores —establishing new liaisons between town and country through the sale and consumption of rural products (PTDC/GES-OUT/29281/2017/ POCI-01-0145-FEDER-029281). intermediaries and other producers. As for distributors the main targets are retailers followed by the general public. Despite some differences according with the type of

products produced and distributed, producers tend to value most in their promotion the national character of the products, their fair price, good taste and certification labels. The same aspects, albeit with different order of relevance, are the top main elements privileged by distributors when promoting the products. Interestingly, the least important element for producers in the promotion is the fact that these products follow traditional recipes and practices and that they support Portuguese agriculture and rural areas. Concerning the former, it may be due to the lower frequency of producers of products anchored in a traditional way of doing (e.g. cheese). For distributors, in turn, besides these two elements, the information on the production and the producer is also overlooked. These criteria and respective order are different from what urban specialty shops owners tend to privilege and what was found in the content analysis of the promotional materials (most of them created by the specialty shop owners themselves). The geographical origin of the products, including their national production is the only criteria equally valued by all, followed by taste. The price is scarcely presented by shop owners as is certification (e.g. Forte et al., 2022). The latter reflect the overall ambivalent attitudes shown by shop owners about the processes, cost and actual value of certified products or the fact that many of the products are often very well-known through place-based denominations that may be more effective than the certification labels themselves.

4. RESEARCH LIMITATIONS AND CONCLUSIONS

Despite the limitation of the small number of producers and distributors surveyed, these findings indicate that rural provenance products promotion is not homogeneous in all phases of the supply chain and that the same products are portrayed differently depending on the actor considered. These differences, which may result from the actors' personal perceptions of what is more valuable and valued about these products, may be conveying a richer and multi-layered image to consumers adding up elements.

5. ORIGINALITY

This contribution is original and was not present elsewhere.

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SHOWING THE RURAL THROUGH URBAN SPECIALTY SHOP WINDOWS: THE CASE OF RURAL PROVENANCE FOOD⁸

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1. PURPOSE

A visible element of urban landscapes, particularly in city centers, is the display of products for sale in shop windows. The spatial arrangement and organization of goods and services have been a longstanding subject of consumption research. Ideas placed closer to marketing studies, such as merchandising, tend to focus on assessing the effectiveness of this arrangement in attracting customer interest and promoting sales. However, sociological studies on consumption advance that displaying goods in shop windows is an important part of consumers' daydreaming and of facilitating imaginative hedonism (Campbell, 1987: 92). Another possible perspective is to consider the arrangement of goods and services in shops, namely food products, as a social practice. That is, addressing how shop managers involved in window dressing carry out these performances in practice (Shove, Pantzar and Watson, 2012), looking at the display of the products in the shop window and inside the shop, understanding shop managers' meanings and engagements, and considering their competencies, skills, and abilities of shop window dressing and decoration.

In this paper, we focus on the display of food in specialty shop windows and their interiors. In the last decade, there has been an increase in specialty shops selling rural provenance food in urban centers, which reveals the existence and consolidation of rural-urban connections and fluxes of people, products, capital, and knowledge (Silva et al, 2021). The concept of rural provenance food used herein is defined by Figueiredo (2021) as a range of foods produced in rural territories and marketed by specialty stores in urban contexts. It encompasses quality food, often sold at a *premium*, such as local, organic, traditional, regional, and specialty foods, either certified or not, originating from rural areas within the country. In this sense, shop windows display these foods, functioning as important vehicles for selling not only the product but also the region, the rural landscapes, and symbolic images attached to the place where the product originates. The purpose of this presentation is to explore the various ways of displaying shop windows and their products. What are the objects and other artifacts used for such display? What competencies and skills are solicited? What representations of the rural are exhibited?

⁸ This research was funded by national funds through the FCT/MCTES and the co-funding by the FEDER, within the PT2020 Partnership Agreement and Compete 2020, for the research project *STRINGS—Selling The Rural IN (urban) Gourmet Stores –establishing new liaisons between town and country through the sale and consumption of rural products* (PTDC/GES-OUT/29281/2017/ POCI-01-0145-FEDER-029281).

2. METHODOLOGY

This research is based on a broader project's methodology designed in three phases. The first phase consisted of typifying the urban specialty food shops in three Portuguese cities (Aveiro, Lisbon, and Porto). A universe of 113 shops was analysed and based on these results, 30 stores were randomly selected in a second phase. The data analysed in this paper draws from this phase and includes the analysis of data from the semi-structured interviews conducted with the owners or managers of the 30 specialty stores selected. A thematic analysis of the interviews was carried out according to the following dimensions: meanings and reasons for displaying the products; what were the products displayed; gadgets/artifacts/decorations used; specialized knowledge applied to the window display and the décor of the interior of the shop; rotation/seasonality of product display in the shop window and the interior store; criteria for products' display, images of the rural that transpired from the display.

3. FINDINGS

The results give evidence of the plurality of ways of showcasing specialty store windows and rural provenance foods. One of the most common examples is the representation of the shop's diversity as a catalog, that exhibits in a small section by the shop window what the customer can find inside the shop. A second form, and almost opposite composition strategy is the exhibition of a smaller diversity of products, which are given greater prominence compared to those inside the shop. There are also other ways of using the shop window that we could frame as the brand shop window or the identity shop window. In these, the featured objects are somehow emblematic of the shop, whether they are products, decorative elements, or even symbols or logos representative of the shop. The same can be said about the use of certain materials and objects that are associated with ideas like "rusticity", "handmade", "rurality", or "elegant simplicity". Another dimension of shop window composition strongly emphasized by the interviewees is the dynamic character of the display, whose updating frequency varies a lot. Seasonality and the celebration of festive days (e.g. Valentine's Day, Carnival, Easter, and Christmas) is the main factor of rotation. In some shops, the displays are sometimes "sold" or contracted out to producers who, for a certain period, can use this increased exposure to complement the tasting activities organized inside the shop. As to competencies, the shop owners make use of professional advice formalized in technical knowledge regarding the organization of the space and the position of the foods, but also use their intuition and past practice experiences, testing solutions of understanding what works best with the material layout available.

4. CONCLUSIONS AND RESEARCH LIMITATIONS

A plethora of ways of organizing shop windows and the interior of the stores was found. Some of these shops portrayed images of the rural and its foods associated with authenticity, handmade, and elegant simplicity. Shop windows of urban specialty stores that display rural provenance foods are important vehicles to communicate rural representations to customers, consolidating rural-urban connections. One limitation is the lack of a systematic collection of shop window photos in a systematic way that could contribute to triangulating the data collected through the interviews.

5. ORIGINALITY

This contribution is original and was not present elsewhere.

6. REFERENCES

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TOPIC G

Produtos Locais e Desenvolvimento Sustentável



PARALLEL SESSION G.1

COMMUNITY SUPPORTED AGRICULTURE: A PARTICIPAÇÃO DOS COAGRICULTORES

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1. OBJETIVO

A iniciativa Community Supported Agriculture (CSA), que significa Comunidade que Sustenta a Agricultura e/ou Associação para a Manutenção da Agricultura de Proximidade (AMAP) (Henderson et al., 2007) surge como uma rede que preza pelo contato direto entre agricultores e consumidores – chamados de coagricultores (Junqueira e Moretti, 2018). Neste modelo, CSA/AMAP os coagricultores se comprometem a sustentar a produção, assumindo os riscos e responsabilidades junto aos agricultores e, em troca do financiamento, periodicamente, recebem alimentos colhidos (Darolt, 2016; Matzembacher e Meira, 2020).

2. METODOLOGIA

A pesquisa buscou identificar, a partir do questionário, o conhecimento dos coagricultores sobre a iniciativa das CSA do Estado do Rio Grande do Sul, Brasil e das AMAP/CSA, Portugal. Os dados foram coletados por meio eletrônico (via Google docs) - com o retorno de 116 respondentes.

3. RESULTADOS

Os resultados da pesquisa evidenciam que a CSA/AMAP é uma alternativa de cultivo, produção e comercialização, que busca adaptar-se ao modo de consumo dos coagricultores, tanto no Brasil quanto em Portugal. Neste contexto, é possível perceber a participação feminina na articulação e liderança nas CSA/AMAP. Por sua vez, o envolvimento dos coagricultores na organização, na divulgação e no preparo do espaço de partilha, revelou-se como um ponto positivo da pesquisa. No entanto, as trocas de informações sobre novos sabores, receitas e alimentos com funções de nutrir e curar, foram fundamentais para a permanência dos coagricultores no grupo. Este trabalho poderá abrir espaço para novas discussões conjecturais de desenvolvimento local envolvendo valores sociais, éticos e culturais, de modo a reconectar os consumidores e agricultores para reforçar os aspectos técnico-produtivos, econômicos e ambientais.

4. LIMITAÇÕES DA INVESTIGAÇÃO

O universo da pesquisa não caracteriza a unanimidade das CSA/AMAP. Sugere-se estudos envolvendo outras iniciativas.

5. ORIGINALIDADE

O presente artigo trata-se de um recorte da tese de doutoramento defendida em 18 de março de 2022, no Programa de doutoramento em Desenvolvimento, Sociedades e Territórios da Universidade de Trás-os-Montes e Alto Douro – Vila Real, Portugal.

6. PALAVRAS-CHAVE

Community Supported Agriculture. Participação. Coagricultores.

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SUSTENTABILIDADE AMBIENTAL, SOCIAL E ECONÔMICA: COMPREENDENDO O TRIPIÉ DA SUSTENTABILIDADE NO CONTEXTO DAS FEIRAS LOCAIS

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1. OBJETIVO

Nas últimas décadas, ocorreu um aumento significativo na popularidade dos alimentos locais e orgânicos, bem como o desenvolvimento dos modelos de marketing direto (Cvijanović, Ignjatijević, Tankosić & Cvijanović, 2020), onde as feiras locais são exemplos relevantes, ao se apresentarem como um caminho de desenvolvimento e fortalecimento das economias locais (Soares *et al.*, 2021). Neste sentido, a crise alimentar, econômica, social e a poluição ambiental são problemas atuais, fomentando a preocupação com o meio ambiente, responsabilidade social e sustentabilidade (FAO, 2021). Além disso, o consumo sustentável de alimentos atrai atenção de estudiosos, formuladores de políticas públicas e consumidores (Wijethilake & Upadhaya, 2020), bem como estudos que utilizam as feiras como contexto de estudo a partir de diversos aspectos (Pasqualotto & de Menezes, 2021; Soares *et al.*, 2021). Neste cenário, objetiva-se analisar aspectos relacionados à sustentabilidade ambiental, social e econômica identificados junto aos expositores de produtos alimentícios em feiras que fomentam a economia local, no Canadá e Brasil.

2. METODOLOGIA

Foi realizada uma pesquisa qualitativa em feiras locais no Canadá (num grande centro urbano) e no Brasil (numa pequena cidade no interior) (Flick, 2009). No Canadá, a unidade de análise foi a *Concordia Farmers Market* (CFM) em Montreal e no Brasil, a Feira da Produção da Reforma Agrária e da Agricultura Familiar (FEPRAF) em Julio de Castilhos (RS). Os dados foram coletados por meio de entrevistas e observação participante. Foram entrevistados expositores de produtos alimentícios, de forma pessoal e individual na CFM e de forma on-line por meio de grupo focal na FEPRAF. Foi elaborado um roteiro semiestruturado com base nos estudos de Jarzębowski, Bourlakis e Bezat-Jarzębowska (2020). As entrevistas foram gravadas e posteriormente transcritas para análise.

3. RESULTADOS

Os resultados identificaram aspectos relacionados à sustentabilidade ambiental, social e econômica de feiras do Canadá e do Brasil.

i) Sustentabilidade Ambiental: Foram identificadas uma série de ações sustentáveis adotadas pelos expositores como, existência de produção artesanal sem a utilização de produtos químicos e a redução de desperdícios (Giampietri, Koemle, Xiaohua Yu & Finco, 2016; Jarzębowski *et al.*, 2020). Ainda, a utilização de embalagens que não agredem o meio ambiente, sendo que esta prática apenas foi identificada no Canadá

(Sijtsema, Snoek, van Haaster-de-Winter & Dagevos, 2020); entretanto, os feirantes brasileiros conhecem esta prática e assumem que poderiam realizá-la atuando também como disseminadores.

ii) Sustentabilidade Social: As feiras geram oportunidade de aumentar as relações entre clientes e produtores, criar vínculos e trocas de informações sobre os produtos (Giampietri *et al.*, 2016; Jarzębowski *et al.*, 2020).

iii) Sustentabilidade Econômica: Os clientes gostam e valorizam o fato de os produtos vendidos nessas feiras serem locais, assim, os expositores preocupam-se em oferecer produtos locais ou com ingredientes locais (Giampietri *et al.*, 2016) desenvolvendo a economia da região (Silva & da Silva Barbosa, 2020) e apoiando iniciativas locais (Jarzębowski *et al.*, 2020). Foi observado na CFM, que as promoções especiais oferecidas pelos expositores agradam os consumidores, já na FEPRAF os consumidores percebem que os preços oferecidos na feira são os melhores em relação a outros pontos de venda (Feagan, Morris & Krug, 2004).

4. LIMITAÇÕES DE INVESTIGAÇÃO

A coleta de dados contemplou dois municípios específicos, não representando a totalidade do país; portanto, futuros estudos poderiam ser realizados de forma quantitativa contemplando uma amostra representativa dos consumidores de feiras.

Esse estudo contribui no desenvolvimento da sustentabilidade ambiental, social e econômica das regiões analisadas, contribuindo para uma maior sinergia entre produtor e consumidor, desenvolvimento da economia local e compreensão dos envolvidos na cadeia curta de suprimentos.

5. ORIGINALIDADE

Os resultados desta pesquisa ainda não foram submetidos ou publicados em revistas científicas e não apresentam estudos semelhantes em termos da localidade geográfica de interesse.

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ORGANIZATION |



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