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PDO project for Corsican pork as an innovation for the whole marketing chain

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Abstract

A PDO project for Corsican pork began at the end of the 1990s. The objective of this paper is to show how this project could play a dynamic role by creating different types of innovations. We analysed the different steps in the construction of the project in the non-structured pork production sector in Corsica. We interviewed the main actors of the project and attended technical and political meetings organized by the PDO association.

The materials (discourse, grey literature) we analyzed enabled us to identify three innovations introduced by the project:

(i) In a project based on the valorisation of the “terroir” and of the territory, a change in the status of the local resources, in particular of the local breed;

(ii) In a project designed to fit European regulations, restructuring of the marketing chain with the creation of a new institution (the PDO association) and a new strategy for the sector;

(iii) In a project based on technical rules, producers have to respect the new production system including the exclusion of some producers who are unable to comply with the rules. Even though the PDO project has not yet ended, we wondered if it could be a real driving force for the pork sector in Corsica.

Key words: Local breed, marketing chain, origin product, collective action, livestock system, pig, Corsica