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Neonatal mortality in piglets: genetics to improve behavioural vitality

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Abstract title: Traditional Corsican meat and dairy products move upmarket: could local consumers be excluded?

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Abstract text:

Developing added value from traditional products relies on their particular geographical, temporal and cultural anchorage. These products are deeply rooted in the rural societies of earlier centuries, when they were everyday foods for local communities. Upgrading such products' market involves projecting them onto an urbanized society with very different cultural references. A farmhouse product that was once embedded in egalitarian social relationships acquires the connotation of a luxury product reserved for an elite. In tourist regions such as Corsica, specialist shops and upscale restaurants and hotels are taking advantage of this shift to apply prices that select customers on the basis of purchasing power.

To understand this gastronomic mutation, we analyze 3 aspects: (i) Symbolic: progressive standardization leads people to seek some way of differentiating their identity from the mass. The heritage value of a food constitutes an identity marker, enabling people to identify with a place of origin and membership of a social space. (ii) Technical: while production in most spheres continues to intensify, added value can be drawn from production systems based on respect for seasonal variations and making use of local knowledge, practices and resources (particularly local breeds and varieties). This adds to the cost of production. (iii) Marketing: restaurants and the tourist trade reinforce the trend, driving prices higher and making these products much less accessible to their usual consumers.

We will study the situations of three traditional products embedded in local Corsican food systems: a small ruminant cheese, suckling kid meat and a processed pork meat. We evaluate the shift in their gastronomic image, describe how it is expressed in each of the above three aspects and assess to what extent it may result in the exclusion of local consumers.

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