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Localisation / Globalisation: Diversity of processes in eight Dairy Basins

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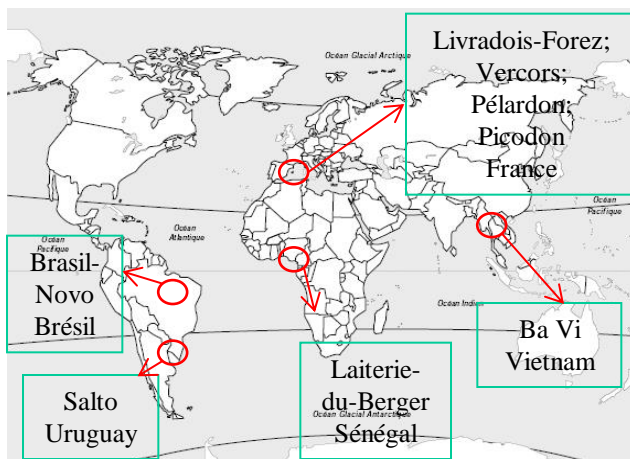
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The dairy sector is changing in South as well as in North.

These changes relate to the business strategies of dairies, the characteristics of farming systems, the territorial integration of livestock activities.

What is the future of dairy farming activities (and cheese processing) in the territories?

Our goal is to understand the changes and forms of development of dairy farming activities implemented across small scale areas

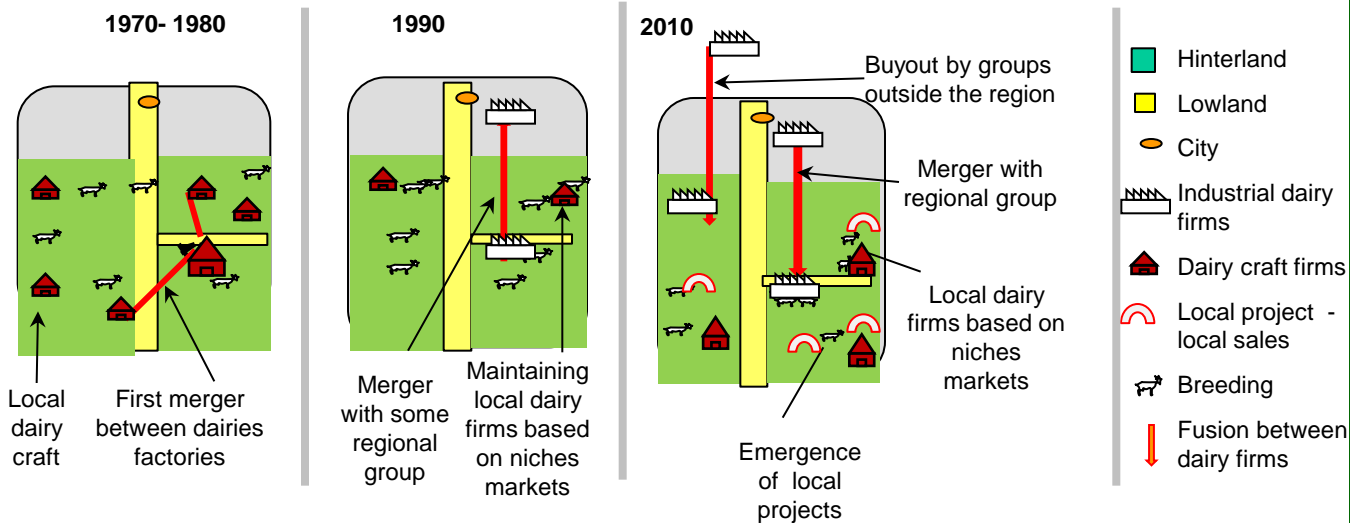


Method : Through exchanges with the stakeholders of each dairy production basin

- ➔ Building a chronicle of changes operating in dairy basin since middle XXth century : changes in marketing strategies of firms as well as in livestock farming practices, (re) localization of these activities, major events affecting these activities (public policies, health crisis...).
- ➔ Interpret this chronicle highlighting the interactions between marketing channel - livestock farming system-territory
- ➔ Identify key steps and drivers factors of changes
- ➔ Represent the basin states at each identified period

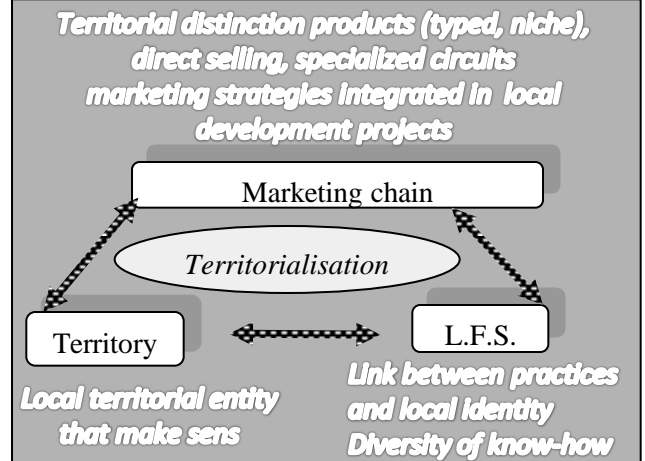
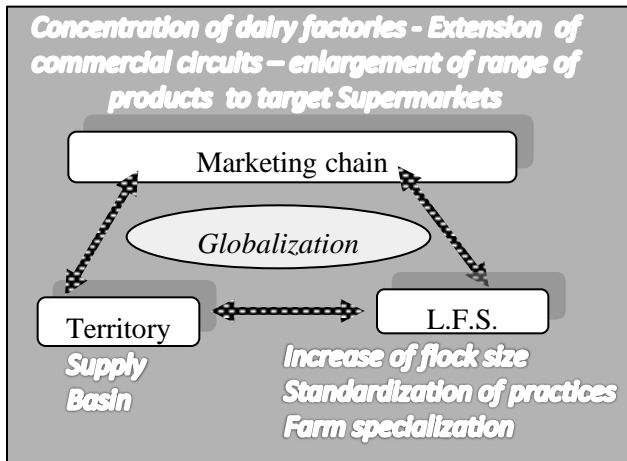
1. A diachronic analysis able to identify reconfigurations in dairy basins, and interactions between marketing strategies of dairy firms/ LFS / Territory

An example in the picodon basin



2. Globalisation and Territorialisation:

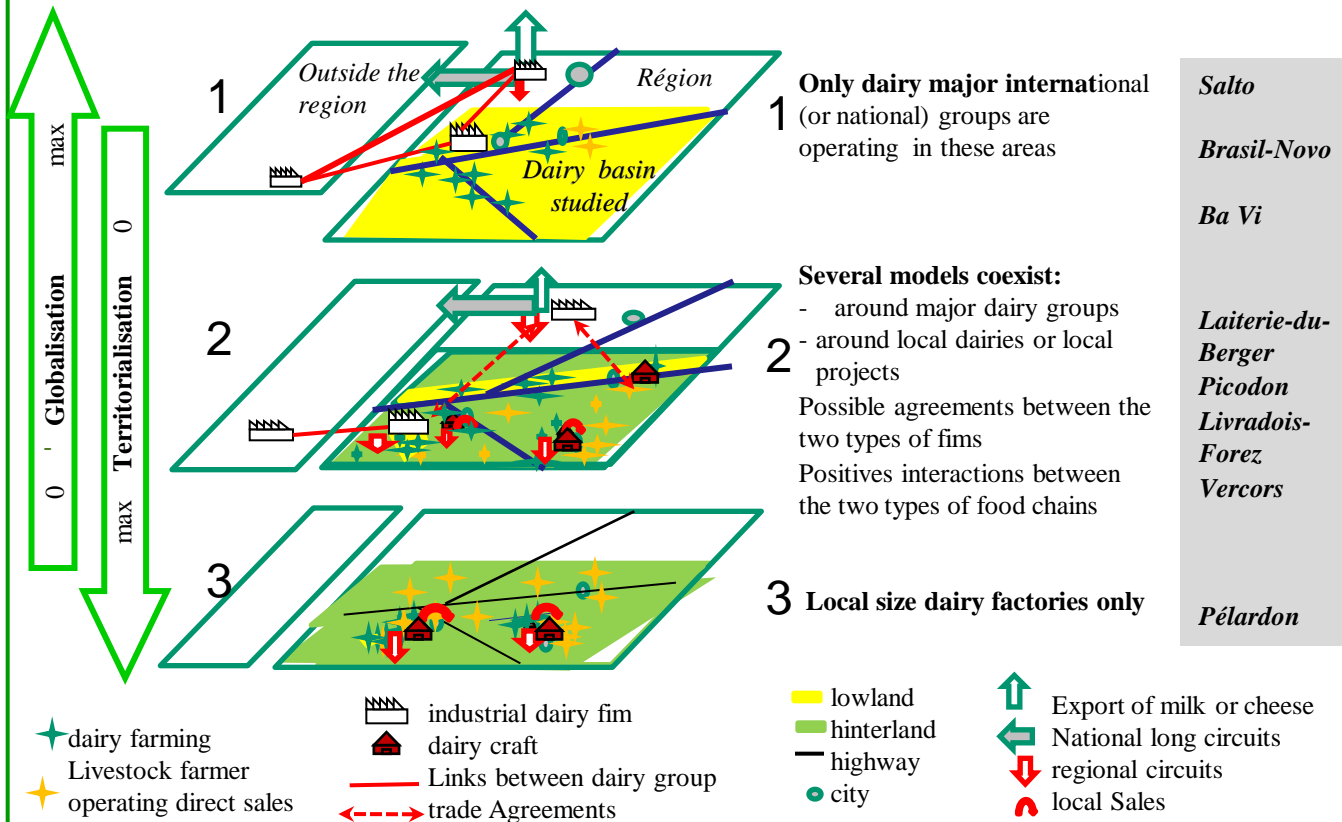
Two processes guide reconfigurations in dairy areas, affecting the interrelations between food chains / livestock farming systems (LFS) / Territory



Two figures of styles from which forms of interaction can be compared ... and positioned on a gradient.

3. Excluding or complementary processes ?

Territorialisation and Globalization can coexist in dairy basins...



Conclusion

Globalization or territorialisation present different forms according to the socio technical context of the studied areas. Along these evolutions, complementarities but also exclusion may appear between these processes.

A further comparative analysis of these 8 Dairy Basins will allow to identify the main drivers of the changes of Dairy Sectors in their territories.