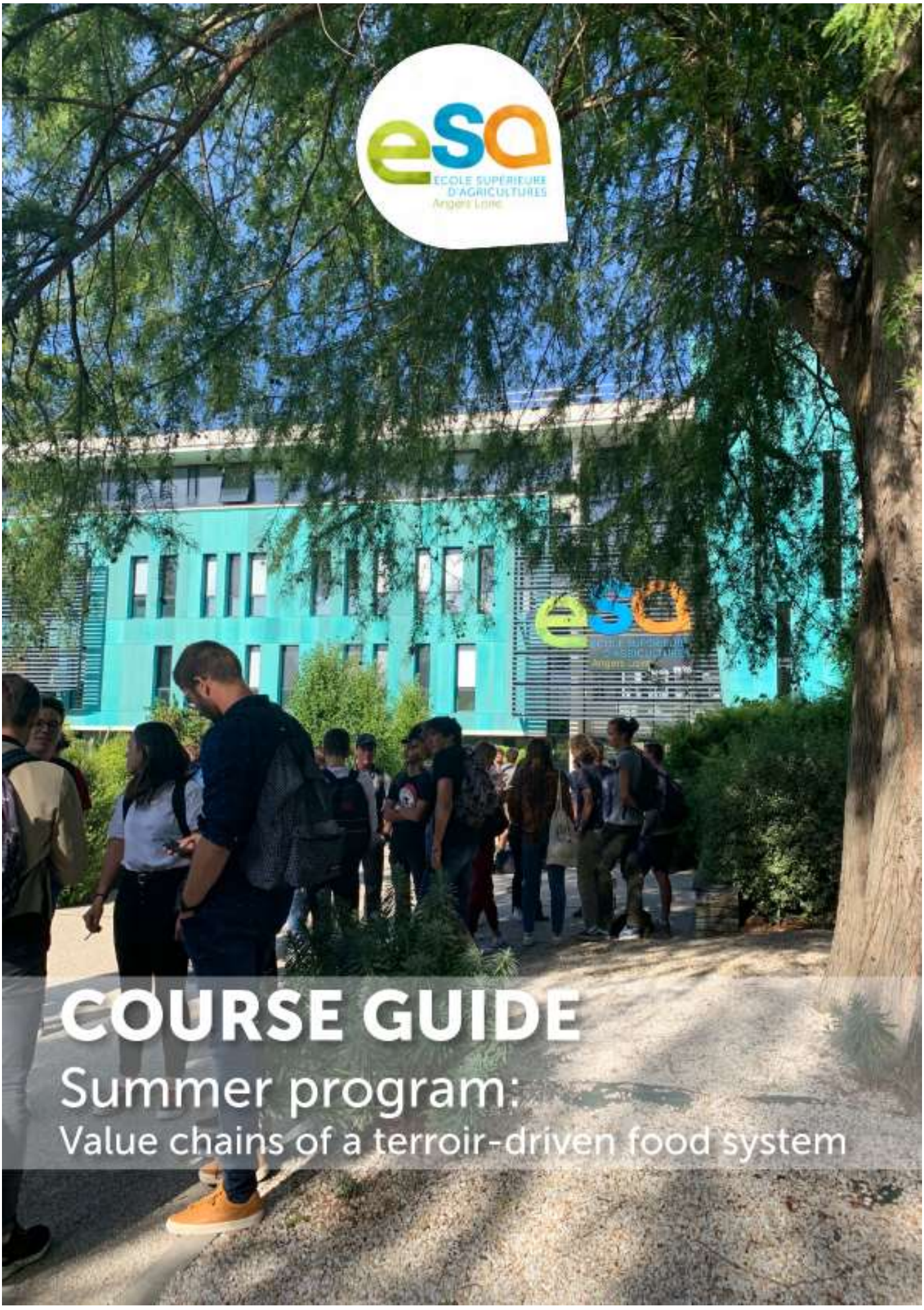

COURSE GUIDE

Summer program:

Value chains of a terroir-driven food system

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Foreword

Every year in late spring, Ecole Supérieure d'Agriculture (ESA) offers a unique four-week program to international undergraduate and graduate students. A yearly average of 30 students from our international network of University partners has attended this stimulating program for the last 35 years.

Far beyond the cultural exposure and the opportunity to discover facets of French, and more broadly speaking Western European agriculture, students will learn how the 'Terroir' approach represents a worldwide sustainable agricultural and food system alternative.

Gaël Roul
Coordinator of International Development Support Center
Dual Degrees & Summer Program Coordinator

The topic and our positioning

The climate change, health and social crisis of this last decade should lead us to a greener evolution of our societies. Public authorities, citizens, consumers and companies will have to make real and deep changes to solve the problems of our carbon footprint, a massive impact on biodiversity and the depletion of our resources. Of all the industries, the agricultural and food sector is perhaps highest in people's worries, expectations and hopes. Producers and ministers within this industry have to face a most complicated equation... being one of the principle causes of the problems listed above, whilst retaining foremost that healthy eating is a vital need and a human right deeply rooted in culture and emotion, a source of pleasure, a means of social integration, a reflection of convictions and self-image...
So, agricultural and food industry stakeholders are expected, by more and more citizens and consumers, to meet food demands while reassessing the sector's value chains, far beyond the classic economic and marketing approach, by introducing ecological, social and cultural indicators when assessing the creation of wealth.

In this context, terroir-driven food systems represent strong sustainable alternatives all around the world. While the notion of 'terroir' originates in western European countries such as Italy and France, the 'terroir' approach is now worldwide. Terroir food products, local and traditional food products or products of origin... no matter what we call it, it is all about a delimited geographical area where a human community develops a system of complex interactions between an agri-food production, a biophysical environment and human factors revealing a product with unique characteristics allowing a local and/or a worldwide recognition of this area and the people who live there.

The European Commission -such as many other regions around the world - has developed quality schemes for their products of origin, and more specifically **Geographical Indication** labels (PDO, PGI and TSG) or other quality labels like organic food. Agri-food production practices under Geographical Indications, often deeply rooted in local traditions and collective know-how, are attentive and respectful to the natural environment and clearly tend to take this criterion more and more into account in their specification.

In close connection with the major issues of the agricultural world mentioned above, ESA had decided, on the occasion of its 120th anniversary, to build its strategic orientations on the following areas:

- The agro-ecological transition
- The creation of added-value for the agricultural and food sectors and the territories, by the means of products of origin
- The digital transition and its impact on the agricultural sector,
- Urban and peri-urban agriculture.

It is in this context that the new edition of the Summer program has been created

Objectives and learning outcomes

To raise awareness about the future of multidimensional, value-creating, farming and food systems

Our Summer Program is designed on the principle that agricultural and food system 'Value chains' need to be considered more broadly than through the classical marketing approach and its competitive advantage seeking. We teach students that a terroir-driven food system creates resources and wealth at economic, ecological, social and cultural levels, resulting in positive impacts for a region, its inhabitants and local stakeholders.

To train future experts in regional and traditional food production

Products of origin are mainly produced by Small and Medium sized Businesses in a globalized context controlled by international food regulations and national policies. These companies, facing external and internal challenges, need to develop their skills within this complex framework. Consequently, there is a need for experts in the development, protection and promotion of these food products with a comprehensive understanding of the situation.

In conclusion, by mobilizing Agricultural Sciences, Food and Wine sciences, History, Sociology, Ecology, Business and Economy, we aim to teach students the links between agriculture, food industry and food culture with a perspective aimed towards sustainable development.

Certificate

ESA provides:

- an official document certifying student participation,
- a transcript of the 8 ECTS (only for students attending the entire 4-week program, defending its group term project and succeeding the defense).

Requirements

- Only for students enrolled in a major related to Agricultural, Environmental or Food Sciences (or any majors at their home University that would justify their application to ESA's Summer Program).
- Academic level: minimum second year of Bachelor.
- Level of English: B2 minimum

Program

Pedagogy

The 4-week program - conducted in English - combines:

- Lectures and classes,
- Visits to farms, food and wine companies with "in situ presentations" from our professors,
- Educational field trips and cultural visits to Paris, the Loire Valley, Brittany, Normandy,
- Group projects and study cases,

Study curriculum - *for further details see Syllabus in Appendix A*

Program Unit 1

Terroir: local, traditional and sustainable food systems		
Teaching unit 1	Concepts and definitions	**3 ECTS**
Teaching unit 2	Current features of the French Terroir-driven agricultural productions	
Teaching unit 3	History and civilization	

Program Unit 2

Value chains within a local and traditional food system		
Teaching unit 1	Ecological effects	**4 ECTS**
Teaching unit 2	Social, well-being and health effects	
Teaching unit 3	Strengths of the business model and market effects	

Programme Unit 3

French as a Foreign Language		
Teaching unit 1	The French Language from Breakthrough to Independent User	**1 ECTS**

Company visits and 'in situ' presentations[1]

Companies	Geographical indication and/or quality certification	Activity / Production
Marché des MIN de RUNGIS (Marché d'Intérêt National)		the biggest international food market in the world
Terre de sel	Geographical indication (IGP) and quality certification (Label Rouge)	Cooperative of natural sea salt producers (Salt Marches)
Poulard De Mirande Laurent (EURL)	Organic farming (AB)	Agroecological farming system. Organic cattle breeder farm.
GAEC Nicolas Arthus	Geographical indication (AOP) Organic farming (AB)	"Rouge-des-Prés" organic cattle breeding farm.
Côteau Nantais	Organic (AB) and biodynamic (Demeter) farming	Fruit growing and processing company
Domaine des Forges	Geographical indication (AOP & IGP)	A family wine growing estate. Producer of 'Côteaux du Layon', 'Anjou', 'Quart-de-Chaume'...
Domaine des Rochelles	Geographical indication (AOP & IGP) and organic farming (AB)	A family wine growing estate. Producer of "Anjou-Brissac", 'Anjou', 'Coteaux de l'Aubance'...
Robert & Marcel	Geographical indication (AOP & IGP) and organic farming (AB)	Wine growing Cooperative and Wine-tourism
Rebecca Euzen	Geographical indication (AOP)	'Prés-salés du Mont-Saint-Michel' Sheep farm.
Ferme du champ Secret	Geographical indication (AOP) and organic farming (AB)	Organic dairy cattle breeder. 'Camembert' cheese producer.
Ferme des Grimaux	Geographical indication (AOP)	Cattle breeder and pear growing farm. Producer of 'Poiré Domfront' and 'Calvados Domfrontais'

[1] Changes may occur: the 2022 Summer Program company list will be transmitted to participants in April 2022.

Educational and Cultural Field trips

This module explores the geographical elements and key historical periods which have impacted on the rich diversity of French agriculture today. It aims to enrich students' experience of the Summer Program by putting current trends in French agriculture into their historical and cultural contexts. The underlying hypothesis of this module is that agricultural practices and food routes are both the cause and consequence of history, geography, climate and culture. An appreciation of French history and culture will enhance the other discoveries made by students during their month in Angers.
Three 2-3-day excursions have been planned during the program in order to provide the students with the cultural elements necessary to fully appreciate these geographical and historical roots of France, French agriculture and the particular place food holds in contemporary French culture. The module consists of 10 hours of teaching in the form of 3 hours of lectures and 6 commented walking tours in **Paris**, **Brittany** and **Normandy** and the **Loire Valley**.

Assessment

French test

Students' progress in the French language will be assessed by the French professors by means of an oral and/or a written test adapted to each level.

Term Project

Several, previously formed, groups of students will observe and assess the manner in which one of the business' we will visit implements and manages their production in terms of sustainable development. In their analysis, students will consider, the quality and/or geographical indication labels that govern the way businesses and productions are run.
On the last day, each group will make a 20-minute oral presentation in front of the other students and a panel of professors. Each group will receive a grade. Each person in the groups is required to contribute equally to the term project in general and also to the oral presentation.

French grade system and recommended grade conversion

French grade (out of 20)	US grade	Conversion GPA
18 ≤ grade < 20	A	4,0
15 ≤ grade < 18	A (-)	3.7
14 ≤ grade < 15	B (+)	3.3
13 ≤ grade < 14	B	3
12 ≤ grade < 13	B (-)	2.7
11.5 ≤ grade < 12	C (+)	2,3
10.5 ≤ grade < 11.5	C	2,0
10 < grade < 10.5	C (-)	1.7
Grade = 10 (pass)	D	1,0
Grade < 10 (fail)	F	0

Pedagogical team

The lessons are provided by 20 faculties of the following Departments at ESA:

- Agronomy & Ecology,
- Applied Economics & Social Sciences,
- Food & Bio Resource Science and Techniques,
- Viticulture and Enology,
- Environment, Plants & Landscape
- Viticulture and Oenology,
- Culture & Language & Communication.

Program Unit 1

Terroir: local, traditional and sustainable food systems		
Teaching Unit 1	Concepts and definitions	PhD Philippe Mongondry, PhD Cécile Coulon-Leroy
Teaching unit 2	Current features of French Terroir-driven agricultural productions	PhD Rim Baccar, PhD Sébastien Couvreur, PhD Christophe Naudin
Teaching unit 3	History and civilization	PhD Fiona Casey, M.S. Annie Sigwalt, PhD Luc Bodiguel

Program Unit 2

Value chains of a local and traditional food system		
Teaching unit 1	Ecological effects	PhD. Joséphine Pithon-Rivallain, PhD. Nathalie Cassagne, PhD. Christel Renaud
Teaching unit 2	Social, well-being and health effects	PhD. Fiona Casey, MA. Sébastien Chene, BA. Claire Daviau, M.S. Annie Sigwalt
Teaching unit 3	Strengths of the business model and market effects	PhD Olivier Beucherie, PhD Nejla Ben Arfa, M.S. Marie Lebrun, M.S. Gaël Roul

Program Unit 3

French as a Foreign Language		
Teaching unit 1	The French Language from Breakthrough to Independent User	MA. Murielle Lannier MA. Emilie Pommier PhD. Emilie Marolleau

Costs and conditions

2150 Euros for students coming from ESA's university partner network

(the tuition fees – corresponding to the 8 European credits (ECTS) - are waived)

The program includes the following:

- full board in a host family in Angers,
- Full board during the cultural excursions (except lunches and dinners in Paris),
- Health and liability insurances,
- 8 days of cultural excursions: 3 days in Paris, 2 days in the Loire Valley, 3 days in Normandy and Brittany
- farm and company visits,
- Transportation in France (including one-way train ticket from Paris to Angers).

The program does not include:

- Accommodation, food and transportation if you travel by yourself during the week end,
- lunches and dinners during the 3-day trip to Paris,
- Passport fees,
- Airfare,
- The train ticket back to Paris at the end of the program.

3 950 Euros for students registered in non-partner Universities

This cost includes tuition fees and the same as above.

Cancellation fees:

- ✓ From April 1 to April 25, 2022, Groupe ESA will charge 50% of the total cost.
- ✓ Over April 25, 2022, Groupe ESA will charge the total cost.

Important dates & travel information

Arriving in France

First day meeting

We will meet you at a Youth Hostel in Paris on Thursday June, 2. If arriving directly from the US, you should take a flight the day before (June, 1) in order to be in Paris on June, 2.
Gaël ROUL and Alejandra CARRIL – the 2 Summer Program Coordinators – will be there from 8am to give you basic information. You will be able to leave your luggage at any time of the day in the Youth Hostel but rooms are NOT available before 3:00pm. The entire day of June 2 is free; nevertheless, we will meet at 3:00 pm for room allocation and at 6:30pm for a brief program presentation and dinner at the Youth Hostel.

Leaving France

Departure Day / End of the program

The program ends on Thursday, June 30. You have the opportunity to stay with your host family (accommodation and food included) until Monday, July 4. Return flights to the US should be between Friday, July 1 and Monday, July 4 at the latest. The train ticket from Angers to the International Airport Roissy Charles De Gaulles (Paris) is NOT included. We recommend you buy it during your first week in France (available at any train station).

Application

At the latest by March 25, 2022:

- University partners will nominate by email to Alejandra CARRIL (Summer Program Assistant, a.carril@groupe-esa.com):
  - ✓ Their students,
  - ✓ and their accompanying professor (if any) and confirm the duration of their stay in Angers
- Students must fill out the online application: https://olage.groupe-esa.com/

Administrative team

Alejandra CARRIL

Summer Program Assistant
International Students Assistant
☎ Office: + 33(0)241 23 55 08

Gaël ROUL

Coordinator of International Development Support Center
Dual Degrees & Summer Program Coordinator
International Relations Officer (México, United States, Canada, Italy & Portugal)
☎ Office: + 33(0)2 41 23 55 87

Appendix A - Syllabus

Program overview

Program Unit 1

Terroir: local, traditional and sustainable food system											**3.00**
SUMP-TERR-CONC	Concepts and definition	PhD Philippe Mongondry	6.00	0.00	0.00	4.00	**10.00**	0.00	0.00	**10.00**	**1.00**
SUMP-TERR-CURR	Current features of terroir-driven agricultural production in france	PhD Sébastien Couvreur	8.00	0.00	0.00	2.00	**10.00**	0.00	0.00	**10.00**	**1.00**
SUMP-TERR-HIST	History and civilization	PhD Fiona Casey	8.00	0.00	0.00	10.00	**18.00**	0.00	0.00	**18.00**	**1.00**

Program Unit 2

Value chains of a local and traditional food system											**4.00**
SUMP-VALU-ECOL	Ecological effects	PhD Joséphine Python-Rivallain	10.00	0.00	0.00	4.00	**14.00**	0.00	0.00	**14.00**	**1.50**
SUMP-VALU-SOCI	Social, well-being and health effects	PhD Fiona Casey	12.00	0.00	0.00	4.00	**16.00**	0.00	0.00	**16.00**	**1.00**
SUMP-VALU-ASSE	Strengths of the business model and market effects	MS. Gaël Roul	14.00	0.00	0.00	6.00	**20.00**	0.00	0.00	**20.00**	**1.50**

Program Unit 3

French as a Foreign Language											**1.00**
SUMP-FRCL-LANG	French as a foreign language	MA. Muriel Lannier	10.00	0.00	0.00	0.00	**10.00**	0.00	0.00	**10.00**	**1.00**

PROGRAM UNIT 1

Code : SUMP-TERR	Terroir : local, traditional and sustainable food system

ORGANIZATION AND CONTENT

Teaching Unit Codes	Teaching Units 1, 2 & 3		ECTS
SUMP-TERR-CONC	Concepts and definition		1.00
SUMP-TERR-CURR	Current features of Terroir-driven agricultural production in France		1.00
SUMP-TERR-HIST	History and civilization		1.00

TEACHING UNIT 1

Code : SUMP-TERR-CONC	Concepts and definition
Professor: PhD Philippe Mongondry	
Language(s): EN	**Credits: 1.00**
CM: 6.00	**TD: 0.00**	**TP: 0.00**	**TA: 4.00**	**Total face to Face: 10**			

Objectives	• Be able to understand the general concepts and the economic value of agri-food products. • Be able to understand how factors such as soil, climate, cultural practices, technological know-how, socio-economic conditions, are involved in the construction of the specificity of an agri-food product. • Understand the place of these products on the global market • Understand the main contribution that traditional, regional, typical food products can bring to the development of their territory. • Understand the place of these products on the food market in France. • Understand the context and the main stakes for producers and companies concerning traditional and local food products. • Describe situations where the typical food products can be relevant for the strategic development of territory and business. • Better understand the concept of typicity. • Focusing on sensory typicity, • Select the best sensory methodologies to study typicity. • Use typicity studies to promote better self-regulation of socio-technical systems of GIs and terroir products
Contents	• Lecture “Concepts of local and traditional food products”: Introduction to the concepts: products of origin, Geographical Indications, some anthropologic, sociological and cultural approaches of local food products, difference between local and terroir products. The place of added value along the chain of elaboration of food. Some EU & Worldwide Food and Agriculture policies & global markets for such products. • Lecture “Perspectives on food products with signs of quality in France (including visits of producers)”: The quality systems for food products in France in the EU context viewed by national institutions, by producers and by consumers. Description of other initiatives, labels or signs of quality (ethical, environmental, traceability, public or private labels). Legal tools for producers in a context of rural development. Facts & figures around French food products with signs of quality • Lecture “How to characterize typicity of terroir products?”: Typicity is distinguished and identified by a reference human group possessing knowledge distributed among various actors. It should not be confused with compliance with a standard and it allows variety within a type. Among the many expressions of typicity, ‘typicity linked to terroir’ is a particular construction which gives expression to the effect of terroir for a given product. The course develops theoretical knowledge and case studies to illustrate the interest in studying the typicity of terroir products
Teaching methods	Lecture; Company visits and ‘in situ’ presentation; Study cases
Assessment	Group term project Oral defense

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TEACHING UNIT 2

Code : SUMP-TERR-CURR	Current features of Terroir-driven agricultural production in France
Professor: PhD Sébastien Couvreur	
Language(s): EN	**Credits: 1.00**
CM: 8.00	**TD: 0.00**	**TP: 0.00**	**TA: 2.00**	**Total face to Face: 10**

Objectives	• To know the geographical distribution of the main agricultural production areas in relation to the features of their terroir (climate, soil, rainfall, etc); • To have an idea of the production techniques and average yields of the main French agricultural products; • To be familiar with the features that shaped French agriculture; • To have a general overview on the labels and modes of production used in France. • To understand the factors explaining the differences in dairy farming systems, in the ways in which dairy products are valued and consumed. • To identify the link between PDO specifications and the diversity of dairy farming systems. • Learn about cheese tasting. • This course aims to take an overview of agroecology by exploring its history and its concepts. Focus is made on scientific aspects and on main principles for designing agroecological practices in several pedoclimatic contexts. Concrete illustrations may deepen several aspects by visiting a farm involved in agroecological transition
Contents	• Lecture “Terroir-driven agricultural production in France”: This lecture presents the main trends of French agriculture as driven by the geographical, historical and climatic context. It gives an overview of the place and role played by agriculture in the French social and economic landscape. It reviews the major crop and animal products, their production basin and their major features. A rapid overview of the different modes of production and labels used in France is also presented. • Lecture “French Dairy Industry and PDOs”: This course is divided into three parts. The first part describes the specificities of French dairy farming, in comparison with the European and world situation, by describing and explaining the origins of the diversity of farming systems in terms of size, breeds, feeding practices, etc. The second part describes the different ways in which milk is used in France, Europe and the world (products, industries, consumption). The third part presents the diversity of French PDO cheeses in the form of a tasting session • Lecture “Introduction to Agroecology: Overview of agroecological approaches”: a 2-hour lecture aims to give some reference points for understanding agroecology through time and the world. A visit to a farm near Angers may illustrate pathways towards agroecological transition. This visit may favor spontaneous exchanges of opinions with the farmer in order to highlight their goals and organization
Teaching methods	Lectures Study case Company visits and ‘In stitu’ presentation
Assessment	Group term project Oral defense

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TEACHING UNIT 3

Code : SUMP-TERR-HIST	History and civilization

Professor: PhD Fiona Casey							
Language(s): EN							**Credits: 1.00**
CM: 8.00	**TD: 0.00**	**TP: 0.00**	**TA: 10.00**	**Total face to Face: 18**			

Objectives	• This class provides an important historical context essential for students to comprehend the stakes of terroir-driven food systems. An understanding of some of the historical developments and conflicts around terroir will enrich their experience of the summer program. • This class provides the intellectual context necessary for students to be able to think critically about the content of the summer program. It aims to help students place their learning about terroir into a historical context. It aims to help students to think about the concepts they will acquire and practices that they will observe during the program from an anthropological standpoint. • These walking tours will enrich the cultural learning that the students experience during the summer program and underline the importance of historical knowledge when analyzing culture and cultural practices. The overall objective is to teach students that "Nothing happens by accident" and that human behaviors and cultural practices all occur within specific historical contexts. • To show how a well-known local terroir product can become the basis of an economical, technical and social project
Contents	• Lecture "An overview of the history of the terroir concept in Europe": Terroir is a French word that has historically had a variety of interpretations and applications both within and outside France. This class explores how the subject matter that the terroir concept it covers is contested and varies across time and space. It examines how terroir has come to represent cultural identities in various European regions • Lecture "Food: a historical and cultural construction": This class is built on three themes: i) human evolution into 'obligatory omnivores' and consequent impacts on food production in the West; ii) the cultural role played by food in human society down through the ages; iii) Possible future trends in production and consumption of food. Students will be introduced to food history as an academic discipline and to the principal anthropologists who have influenced the study of western foodways since the beginning of the 20th century. They will learn that the cultural role food plays in society is as important as its nutritional value and how cultural attitudes to food are revelatory of social and cultural values. • Lecture "How can you govern a country with 246 varieties of cheese?" The story of French historical and agricultural diversity": This class consists of a series of walking tours undertaken during visits to Paris, the Loire Valley and the Normandy Coast over the four-week period of the summer program. The walking tours provide input on the historical moments that impacted on agriculture and foodways in France with a particular focus on the Roman, Renaissance, Early Modern, 19th century and post-WW2 periods. • Lecture "From terroir products to products recognized by official signs of quality: the socio-historical context of the very first appellation in France: Champagne": There are many terroir products all over the world, including in the United States. This course aims to show how, from a regional notoriety, sometimes confirmed by a Geographical Indication, a terroir product can be the basis of a development project. From the International Organization of Vines and the definition of Wine terroir, we will see how human factors can be considered to create a protected denomination of origin (PDO) product. We will develop the example of the first French appellation: Champagne • Lecture of Yves Bodiguel : to be defined in 2021-2022
Teaching methods	Presentation in class; Company visits and 'in situ' presentation; Study cases
Assessment	Group term project Oral defense

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PROGRAM UNIT 2

Code : SUMP-VALU	Value chains of a local and traditional food system

ORGANIZATION AND CONTENT

Teaching Unit codes	Teaching Units 1, 2 & 3		ECTS
SUMP-VALU-ECOL	Ecological effects		1.50
SUMP-VALU-SOCI	Social, well-being and health effects		1.00
SUMP-VALU-ASSE	Strengths of the business model and market effects		1.50

TEACHING UNIT 1

Code : SUMP-VALU-ECOL	Ecological effects						
Professor: PhD Joséphine Pithon-Rivallain							
Language(s): EN							**Credits: 1.50**
CM: 10.00	**TD: 0.00**	**TP: 0.00**	**TA: 4.00**	**Total face to Face: 14**			

Objectives	• The main aim is that students should be able to discuss the potential for reconciling agricultural production and biodiversity conservation. They should appreciate the importance of landscape scale and coordination between farmers. They should begin to see how biodiversity conservation can become an integral part of the food system. • The course presents the key role of soil living organisms in soil functioning, nutrition and protection of plants and biogeochemical processes that make life possible on Earth. It also introduces the interest of a living soil for sustainable agriculture and how to manage agricultural practices to promote it • Explain the different environmental stakes and impacts globally and for viticulture • Understand what is ecodesign and LCA and how they can be applied for viticulture • Know and analyse examples of intiatives of wine producing territories in favour of the environment
Contents	• Lecture “Conservation of biodiversity within sustainable food systems”: We define farmland biodiversity and document its current declines. We summarise general relationships between wild biodiversity and agriculture and methods for assessing farmland biodiversity at different spatial scales. We discuss collective action by farmers for biodiversity protection. Two case studies illustrate: the first in extensively managed flood meadows with cattle grazing, the second in intensively managed vineyards. Finally, we take a critical look at biodiversity labeling schemes from farmer and consumer perspectives. • Lecture “Soil biodiversity and ecosystem services “The importance of diversity for sustainable agroecosystems and human well-being””: Soil depends on the presence of the huge and mostly unknown diversity of living organisms to remain healthy and fertile. Soil biodiversity plays a central role in preserving ecosystems and human health by providing numerous services such as nutrient cycling, soil carbon sequestration, climate stabilization, nutrient and food security. However, soil biodiversity is threatened by agricultural activities that must meet the challenge of preserving living soils by developing sustainable practices. • Lecture “Environmental sustainability and eco-design of terroir viticulture”: Global environmental stakes and contribution of viticulture LCA for viticulture and examples of use in Wine territories. Eco-design in the wine sector: theory and applications from field to PDO scale. Solutions and examples of initiatives of wine territories and labels for the environment
Teaching methods	Presentation in class; Company visits and ‘in situ’ presentation; Study cases
Assessment	Group term project Oral defense

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TEACHING UNIT 2

Code : SUMP-VALU-SOCI	Social, well-being and health effects						
Professor: PhD Fiona Casey							
Language(s): EN							**Credits: 1.00**
CM: 12.00	**TD: 0.00**	**TP: 0.00**	**TA: 4.00**	**Total Face-to-Face: 16**			

Objectives	• This class aims to sensitize students to the manner in which identity is at the heart of both the terroir concept and the lived experience of a terroir chain. Students will appreciate that terroir is as much a human as an economic phenomenon • Getting to know France (overview of main geography and history elements related to food habits); Getting to know French culture through gastronomy, important element of daily life • Through chosen examples of French regions and specialities, it will be focused on what is at stake in modern French society and regional cultures: identity, health and economy issues. • to show how terroir product production is part of a social network and how this network influences product valorization • To help understand why the vision of wine is so different from a French perspective to an international one. The producer is the key person who creates the added value of the wine. The cultural aspects help valorize the product and the boomerang effect benefits the wine makers
Contents	• Lecture “Terroir as a vector of social and personal identity”: “We are what we eat” and “Show me with whom you eat and I will tell you who you are” are common phrases that illustrate the connections between food and identity. This class teaches the particular role played by both social and personal identity in the development of a terroir chain. • Lecture “Introduction to French gastronomy and eating habits”: Discovery of French gastronomy through the geography of the country where it developed; Discovery of modern food habits and overview of French culture (cooking, eating together, family, health issues and government programs, influence of immigration, relevant historical elements) • Lecture “French specialties”: Reaction of French cooking traditions and habits in front of globalized food consumption; struggle for the preservation of regional identity; use of stereotypes and modern science to promote the value of their products. • Lecture “ ‘La grande Tablée’, or how a winegrowers Union creates cohesion and notoriety through a festive even”t: La Grande Tablée is an annual festive event organized by the community of winegrowers of the producers' union of Saumur-Champigny, a red wine from the Loire Valley. This course aims to show how the producers, through collectively agreeing to offer the wine free of charge during this festival, transform the participants into ambassadors of the AOC, and thus gain prestige and notoriety, which ultimately has repercussions on wine sales. • Lecture “Wine, from History to Traditional Culture”: In this 2-hour class we will try and understand why France has been considered for centuries as the birth place of wine whereas we know that it was cultivated long before in other countries. Therefore, we will go through the origin and the history of wine right from the beginning to the development and peak in France. We will also discover wine as a symbol and a landmark in French culture. Wine and religion, wine and nobility, why wine has become a part of French life? The anthropological aspect and the semiotics of wine culture will also be tackled helping the students discover and understand wine as a traditional object.
Teaching methods	Presentation in class; Company visits and ‘in situ’ presentation; Study cases
Assessment	Group term project Oral defense

Bibliography	Bibliography: • Amiline, V., From Territory to Terroir? The cultural dynamics of local and localized food products in Norway. (2011). Available at https://www.researchgate.net/publication/258269570_From_territory_to_terroir_the_cultural_dynamics_of_local_and_localized_food_products_in_Norway • Benedict, A, Imagined Communities: Reflections on the origins and spread of nationalism (Verso, 1991) • Breugel, M., Nicoud M., et Barlosius., (dir), Les choix des aliments : Informations et pratiques alimentaires de la fin du Moyen Age à nos jours, (Presses Universitaires de Rennes, 2010) • Brulotte, R., and Di Giovine, M.A. (eds), Edible Identities: Food as Cultural Heritage (Routledge, 2016) • Cardon, P., Depecker, T.,et Plessz, M., Sociologie de l'alimentation, (Armand Colin, 2019) • Chapelot, D., et Louis-Sylvestre, J., (dir) Les comportements alimentaires, (Lavoisier, 2004) • Demossier, M, (2018) Terroir, Wine Culture and Globalization : What terroir does to wine Available at : https://www.europenowjournal.org/2018/09/04/terroir-wine-culture-and-globalization-what-does-terroir-do-to-wine/ • Feagan, R., The place of food: mapping out the "local" in local food systems, in Progress in Human Geography, 2007/31 n°1, pp 23-42 • Fischler, C, Food, self and Identity, Social Science Information, 1988, vol 27, n°2, pp. 275-92 • Flandrin, J-L, et Montarini, M, (dir) , Histoire de l'alimentation, (Fayard, 1996) • Ichijo, A., Johannes, V., Ranta, Ronald, The Emergence of National Food: The Dynamics of Food and Nationalism, Bloomsbury Academic, 2019 • Masolo, D.A., Community, Identity and the Cultural Space, Rue Descartes, 2002, vol2, N° 36, pp 19-51 • Anthropology of Food : • March 2007 : Special issue on local food products and systems • Numéro 8/2011 : Patrimoines Alimentaire • Numéro7/20I2 : Nordic Food Culture • Numéro 11/2016 : Cultures Alimentaires et Territoires • Numéro 14/2020 : Contester le terroir: nouveaux imaginaires anthropologiques sur le goût de l'endroit • Pitte J.-R. Gastronomie française : Histoire et géographie d'une passion (1991), Fayard • Drouard A. : Le Français et la table : Alimentation, cuisine, gastronomie du Moyen-Âge à nos jours (2005), Ellipses • Fumey G., Etcheverria O. : Atlas mondial des cuisines et gastronomies (2009), Autrement • Pêcheur J. : Civilisation progressive du français (2010), FLE CLE International • Andan C., Nachon A. : À table ! À la découverte du repas gastronomique des Français (2017), FLE Presses Universitaires de Grenoble • Pitte J.-R. : Atlas gastronomique de la France (2017), Armand Colin • Roesch R., Rolle-Harold R. : La France au quotidien (2020), FLE Presses Universitaires de Grenoble • Delfosse Claire, sous la dir., 2011. La mode du terroir et les produits alimentaires. Paris, Les indes savantes, 357 p. • Marache Corinne, Meyzie Philippe, sous la dir., 2015. Les produits de terroir, l'empreinte de la ville. Presses Universitaires de Rennes, Presses universitaires François Rabelais, collection Table des hommes, 300 p. • Sarrazin François, 2020. La construction sociale des terroirs viticoles : pour des consommateurs connaisseurs, complices et ambassadeurs, pp 177-194. [in] Jean-Louis Yengué & Kilien Stengel, 2020.Le terroir viticole, Espace et figures de qualité, Tours, Presses Universitaires François Rabelais, collection Tables des Hommes. • Teil,Geneviève,2004. De la Coupe aux Lèvres. Première édition. Paris: Octares Editions.351 pages. Collection Applications de l'Anthropologie • Argod Dutard, Françoise, 2007.Voyage aux Pays du Vin. Bouquins. 1300 pages. Collection Bouquins • DION R. (1959), Histoire de la vigne et du vin en France, des origines au XIXe siècle de Roger Dion, CNRS Editions (2010) • BARTHES, Roland. 2002. Mythologies. Le Vin et le Lait. Editions du Seuil Suggested resources: • For a discussion from an American perspective see Jones, Sharyn "Terroir and the Family Farm: Local Food and Raising Heritage Pigs in Northern Kentucky" in Anthropology of Food, Number 14/2020 and available at https://journals.openedition.org/aof/10603 • What is a gift economy? By Alex Turner: https://www.youtube.com/watch?v=EaxjxICgahc • The History of Wine in France: https://www.worldwidewinetours.com/france/france-wine/ • Landmark dates in the history of French wine: http://www.winetourisminfrance.com/an/grandesdates.htm

TEACHING UNIT 3

Code : SUMP-VALU-ASSE	Strengths of the business model and market effects						
Professor: MS. ROUL GAEL							
Language(s): EN							**Credits: 1.50**
CM: 14.00	**TD: 0.00**	**TP: 0.00**	**TA: 6.00**	**Total Face-to-Face: 20**			

Objectives	• How to take advantage of the concept of basket of goods for the creation and sharing of added value • Gives students synthetic elements to understand how to strengthen sustainable food systems through geographical indications • Become aware of the risks of misappropriation of reputation and misuse of territorial identities • Main Learned Concepts: Concept of basket of goods, International challenges for the protection of geographical indications, Crossed relations, in a territory, between economic, societal, agro-environmental and political issues. • Explain the difference between the concepts of territory and terroir • Give students synthetic elements to understand the stakes for territory stakeholders and the base to define and implement a collective strategy about localized productions and products • Enable students to use the main tools introduced in the previous courses of the Summer Program to define a collective territorial strategy according to consumer and societal expectations: collective brands, official signs of quality, valorizing terms… • To know the concept of competitive advantage (CA) and the concept of value • To understand Value Chain Analysis • To identify how the territory can contribute to the construction of the CA and value creation and understand the impact of localization on the economic growth (globalization vs localization). • Identify how a PDO can be a used to get added value and differentiation in a very competitive worldwide market. Students can observe how producers, beyond the PDO, keep improving their production toward better environmental practices to fulfill society's concerns and remain competitive.
Contents	• Lecture "Governance and sharing of added value in territorialized collective strategies": The territories are spaces with challenges of development, heritage, economy, creation and sharing of values. In those geographic spaces with specific stakes, the construction of collective strategies must respect a few key rules and factors in order to be able to create added value and thus be able to benefit the greatest number of 'land user' actors. Concepts like 'basket of goods' and tools like Geographical Indications can be very useful to develop, promote, guarantee and protect products, producers and know-how. • Lecture "Territorial identity: challenges and strategies terroir-territory": The territories are spaces of challenge for development, heritage, economy, creation and sharing of values. These geographic spaces shared between actors (producers, consumers, politicians) can be assimilated to a terroir under certain conditions. This then gives them specific additional challenges and advantages. Presentation of these specific issues from the point of view of food products and producers. Key factors for the construction of a collective territorial dynamic valuing specificities from these terroirs. • Lecture "Competitiveness of firms and territories": In this course we discuss the concepts of competitive advantage (CA) and value, and the strategies of differentiation and value creation. While the term 'Competitive Advantage' is commonly used for businesses, it articulates a business and an environment, the market being only one aspect of this environment. The territory participates in the construction of the CA and constitutes a factor of growth of economic activities • Lecture "PDO (Protected Designation of Origin): a tool for a differentiated strategy on a worldwide market": The example of PDO 'Limousin Apples' compared to other differentiation strategies. Using one main theme: the apple market, we will identify how a sector concerned with worldwide competition differentiates and gives added value to its production. We will focus on the PDO as a brand strategy using the example of the PDO 'Limousin Apples' and make a comparison with other strategies (Organic farming and high value variety branding).
Teaching methods	Presentation in class; Company visits and 'in situ' presentation; Study cases
Assessment	Group term project Oral defense

Bibliography	Bibliography: • Strengthening Sustainable Food Systems through Geographical Indications: Evidence from 9 Worldwide Case Studies. Vandecandelaere E, Teyssier C, Barjolle D, Fournier S, Beucherie O, Jeanneaux P. Journal of Sustainability Research. 2020;2(4):e200031. https://doi.org/10.20900/jsr20200031 • La construction collective de la qualité sur un territoire : l'exemple de l'appellation d'origine controlée «Maine-Anjou» en viande bovine. J.-M. Noury, G de Fontguyon, P. Sans. INRA, Prod. Anim., 2005, 18 (2), 111-118 • The model of 'panier de biens': Grid of analysis and empirical observations. Maud Hirczak, Mehdi Moalla, Amédée Mollard, Bernard Pecqueur, Mbolatiana Rambonilaza et Dominique Vollet. Économie rurale [En ligne], 308 | Novembre Décembre 2008. http://journals.openedition.org/economierurale/366 ; DOI : https://doi.org/10.4000/economierurale.366 • « Le terroir, un concept pour l'action dans le développement des territoires ». Philippe Prévost, Mathieu Capitaine, François Gautier-Pelissier, Yves Michelin, Philippe Jeanneaux, Fatiha Fort, Aurélie Javelle, Pascale Moïti-Maïzi, Françoise Leriche, Gilles Brunschwig, Stéphane Fournier, Paul Lapeyronie et Étienne Josien. VertigO - la revue électronique en sciences de l'environnement [En ligne], Volume 14 Numéro 1 | mai 2014, URL : http://vertigo.revues.org/14807 ; DOI : 10.4000/vertigo.14807 • From Localized Products to Geographical Indications. Awareness and Action. Laurence Bérard, Philippe Marchenay. Ressources des terroirs – Cultures, usages, sociétés UMR Eco-Anthropologie et Ethnobiologie. Centre national de la recherche scientifique. 2008. www.ethno-terroirs.cnrs.fr • Camani R. (2002) On the Concept of Territorial Competitiveness: Sound or Misleading? Urban Studies 39(13) • Porter, Michael E. (1985). Competitive Advantage: Creating and Sustaining Superior Performance. New York.: Simon and Schuster • Smith A, The Wealth of Nations, Harmondsworth: Penguin, 1974, Edited by Andrew Skinner. Suggested resources: • Krugman P., 1995, "Growing World Trade: Causes and Consequences",Brookings Papers on Economic Activity, 1, p. 327–362 • Porter M., 1990, Competitive Advantage of Nations, Boston, MA, Harvard: Business School Press • Erik A. Borg, Karl Gratzer. Collective Brand Strategy, Entrepreneurship, and Regional Growth: The Role of a Protected Designation of Origin (PDO). Journal of World Economic Research, Vol. 2, No. 3, 2013, pp. 26-38. doi: 10.11648/j.jwer.20130203.11 • Konstadinos Mattas, George Baourakis, Efthimia Tsakiridou, Mohamed Amine Hedoui & Hanin Hosni (2019): PDO Olive Oil Products: A Powerful Tool for Farmers and Rural Areas, Journal of International Food & Agribusiness Marketing, DOI: 10.1080/08974438.2019.1599763 • Alessandro Scuderi, Biagio Pecorino (2015) : Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) Italian Citrus Productions. DOI : 10.17660/ActaHortic.2015.1065.245 • From Localized Products to Geographical Indications. Awareness and Action. Laurence Bérard, Philippe Marchenay. Ressources des terroirs – Cultures, usages, sociétés UMR Eco-Anthropologie et Ethnobiologie. Centre national de la recherche scientifique. 2008. www.ethno-terroirs.cnrs.fr • Strengthening Sustainable Food Systems through Geographical Indications: Evidence from 9 Worldwide Case Studies. Vandecandelaere E, Teyssier C, Barjolle D, Fournier S, Beucherie O, Jeanneaux P. Journal of Sustainability Research. 2020;2(4):e200031. https://doi.org/10.20900/jsr20200031 • The model of 'panier de biens': Grid of analysis and empirical observations. Maud Hirczak, Mehdi Moalla, Amédée Mollard, Bernard Pecqueur, Mbolatiana Rambonilaza et Dominique Vollet. Économie rurale [En ligne], 308 | Novembre Décembre 2008. http://journals.openedition.org/economierurale/366 ; DOI : https://doi.org/10.4000/economierurale.366 • http://www.pomme-limousin.org/ (French website but a video can be subtitled in English in YOUTUBE) • https://www.coteaux-nantais.com/fr (French website but a video can be subtitled in English in YOUTUBE) • https://www.apple-pinklady.com/?locale=en_IE (Website available in English + other languages)

PROGRAM UNIT 3

Code : SUMP-FRCL	French as a Foreign Language

ORGANIZATION AND CONTENT (voir Fiches)

Teaching Unit code	Teaching Unit 1		ECTS
SUMP-FRCL-LANG	French as a Foreign Language		1.00

Teaching Unit 1

Code : SUMP-FRCL-LANG	French as a Foreign Language
Professor: MA. Muriel Lannier	
Language(s): EN/FR — **Semester: --** — **Enroll. Min/Max :** — **Credits: 1.00**	
CM: 10.00 — **TD: 0.00** — **TP: 0.00** — **TA: 0.00** — **Face-à-Face: 10**	
Objectives	• Breakthrough (A1) : The objective of this class is to help students discover and study the French language in a very communicative way (with numerous oral activities, role plays…). As the course progresses, they will feel more comfortable and able to communicate in their daily life in France. • Basic users (A2): The main objective is to speak and interact in everyday life subjects and situations. • Independent users (B1): The main objective is to strengthen linguistic knowledge and enhance the specific 'Summer Program' vocabulary (gastronomy, food industry…).
Contents	• Course "Breakthrough (A1) ": Different practical themes will be studied (based on the guidebook provided during the first French class): greetings, presentations, shopping in stores, ordering in a restaurant, likes / dislikes, numbers… • Course "Basic users (A2)": The documents used for the lessons are either authentic ones (songs, short articles, statistics, comics…) or French as a Foreign Language documents (A2). The topics: stereotypes or French clichés, food, studies, everyday habits… Linguistic skills : oral and written comprehension, oral expression. • Course "Independent users (B1)": Level assessment. 6 hours self-learning on ESA website htpp://fle.groupe-esa.com. Preparation of an oral test (examination: 15 minutes) with a PowerPoint slideshow presenting a topic linked to French gastronomy or a French food industry firm
Assessment	Oral test for A1 & A2 Written test for B1
Bibliography	