Trading on Terroir:

Fostering Artisanal Cheese and Alcohol Production through Specialized Agrarian Industrial Districts
I D

Industrial Districts
Textile industry in Tiruppur, India
Footwear industry in Leon, Mexico
I D

Industrial Districts
S A I D

Specialized Agrarian Industrial Districts
2. *Queijo Canastra*, Serra da Canastra, Minas-Gerais, Brazil.

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1 Regulatory and institutional arrangements
2 Landed property regimes
3 Terroir
Regulatory and institutional arrangements

Protectionism
Economic nationalism
Exclusion
Privileged small producers
2

Landed property regimes

Exploitative labor practices
Informal labor flows
New right-wing political coalitions
3

Terroir

Social construction of taste and desire
Commodification of cultural capital
Intellectual expertise
Consumer demand as driver
Consumer masquerading
Regulatory and institutional arrangements
**TAX REFORM**

The tax reform of 1965 in Brazil sought to streamline state taxation, replacing the old tax on sales and consignment (IVC) with a modern value added tax on the circulation of goods (ICM) as part of a profound change that aimed to build a national tax system.

**During the process of drafting the 1988 Constitution, the foundation of the ICM was expanded. The tax regime has created increasing problems for the economy and the federation, which have worsened as successive attempts at reform have failed.**

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**QUEJEIO DE CANASTRA**

Queijo de Canastra was formally declared an "intangible cultural heritage of Brazil," with help from Aprocan - Producers' Association of Canastra and the Approcan - Association of Producers of Canastra Cheese in Meiozinos.

**QUEIJO DE CANASTRA**

Queijo de Canastra is registered as Brazilian Cultural and Immateriel Patrimony, and is certified by the National Institute of Industrial Property (INPI) with the Geographical Indication (GI) seal, in the "Indication of Origin" (IP) regime.

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**Bolsonaro**

Jair Bolsonaro sweeps the region of the seven towns producing Queijo de Canastra, for example winning 62% of the vote in São Roque de Minas and 60% in São João Batista do Glória.

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**PDO REGIME**

- The concept of "Appellation d’Origine" (in France, constructed progressively throughout the 20th century starting 1919), passed into the European legislation through the Protection of Designation of Origin (PDO) regime.

- In France the stocking rate of Montbéliard cows is limited to one cow per hectare of grassland pasture, and one milking per day (down from two).

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**In Franche Comté, penalty system evolves to include fines and mandatory small-producer trainings.**

**PDO REGIME**

- Franche Comté’s PDO is defined as a collective right of use and utilization is delegated to producers of the Appellation grouped in an AOC Defense Syndicate.

- Farm size is further limited and "sub-terroirs" within the Comté region are introduced for further differentiation.

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**FRANCE**

**General change drivers for SAIDS:**

- **Liberализация:** free trade agreements, product export regimes, product standardization vertical integration.
- **Development of Regional Institutions for Clusters:** cooperatives, knowledge-sharing regimes and networks, and local growth and production poles connected to logistics nodes.
- **New State-Sanctioned Rules and Regulations:** support to smallholders.
Denomination of origin logos
1 hectare per cow

Montbéliarde cows
Denomination of origin logos
Cheese producing regions in Minas Gerais
Voted for Jair Bolsonaro

Concentrations of socio-cultural movements including MST

High-salary landowners

Main agricultural region
Poligny National School of Dairy Industry and Biotechnologies
Landed property regimes
Mezcal producers in Jalisco
Denominación de Origen Mezcal

Mezcal’s Denomination of Origin
Former Bantustans

Qwaqwa
Erecting a shack in Stefan Smit's farm Stellenbosch Kayamandi

Wine farm in Stellenbosch
Traditional mezcal production in Zapotitlán del Valle, Jalisco, México

Phase 1: The harvest or jima.

Phase 2: The cooking or tallenada.

Phase 3: Fermentation.

Phase 4: The first distillation.

Phase 5: The second distillation.

Phase 6: Mixes and compositions.
Production: equipment and technology

Reception arrangements for cheese milk.
1. Air-dewaterer
2. Filter
3. Milk meter
4. Intermediate storage tank
5. Thermalisation and cooling or cooling only
6. Silo tank

Sporo and bactericidal organisms separators with continuous discharge, sterilisation and remix of the concentrate.
1. Pasteuriser
2. Centrifugal separator
3. Automatic standardisation system
4. Two-phase spore and bacteria removing separator

Flowchart for mechanised production of Cheddar cheese.
1. Cheesemaking tank
2. Cheesemaking machine
3. Blockformer and bagger
4. Vacuum sealing
5. Weighing and carton packer
6. Rapid cooling store
7. Ripening store

Storage for ripening
1. Mechanised cheese storage. Humidified or re-blowed through plastic nozzles at each layer of cheese.
2. Cheese storage using pallets

Source: The Dairy Processing Handbook
SUSTAINABLE LOCAL HARVEST
Western Mexican region of Southern Jalisco, today, governed by Tarascan Dominion integrating feudalistic states; biodiversity and sustainable agave production for mezcal was a traditional practice for indigenous Zapotitlán populations (Austin and Luján, 2014).

PRODUCTION COOPERATION
The concept of co-ops developed in the 13th century out of necessity. Five hundred liters of milk were needed to make a wheel of Comé. Since no single farmer had enough cows to produce that much milk, they began cooperating (Webel, 2007).

MEZCAL PRODUCTION NETWORKS REGISTERED
The Spanish refer to a Mexican tree called “Maguey” which produces many things, including Agave, in the “Relaciones Geográficas.” (Lacto, 256). Ironically, today producers in this region of Jalisco cannot market their agave products as mezcal because of Mexico’s 1990s Mezcal Denomination of Origin (MDO) regime.

"THE FIRST INDUSTRIAL DIVIDE":
In the Global North, this era is marked by nascent regional and agro-industrial production systems in places like Northern Italy (Garofoli, 1992), and the historical linking and cooperative-competitive sharing of producers’ production practices in the U.S. Agricultural Extension regime from 1860-1920 (Unger, True, and Dorn). However, these arrangements do not constitute SAIDs.

PAX AMERICANA, FORDIST MASS PRODUCTION
More rigid production regimes and an American corporate management that “stabilized wages and employment to insulate the cost of a major element of production from the flux of a market economy” (Piore and Sabel). Mass production tends toward vertical integration and consolidation dictated by Global North industrial “command-and-control” centers.
National School of Dairy Industry and Biotechnologies
Codex Barbonicus. *Mayahuel*, goddess of the maguey, with pulque

Preparing to cook the “piñas”
Yearly mezcal production (45% Alc. Vol.)

Liters

Years


980,375 1,044,696 2,519,568 1,451,718 2,419,175 3,028,000 3,985,221 5,089,667
Bottled mezcal

National Export Total

Liters

Years


National Export Total

920,426 4,899,781 5,914,200

2,491,909 3,422,291

0 1,000,000 2,000,000 3,000,000 4,000,000 5,000,000 6,000,000

National Export Total
SAID

An alternative
Pressures: TNCs, liberalization, product standardization, etc.

Inputs:
1. In house
2. Suppliers

Outputs:
Local SME

Producers:
Product

Land

Flexible production
Clustered production
Agglomeration

Specialization (craft)
Vertical disintegration

Workers

Domestic distribution
Export
Future opportunities for research

1 Brazil, Minas Gerais. Coffee.
2 Brazil, Santa Catarina. Apples.
3 Brazil, Petrolina-Juazeiro. Mangoes and grapes.
5 Brazil, Rio Pardo Valley. Tobacco.
6 Russia, Dubrovskoye. Cheese.
7 China, Guizhou. Mushrooms and vinegar.
8 China, Sichuan. Peppers.
9 France, Jura. Wine.
10 Ecuador, Samborodón. Rice and shrimp.
11 Nicaragua, Boaco and Chontales. Dairy.
12 Italy, Chianti. Wine.
13 Italy, Parmigiano Reggiano provinces. Cheese.
14 Chile, various regions. Fresh fruit.
15 Chile, Valle Casablanca.
16 Canada, Québec. Maple syrup.
17 Canada, Saskatchewan. Kinnikinic and berries.
19 Spain, Riosja. Wine.
20 Mexico, Sinaloa. Fresh fruit.
21 Mexico, Michoacán. Avocado.
22 Ethiopia, various regions. Cereals.