



Food from nowhere vs. Food from somewhere

Geographical indications, alternative food networks, and governance mechanisms.

Master Thesis, 30 ECTS

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RESUME

Introduktion: Der er stigende fokus på fødevarerproduktion og kvaliteten af disse fødevarer. Som et resultat er der en stigning i etablering af alternative fødevarer-netværk. EU har implementeret regional fødevarer-mærkning, for derigennem at sikre kvaliteten af især europæiske fødevarer. I Danmark er der kun seks produkter der er certificerede, alle med BGB mærkning, hvoraf størstedelen er større producenter.

Problem formulering: Hvad er opfattelsen af regional fødevarer-mærkning i Danmark, og hvordan udfordre denne opfattelse den nuværende regeringsform?

Metode: Specialet er baseret på litteratur studier semi-strukturerede interviews med producenter fra Dansk Netværk for Terroir, BGB certificerede Lammefjordens Grøntsagslaug, Fødevarerstyrelsen og konsulent firmaet AgroTech. Informanterne er udvalgt på baggrund af Situationel analysis og Grounded theory, som endvidere har konstrueret den teoretiske tilgang.

Teori: Den teoretiske ramme er baseret på Social Construction of Technology. Herunder over er der tilføjet teoretiske aspekter i forhold til alternative fødevarer-netværk, fødevarer-mærkning, samt kulturelle aspekter af fødevarerproduktion. Endvidere er Governance triangle, og Technological systems tilføjet det teoretiske aspekt.

Analyse: Analysen er udfærdiget med en kombination af teori, interviews og hovedkonklusioner fra litteratur studie.

Konklusion: Der er manglende kendskab til de regionale fødevarer-mærkninger, og generel mangel på interesse i forhold til fødevarer-mærkninger. Opfattelsen af GI er at dette er et bureaukratisk system, som ikke afhjælper mindre producenters adgang til markedet, systemet udelader den sociale kontekst, og passer derfor ikke ind i det danske fødevarer-system. I Danmark sidestilles regionale fødevarer ikke med kvalitet. Kvalitet defineres på baggrund af objektive indikationer, som eks. fødevarer-sikkerhed. De alternative fødevarer-netværks værdier stemmer overens med definitionen af Terroir. De BGB registrerede fødevarer i Danmark er hovedsagelig fundet blandt større producenter. Alternative fødevarer-netværk har en anden tilgang til governance end GI, derfor udfordre dette den nuværende reguleringsform.

Nøgleord: regional fødevarer-mærkning, alternative fødevarer-netværk, Terroir, lokalefødevarer, governance.

ABSTRACT

Introduction: There is an increasing focus on food production methods and food quality, and as a derivative alternative food networks are emerging. Within the European Union, Geographical indication certifications are implemented as a way to guarantee food quality. Currently Denmark only holds six certifications (PGI), and the current certification are amongst larger producers.

Problem statement: What is the perception of the Geographical indications in Denmark, and how does this perception contribute to challenge current means of governance?

Methodology: The study is based on archival research and six semi-structured interviews with producers from *Netværk for Dansk Terroir*, PGI certified Lammefjorden Grøntsagslaug, AgroTech consultancy firm and Danish Veterinary and Food Administration. The interviewees have been selected based on Situational analysis and Grounded theory, which have also shaped the theoretical approach.

Theory: Social Construction of Technology serves as the theoretical framework. Additionally, theoretical aspects of alternative food networks, certifications, and cultural aspects of food production are an integrated approach. Moreover, the Governance triangle and Technological systems are included in the theoretical approach.

Analysis: The analysis combines the theoretical approach with preformed interviews. This is supplemented with key point from the literature search.

Conclusion: There is a lack of knowledge of the Geographical indications among the Terroir producers and a general lack of interest in certifications. The Geographical indications are perceived as a bureaucratic system, which does not facilitate market access for small-scale producers. The system leaves out the social context and does therefore not fit in to the Danish food system. The Danish food system does not perceive place of origin as quality. Quality is related to objective indicators, mainly food security. The alternative network and their values links to the term Terroir, however the current PGI registrations are predominantly held by larger producers. Alternative food networks are focusing on a bottom-up approach with a closer contact to the consumers. Whereas the Geographical indications is constructed a top-down governance approach, this challenges the current means of governance.

Keywords: *Geographical indication, alternative food networks, terroir, certification, local food, governance.*

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Chapter 1. INTRODUCTION

"Increasing the role of local food systems is an answer to a clear expectation among EU citizens. It is also particularly important for farmers and for the diversity of EU agriculture. Via direct sales and closer contacts with consumers, EU farmers can add value to their products, boost their sales, and better understand the expectations of EU citizens with regard to food and food production methods. That's why we want to encourage farmers to develop local food systems and to discuss the best ways to increase the visibility of their products" (EC, 2013).

As the global food chain have expanded, there have been debate with in academia, technical and policy to re-organize food supply chains and re-localizing agriculture. This includes alternative food networks and local farming systems (Kneafsey, et.al, 2013). Furthermore, there is an increasing focus on production methods and the quality of food produce and as a derivative, increasing initiatives in the development of local food systems and short supply chains.

The increased focus on quality food produce is seen in alternative food networks, where locality is perceived as a quality parameter (Ilbery et.al. 2000: Lang & Heasman, 2004: Renting & Wiswerke, 2010). This change towards alternative food networks are not part of the majority of consumers' awareness, however this is found to be an increasing threat to the industrial food production system (Darby et. al., 2008).

This change is seen in the Danish Government strategy from 2013 stating that the quality of food produce is an area where Danish food producers could be competitive in on the international market. This could increase the possibilities of growth in the food sector benefitting from the global demand for high quality food produce. Within this, the aim to facilitate market access the locally produced food products (Regeringen, 2013). This is in line with the European Agricultural quality product policy, aiming to maintain diversity of agricultural products, provide competitive advantages, and benefitting rural economy amongst others (EC, 2014b). The Geographical indication certification is part of the European Agricultural Quality Scheme. The goal is to guarantee the quality of European products and can be utilized as a marketing tool to increase the value of regional products. The certification scheme links product quality with geographical origin, unique production methods, and local traditions (Giovannucci, et al., 2009). Denmark only has registered six Geographical indications products out of 1,447 registrations by EU member states, where of the registration is found among larger producers (EC, 2014a).

1.1. PROBLEM AREA AND BACKGROUND

This master thesis is developed in collaboration with *Netværk for Dansk Terroir*, a network of small-scale food producers in Denmark (see detailed explanation, chapter 3).

One goal of *Netværk for Dansk Terroir* was developing business strategies to the involved members in order to increase the value of their produce. Furthermore, an aim was investigating possibilities for developing 10 products for PDO certification. Initially, the purpose of the thesis was to investigate the barriers and possibilities for obtaining the Geographical indications amongst the members of *Netværk for Dansk Terroir* as part of a solution oriented business strategy. However, during the initial phase of research it was clear that there was found several barriers, one being the general lack of interest, and perceived relevance towards any type of certification amongst the producers.

In Denmark, only six products are currently certified with Geographical indications (GI) and research in a Danish context is limited. The research so far has been focusing on the consumer and marketing possibilities (Aachmann & Grunert, 2012b). Additionally, a Danish rapport based on a literature review concluded that, to investigate the full potential of the Geographical indications in Denmark further investigation is needed. This suggests various research areas, here among; whether the perceptions of Danish producers are the same as producers in other European countries. As well as investigating the use of the certification to identify local quality, produce (Aachmann & Grunert, 2012a). This will be outlined further in the literature review, chapter 5.

Based on the lack of interest of certifications as well as the above suggested research area, the overall subject of investigation was chosen.

1.2. PROBLEM STATEMENT

“What is the perception of the Geographical indications in Denmark, and how does this perception contribute to challenge current means of governance?”

1.3. AIM

The aim of this thesis is to investigate the perceptions of the Geographical indications in a Danish context. The goal is to shed light on factors that influences the lack of Geographical indications among the small-scale producers in Denmark, and how these perceptions challenge the current means of governance. The focus is on small-scale producers in relation local agricultural produce. Arguably, this includes a multitude of actors on several tiers, however the field of research aims to investigate the perceptions from four different tiers in the Danish food system: Small-scale producers, Danish

government, Danish PGI certified producer groups, Consultancy firms, these and the selection hereof will be clarified in the following chapter.

1.4. DELIMITATION AND SPECIFICATION

The focus of the thesis evolve around small-scale food production in Denmark. The multitude of interests and mechanisms behind the Geographical indications will not be included. There is numerous of factors that could influence the lack of Geographical indications in Denmark, this is merely outlining and investigating some factors linking to the collected data.

The EU has various quality schemes for agricultural products and foodstuffs, wine and spirits and aromatized wine (EC, 2014b). This thesis will be referring to agricultural products and foodstuff.

The three types of certification schemes within the Geographical indications will be explained in order to provide insight to the content and aims of the scheme. However, the thesis is not focusing on one specific certification within the GI but the perceptions of the scheme as a whole. This since there was found a lack of knowledge in general and the definitions and variation between the schemes was found less relevant in this context.

Local vs. Terroir: Both terms includes a multitude of definitions, depending on the context. Terroir will be explained in a separate section to understand the values of *Netværk for Dansk Terroir* and will be utilized in the analysis connecting this to the perception of quality as a term. Local is explained to understand the position in society from a governance perspective in relation to Alternative food networks. In some instances, local and terroir will be used as parallel terms; this is seen in relation to the values that are added to the two terms by *Netværk for Dansk Terroir* and the Terroir producers, which in some cases overlap.

Alternative food networks vs. Netværk for Dansk Terroir: When referring to Alternative food networks it is in this case *Netværk for Dansk Terroir*, primarily based on the values of the network as they correlates with the definitions of alternative food network, this will be outlined further.

Small-scale vs. Industrial producers: There is a variety of interpretation of these. In this thesis, small-scale producers will refer to the producer of *Netværk for Dansk Terroir*, linking to the definition of Alternative food networks. Whereas the large producers will also be referred to industrialized producers. The boundaries depends on the context and the aim is not to define these concepts, but focus on the perceptions of the interviewees.

The network: Will be referring to *Dansk Netværk for Terroir*.

The Terroir producers: Refers to the interviewed producers from *Netværk for Dansk Terroir*.

Social vs. cultural context: The terms varies depending on the theoretical frame. The two terms will not be distinguished, and is merely applied as a rhetorical tool.

The Project: Refers to *Netværk for Dansk Terroir*.

Policymakers vs. Government: refers to all regulatory organizations, both nationally and internationally in relation to EU. This will be clarified when relevant, although this distinction was not found to be part of the awareness of the interviewees, which therefore will be used as generic term.

1.5. THESIS STRUCTURE

As will be outlined in the methodological approach, the thesis is based on Grounded theory, meaning the data collection, analysis, archival research have been performed concurrently throughout the writing of the thesis. Thereby the sections in the thesis will not appear chronologically, but in order to facilitate reading and provide an overview of the theoretical approach the two sections have been separated. However, this means that during the theoretical chapters reference to the analysis will appear despite this is presented subsequently in the thesis.

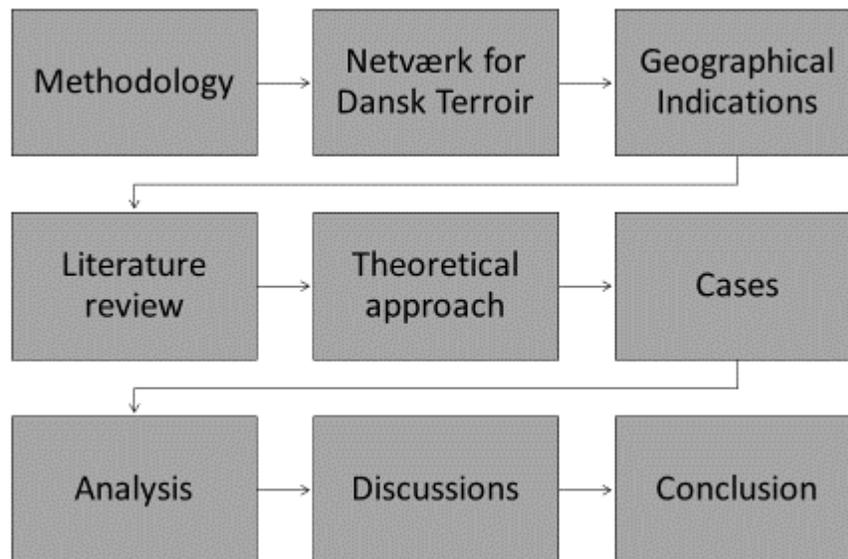
Subsequently the methodological approach will be presented, this including Grounded theory, Situational analysis and the development of the interview guides as well as the execution of interviews and the choice of interviewees and finally ethical considerations.

Netværk for Dansk Terroir serves, as a foundation for this field of research, will be presented shortly, to provide an overview of the project. Hereafter the term Terroir will be presented both in relation to the definition of the network. This section will be followed by an introduction to the Geographical indications, providing insight of aims and purposes as well as the registration requirements, ending with an overview of current registration. A literature review will be presented providing an overview of current studies done in relation to the field of research.

Hereafter the theoretical approach will be presented, firstly Social Construction of Technology will be outlined, as the main theoretical frame (Pinch and Bijker, 1987), supported by Hughes (1987) notion of technological systems. Subsequently alternative food networks and their perception of quality will be explained, using a combination of theories. The latter part of the theoretical approach will be focused on

governance mechanisms by applying the Governance triangle by Renting and Wiskerke (2010) drawing on previous presented theoretical aspects, relating this to alternative food networks and certifications.

After the theoretical approach, the interviewed cases will be presented. Where after the analytical chapter will follow. Latterly, a methodological discussion and discussions of the results will appear, leading to the conclusion. The structure is depicted in below model.



SUM-UP CHAPTER 1

There is an increasing focus on the quality of food produce both nationally and internationally. An example of this is the emergence of alternative food networks, which in this thesis refers to *Netværk for Dansk Terroir*. The Geographical indications is a way to guarantee quality of food produce through a certification scheme. The certifications in Denmark is lacking, particularly among smaller producers. Since the aim is to facilitate market access for the smaller producers, amongst others, the aim of the thesis is to investigate the perceptions of Geographical indications in a Danish context. In addition, how these perceptions challenge the current means of governance.

Having clarified the purpose of aims of the thesis, the sequentially presented chapter will include the applied methodology.

Chapter 2. **METHODOLOGY**

This section presents the methodological approach, as the core of the research approach, applied to investigate the perception of the Geographical indications in a Danish context. Additionally, how these perceptions challenge the current means of governance.

Initially, the ontology and epistemology of the thesis will be presented. This followed by a brief presentation of qualitative research method applied, including the concepts of validity and reliability. Subsequently Grounded theory will be presented as the main frame of empirical gathering and data processing. Leading to the applied methodology of determining the field of research. Additionally the approach to identifying secondary data will be clarified. Next, the presentation of Situational analysis and the application of this method, utilized to delimitate and specify the chosen topic. These methodological approaches led to the construction of the interview guides and contacting the interviewees, which will be outlined hereafter. In the latter part, the interview process and the application of Grounded theory in relation to data collection and processing will be explained. Finally, the ethical considerations will be shortly outlined.

Several step occurred repeatedly and simultaneously in correlation with Grounded theory, in order to delimit repetition the steps are not presented chronologically.

2.1. ONTOLOGY AND EPISTEMOLOGY

The thesis is rooted in the branch of social science, which concentrates on society, behaviors, and the interactions between groups of individuals and society. Social sciences includes structures and processes in this thesis the structures are identified as the society and the processes are the societal discourses as perceived by the interviewees (Sørensen, 2010). The ontology and epistemology is rooted in the constructivist approach, meaning that knowledge and the world is socially constructed (Bryman, 2012). Ontology explains how the world is understood, in relation to the studied subject, whereas epistemology refers to what is considered acceptable knowledge and how this knowledge is obtained (Bryman, 2012).

2.2. QUALITATIVE APPROACH

The qualitative design was utilized in order to investigate the perceptions of the Geographical indications. Subsequently how these perceptions challenges the current means of governance. The qualitative approach is suitable for investigating peoples' opinions, attitudes, and experiences, evolving around the understanding and interpretation of data. The examination and comprehension of individual

perceptions are facilitated through the qualitative methodology, since this focuses on the context where the individuals operates (Kvale & Brinkmann, 2009).

Case studies through qualitative semi-structured interview was chosen. Case studies refers to studies where few objects are studied and where the complexity of the various cases are studied in detail. In addition, the multiple case study design allows the researcher to compare and find contrast between the subjects (Bryman, 2012).

In next section, the terms validity and reliability will be explained in relation to the empirical gathering for the thesis.

2.3. VALIDITY AND RELIABILITY

The level of validity and reliability of a study determines the usability of the outcome, and are a vital part of the methodological approach when researching.

Reliability refers to the replicability of the study; and whether it is possible to achieve the same result again, by utilizing the same methodology thus, the consistency in the applied methodology (Bryman, 2012; Kvale & Brinkmann, 2009) Here several steps in relation to applying criteria for successful interview approach, have been applied (Kvale & Brinkmann, 2009). Using a qualitative approach might influence the reliability, since area of research is socially constructed, and thereby evolves constantly. Yet, by adapting the role of the original researcher, it should be possible to replicate the research (Bryman, 2012). To ensure a high reliability in this thesis the methodological approach will carefully be described including as many steps as possible in relation to data collection, the development of interview guides, and selection of interviewees and as well as the processing and analysis of the data etc.

The concept of validity refers to reproducibility of the conclusions; this means a correlation between observations and theoretical references, which are expanded during research. (Bryman, 2012; Kvale & Brinkmann, 2009). The validity is potentially a weakness within qualitative research, due to that fact that this concept refers to whether the outcome can be applied in other social settings. Qualitative studies makes use of case studies which, as explained means a smaller group of participants than when performing qualitative studies (Bryman, 2012). However, in this research the statements of the interviewees have been validated through various meetings and conferences, involving participants with similar functions in the Danish food system, as the interviewees.

Leading to the next section where the scientific approach of the thesis with is based on Grounded theory, as will be explained below.

2.4. GROUNDED THEORY

Originally, Grounded theory was developed by Glaser and Strauss (1967), and further developed by Clarke (2005) linking this to Situational analysis and mapping methods, which will be presented later in this chapter. Grounded theory seeks to develop theories usable for practices. This is applicable for investigating social processes and structures. By including interviews, context, history amongst others to analyze the complexity within a chosen field (Clarke, 2005).

“Grounded Theory is an empirical approach to study social life through qualitative research and analysis” (Clarke 2005, p.8).

The purpose is to create a middle-range-theory that is specific for a given situation and focuses on a smaller part of a given field (Charmaz, 2009; Clarke, 2005). Glaser and Strauss aimed to verify, explore, and develop theory based on empirical data collection. Grounded theory is based on the notion that data collection is constant whereas analysis is an ongoing process. The data collection and the analytical process thereby continues until a conclusion can be reached through the analysis (Glaser & Strauss, 1967; Charmaz, 2006; Clarke, 2005).

Furthermore, Grounded theory is based on a description of a problem with a focus on social structures and processes, effect on how the meaning and purpose is negotiated and understood through social interactions (Clarke, 2005; Charmaz, 2009; Glaser, B. & Strauss, A. 1967). This is done through open coding where the researcher code the data word by word or segment by segment by temporary labeling. The researcher henceforth determines whether these codes appears elsewhere and elaborates on these. Hereafter the codes are densified in to analytical categories and further analyzed (Clarke, 2005; Charmaz, 2009; Glaser, B. & Strauss, A. 1967).

A vital part of the constructivist Grounded theory is theoretical sampling on until theoretical saturation is met (Charmaz, 2006). Theoretical sampling means collecting further data once coding is completed on existing data, in order to increase the strength of the categories, which have appeared through the coding process. Theoretical saturation is when new data does not provide other theoretical approaches, or adds new categories (Charmaz, 2006). In the ideal situation the researcher collect the data, categorizes and keeps adding participants until theoretic saturation i.e. there is sufficient data to develop a theoretical approach based on the collected data (Charmaz, 2006). It can be argued whether the

concept of theoretical saturation was fulfilled. However, in this case, the theory was found sufficient for the purpose of the thesis.

In the sequential section, the background and idea generation as well as the applied methodology will be presented. In addition, the position of the researcher will be encompassed in this section.

2.5. FIELD OF INVESTIGATION AND THE RESEARCHERS POSITION

This thesis is produced in cooperation with *Netværk for Dansk Terroir*. The researcher was contacted by *Netværk for Dansk Terroir*, without any previous knowledge of it. Several meetings were held discussing possible topics, the interest of the researcher was primarily that the field of investigation would be usable for the network.

First step of the methodology was using brainstorming and subsequently a mind-mapping approach to cover ideas and themes for the thesis, based on the discussions at the meetings. The initial idea of investigating Geographical indications certification in Denmark was found in the project description of *Netværk for Dansk Terroir* (Appendix 1), one of the goals of the network was to develop 10 products to receive the PDO certification.

When researching on the topic, limiting research was found in a Danish context, additionally, the ones found concluded that the field needed further investigation. This was moreover confirmed through the participation of several conferences not directly linked to *Netværk for Dansk Terroir*, where the knowledge of the Geographical indications appeared to be limited in a Danish setting.

The fact that knowledge was limited in a Danish context, was found intriguing, the choice of theme was primarily chosen due to personal interest in the matter, however with limited knowledge. The interest of the author is not to promote Geographical indications or the opposite, but aim to focus on the perceptions of the Geographical indications in a Danish context.

The literature research has been an ongoing process throughout the development of the thesis, this will be outlined below before going in further detail in relation to the mapping methods and the field of investigation.

2.6. ARCHIVAL RESEARCH

As explained, the archival research was done continuously through the writing of the thesis, in accordance with Grounded theory (Charmaz, 2009; Clarke, 2005; Glaser & Strauss, 1967).

Initially, the archival research was done in relation to the overall topic familiarizing the researcher with the Geographical indications in general and thereafter focusing on this in relation to alternative food networks.

The scientific literature was identified via Google scholar, Science Direct, Elsevier, AUB. Moreover, Infomedia was utilized to get an overview of various articles within the field.

Following search words in various combinations was utilized, in both Dansk and English:

Denmark, EU, Protected Designation of Origin, PDO, Protected Geographical indication, Geographical indication, Traditional Specialty Guaranteed, TSG, Terroir, local, food, quality, quality labels, perception, response, experience, barriers, possibilities, evaluation, consumer, producers, farmers, certifications, alternative food networks.

Surveys and reports by EU were identified through a review of EU websites as well as contacting key stakeholders.

Door database (EC, 2014a) have provided the data on current Geographical indication registrations and SPSS statistics have been applied to manage the data providing updated number on current registrations, nationally and internationally.

Furthermore documents from *Netværk for Dansk Terroir* was utilized, it is important that the researcher is aware of the source and status of the documents (Bryman, 2012). The use of literary sources are considered secondary data (Angrosino, 2007).

2.7. SITUATIONAL ANALYSIS

Situational Analysis was applied in the initial phase of investigation, as a supplement to Grounded theory. Situational analysis perpetual use is presenting the complexities and dynamics of social construction, by constructing maps. According to Clarke, a situation is considered without a context, but the complexity is the core of the situation. The mapping method is utilized to depict complexities within a given situation and to provide insight in interactions among actors, actants, and discourses. This increases the comprehension of the social world (Clarke, 2005). The maps allow the inclusion of key elements a characteristics of which a situation contains and thereby shedding light on the complexity of

the situation. The purpose is to understand how a situation have occurred in order to comprehend the potential outcome (Clark, 2005). In addition, this is expressed to be applicable for interview-based research as well as multisided research. This have been developed as a supplement to Grounded Theory, which focused on social practices over time (Clarke, 2005).

Situational analysis was utilized in the initial investigation phase, a messy map, an ordered map and a relational map was developed, providing an overview of all relevant actors, actants, and discourses (Clarke, 2005). The application of the mapping method will be briefly outlined in the following section.

2.7.1. MAPPING

Firstly, a messy map including human and non-human elements was developed, focusing on answering questions like; *what actors human and non-human are involved in the situation? Which of them matters and what elements hereof makes a difference?* (Clarke, 2005, p.4). Subsequently this map was ordered leaving the most relevant actors who was directly linked to the producers and the Geographical Indications in a Danish context and thereby concentrating on the investigation of named actors.

Key actors was found: EU, Danish Government, PGI certified producer groups in Denmark, Consultants, producers (small, medium, large), producers (small, medium, large), Consumers, and retailers (small, medium, large).

The producers was implicit part of the actors since the cooperation with *Netværk for Dansk Terroir*. Furthermore, the interest was evolving around the producers and this was the first group that was contacted. The angle of consumers and retailers was not included further since this aspect was covered in a previous study (Aachmann & Grunert, 2012b); and the main interest was the producer angle.

This led to the creation of a relational map, which facilitated the overall themes in the interview guides (Appendix 2, 3, 4) and simultaneously led to the overview of the potential interviewees alongside the archival research. Situational analysis, is in this research is not applied to discuss findings, but to supplement the construction of a grounded theory, and as mentioned merely applied to provide an overview of actors, actants and discourses in the initial phase of the research.

The next section will present the development of the semi-structured interview guide as a base for the preformed interviews as part of the qualitative research approach (Kvale & Brinkmann, 2009; Bryman, 2012).

2.8. SEMI-STRUCTURED INTERVIEW GUIDE

The qualitative research focuses on central themes and allows more in-depth discussion when relevant, allowing other themes to open up. The interview guide is produced to ensure questions are answered and the interview topics stays within the field of research (Kvale & Brinkmann, 2009; Bryman, 2012).

When utilizing the semi-structured interview guide it ensures that various themes are covered (Darmer, 2005; Bryman, 2012). The interview consisted of open-ended questions, some planned before the interview, and other arose during the interview relating to the statements of the interviewees.

Based on Grounded theory the interview guide was adjusted during the phase of investigation, due to the data collecting was executed analogously to the analysis (Clarke, 2005; Charmaz, 2009; Glaser & Strauss, 1967), allowing room for increasing insight and knowledge of the Geographical indications.

Three different interview guides was developed based on the relational map.

- PGI certified producer group (Appendix 2).
- Experts (Appendix 3).
- Terroir producers (Appendix 4).

The interview guides were constructed with a similar structure, with the purpose to carry out consistent interviews, ensuring that the same topics were included during all interviews, when possible (Launsø & Rieper, 2005). The interview guide was developed in Danish, since the participants were all Danish, ensuring a natural flow and facilitating the use of the interviewees own vocabulary.

After the first phase of developing the interview guides, seeking to cover themes, which appeared in the relational map and during the literature search, the potential interviewees was contacted. This procedure will be outlined in the subsequent section.

2.9. INTERVIEWEES

First step was, contacting the producers from *Netværk for Dansk Terroir*. The Geographical indications was not mentioned, ensuring that the respondents would not do any personal research prior to the interviews, since the goal of the research was to shed light on their beliefs and perception, and not to impact their responses.

The actors was all urged to reply whether they would be interested in participating or not. One replied that they did not have time; there was no reply from the other contacted actors.

Three producers was interested in participating: Fru Møllers Mølleri, Kærsgaard, and Stengården.

The aim of the interviews was covering a variety of angles and perceptions therefore, the interviews, and concurrent research led to contacting the following interviewees.

The producers mostly referred to crops in relation to vegetables and grains, and since Lammefjorden Grøntsagslaug is the only producer group in Denmark, whom have PGI certified vegetables (EC, 2014a), the contact was initiated. Danish Veterinary and Food Administration was contacted since they manage Danish applications (EC, 2012) and the interest was to include an expert interview. Additionally, an interview was done with AgroTech, being the only consultancy firm found to offer assistance in Geographical indications application process (AgroTech, web).

The scheduling of the interviews was found complicated to facilitate. This meant that the interviews was cut down, and in some instances it took several calls before “hitting” an appropriate time for the interviews, therefore telephone interviews was performed.

2.10. THE INTERVIEW PROCESS

The staging of the interview should encourage the interviewees to describe the setting in which they operate and express their points of view. This was carried out through active listening, by following up answers, insuring comprehension, and coherence of the statements (Kvale & Brinkmann, 2009).

Initially, the producers was encourage to describe their production, and the general activity on their farms. In the case of Danish Veterinary and Food Administration and AgroTech, they were asked to clarify their role in relation to the Geographical indications application process (Appendix 3). Subsequently progressing towards specific questions, directly related to the theme of investigation (Appendix 3, 4). In relation to producers the assumption was that the knowledge of the Geographical indications scheme was limited wherefore the prepared questions was primarily related to general themes in order to depict their current situation (Appendix 4).

The second phase was based on open-ended questions (Kvale & Brinkmann, 2009) allowing opening up new themes that was not initially seen as barriers or possibilities in relation to the Geographical indications scheme (Appendix 3, 4). During the execution of the interviews several clarifying questions was added. Ensuring the appropriate interpretation of the statements. Moreover, questions was added when new themes appeared. This should be taken in to consideration when analyzing the interviews since, comparisons between differently formulated questions will appear.

The final phase of the interviews focus on the future possibilities, in relation to the producers –if any regulatory alterations would benefit their way of producing and ultimately facilitate market access (Appendix 4). In addition, the Danish Veterinary and Food Administration and AgroTech, what the future possibilities would be in relation to the Geographical indications (Appendix 3). Subsequently the interviewees had the possibility to add any comments they found relevant.

2.11. TRANSCRIPTION

During the transcription of the interviews, the common sense approach was utilized ensuring a comprehensive and cohesive text where uncompleted sentences and repetition was rinsed (Kvale & Brinkmann, 2009; Launsø & Rieper, 2005). Consequently, the researcher's part of the conversation was not transcribed, where the respondent's statements made sense without them.

Quotation used in the paper is translated to English and will appear in the analysis chapter. Based on the selected theories presented the findings will be analyzed and discussed.

2.12. DATA PROCESSING AND ANALYSIS

Grounded theory has the purpose of grounding theory in the empirical data, and thereby developing theory inductively, rather than testing existing theory. Thus, the analysis moves from a descriptive approach to a theoretical approach (Kvale & Brinkmann, 2009).

The theoretical approach is based on the data collection, hence Grounded theory. As mentioned the analysis and the data collection takes place concurrently, this comparative method happens as an interactive process which takes place until the development of the theoretical framework have been finalized, this in order to identify differences and similarities in the collected data. Based on Grounded theory there are two phases of coding, initial coding and focused coding when analyzing data (Charmaz, 2006). This was done after the termination of each interview by hand; each section of the transcribed interviews was coded, by applying the segment-by-segment method (Charmaz, 2006).

Initial coding within Grounded theory evolves detailed reading of the data, where each word, sentence, or paragraph is separately marked and coded where possible. The researcher works with open coding allowing open investigation for applicable theoretical approaches. The purpose is to translate the codes in to actions, in order to retain the human interactions in the social world and the purpose of the study (Charmaz, 2006).

The task of the researcher is to allow the theory to grow from the data and to set aside own assumptions and thus not let them control the analytical process. During this process, it is of outmost significance the researcher keeps an open mind allowing the coding to lead in various directions. However, the researchers interests will most likely be reflected (Charmaz, 2006). After this, a series of coding happens in furtherance to find coherent themes, allowing the researcher to create theoretical categories and sub-categories. The main category should ideally include all vital information for all data collection, and thereby create a base for the theory used to analyze and finally conclude, based on the social processes of investigation. Hereby different levels of categories are created during the analysis and the goal is to reach one or more categories in pursuance of a theory (Charmaz, 2006).

The theoretical approach was chosen after collecting the empirical data, this inductive approach means the researcher is lead to relevant theories, whereas the deductive approach is choosing the theoretical framework before collecting the data and thereby testing the theory against the collected data (Bryman, 2012). The analytical process is first inductive because the data shapes the theoretical approach. Later in the process, the theories are tested and the focus steers towards a deductive approach. Ideally, the analysis happens until theoretic saturation, meaning the further data collection confirms the theory and does not add further variations (Charmaz, 2006).

After executing the interviews, the most relevant statements were chosen, due to either similarities or contradictions. The interviews was used to shape the analysis chapter and some themes was expressed more detailed from the interviewees; hence, some paragraphs will be more substantial than others.

The five themes found was:

- ❖ Bureaucracy
- ❖ Cooperation
- ❖ Cultural Values
- ❖ Certifications and values
- ❖ Change in governance

This then led to the development of the theoretical framework, which will be presented in chapter 6.

2.13. ETHICAL CONSIDERATIONS

Before performing the interview the interviewees was informed, that the interview would be recorded and transcribed. Moreover they were informed - that the recording would be deleted after handing in the

thesis. Access was gained to confidential documents, this being the project description of *Netværk for Dansk Terroir*, this is listed as Appendix 1, however this will only appear in the two printed copies for the examination, and will therefore only be available for supervisor and censor present at oral defence. Furthermore some of the interviewees requested to be kept anonymous, wherefore the choice have been to not include personal names of the interviewees, but only mention the firms and organizations whom the interviewees represent.

SUM-UP CHAPTER 2

The scientific literature was identified through scientific databases while surveys and regulations was identified through EU websites and by contacting various actors related to the field of research. The results from the primary and secondary data will be analyzed and discussed to identify the perception of the Geographical indications. In addition, how these challenges the current means of governance. This done through semi-structured interviews, the scientific approach of the thesis is based on Grounded Theory with an inductive approach allowing the interviewees to shape the theoretical approach. Situational analysis have been applied to provide an overview of actors, actants, and discourse prior to the execution of interviews.

Having positioned the thesis in relation to the applied methodology, the subsequent chapter will present *Netværk for Dansk Terroir* and their definition of the term Terroir.

Chapter 3. NETVÆRK FOR DANSK TERROIR

Netværk for Dansk Terroir is a 2 year based project funded by GUDP (Grønt Udviklings- og DemonstrationsProgram). The project is to be completed and finalized by January 1 2015 (NaturErhvervstyrelsen, 2012).

The project is administered and implemented by Danish based consultancy firm Viventes (Appendix 1). Viventes are involved in various projects related to small-scale food production; this thesis is merely based on the *Netværk for Dansk Terroir* project.

The overall aim of the network is to analyze the potentials and barriers for operationalizing, commercializing, and increasing the associability of Terroir produced food in Denmark (Appendix 1).

The milestones of the network is:

- Development and operationalization of Terroir in the primary production, and through 10-15 flagships in Denmark.
- Create concepts, business models and increase value through Terroir in the production via farm shops, farm and restaurant collaboration and farmers markets
- Increase consumer knowledge of Terroir and the knowledge amongst producers, restaurants, and within the hospitality business (Appendix 1).

Furthermore, the project description mentions that the “one size fits all” approach of EU might not be facilitating the implementation of smaller food producers. Adding that barriers for implementing the niche products on the market would be facilitated if the government adjusted the control and the administrative demands depending on size and security. Terroir produced foods need to be implemented on the market, to ensure that they keep producing, and insuring differentiated food production, not just industrialized mass production. This could be done through the development of products for a PDO certification (Appendix, 1).

3.1. TERROIR

Terroir is defined by *Netværk for Dansk Terroir* as the influence of the place of origin, soil, climate on the foodstuffs as well as the food crafts, which provides identity, traceability, and trustworthiness to the product. The focus on terroir means quality, origin, taste, sensoric and experiences as well as productions method, using below model to illustrate this.

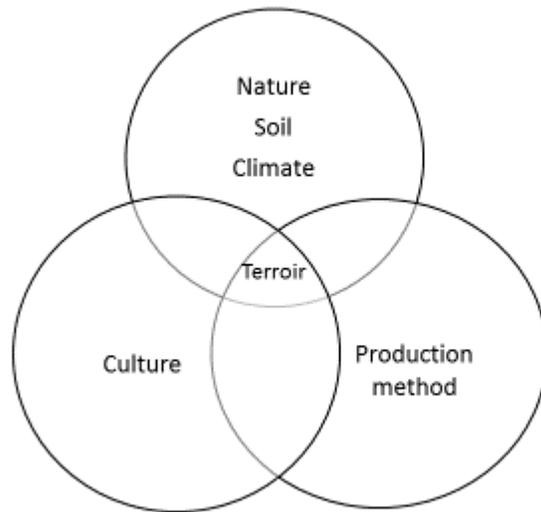


Figure 1 *Netværk for Dansk Terroir* (Appendix1).

This definition is in accordance with Barham (2003), however *Netværk for Dansk Terroir* moreover states that sustainability is part of the term Terroir and compares this to the Norwegian term “kortreist mat” which means minimal transportation, and the that products are produced, processed, packaged, and sold in the local area (Appendix, 1), which is an additional element.

SUM-UP CHAPTER 3

Netværk for Dansk Terroir aim to draw more attention to the term terroir and adding value to locally produced food product. In addition, suggest this could be done through Geographical indications certification scheme.

In the next chapter, the Geographical indications will be presented, providing an overview of the aims, registration process, and the current registrations at the time of the development of this thesis.

Chapter 4. GEOGRAPHICAL INDICATIONS

The Geographical indications is a part of the EU agricultural product quality policy, which will shortly be presented. Providing an overview of the aims of the Geographical indications. Subsequently the Geographical indications will be explained, in relation to aims, the registration process, and briefly the demands for registration as well as the current registrations. This section is included to provide an overview of the Geographical indications. The separate certifications will, as mentioned, not be distinguished after this chapter.

In 1992, the Common Agricultural Policy (CAP) was implemented by the European Union. The aim was to liberalize marketing conditions and encourage rural development (Allaire, Casabianca, Thévenod-Mottet, 2011). In relation to rural development the objective was to improve, the quality of agricultural products through the construction of the Geographical indications scheme. The main purpose was to develop a set of regulations linking agricultural food products to geographical place of origin. The link between the agricultural food products and the place of origin was to increase the value of the products and the production of quality food produce, as well as support local agricultural initiatives and secure a fair price for the farmers (Barjolle & Sylvander, 2000; EC, 2014b). This should create a balance between supply and demand, and support less-favored regions (Barjolle and Sylvander 2000). Subsequently the aim was to provide information on the product characteristics and farming attributes to the consumers, and thereby guarantee quality produce (EC, 2014b). In addition, the regulation encourages the diversification of agricultural products and protect the products from misuse and imitations.

On the EU website, following quotations states:

“Quality is an issue for every farmer and buyer, whether dealing with commodities produced to basic standards or with the high-end quality products in which Europe excels. EU farmers must build on high quality reputation to sustain competitiveness and profitability” (EC, 2014b).

Further:

“EU law lays down stringent requirements guaranteeing the standards of all European products. In addition, EU quality schemes identify products and foodstuffs farmed and produced to exacting specifications.” (EC, 2014b).

The concept of Geographical indications derives from the French certification Appellation d'Origine Contrôlée (AOC) related to wine production. AOC is based on the French term Terroir). The certification link specific quality parameters to a location and/or a method of production (Allaire, Casabianca, Thévenod-Mottet, 2011).

The first Geographical indication products was certified in 1996 and the Geographical indication scheme has since been revised twice and is currently regulated through Regulation (EU) No 1151/2012 of 21 December 2012 on quality schemes for agricultural products and foodstuffs (EC, 2012).

The second amendment was a new regulation regarding quality schemes for agricultural products and foodstuffs and was implemented in 2013. The aim of the new regulation was to unify and simplify the legal instrument with only one. This was to create a more robust framework for the protection and promotion of agricultural products within the EU (EC, 2014b).

Some of the key elements includes:

- *“More coherence and clarity to the EU quality schemes”* (EC, 2014b; EC, 2014d)
- *“A reinforcement of the existing scheme for protected designations of origin and geographical indications (PDOs and PGIs)”* (EC, 2014b; EC, 2014d).
- *“Faster registration procedures as in particular the opposition period is halved from six to three months”* (EC, 2014d).
- *“The rules on controls are clarified”* (EC, 2014d).
- *“The role of producer groups is recognized”* (EC, 2014d).

4.1. DEFINITIONS OF GEOGRAPHICAL INDICATIONS

The Geographical indications consists of three separate schemes: the Protected Designation of Origin (PDO) Protected Geographical indication (PGI) and Traditional Specialty Guaranteed (TSG). The certification are created to help transparency and protect the products and is to protect and promote names and quality of food produce (EC, 2014d).

PROTECTED DESIGNATION OF ORIGIN (PDO)

This certification is related to agricultural products and foodstuffs, which are produced, processed, and prepared in a given geographical area by utilizing recognized production methods. Protected Designation of Origin identifies a product that is related to a specific place: a region and in some cases a country.



The quality or the characteristics of the product should be essential or exclusive in relation to a particular geographical environment with its inherent natural and human factors; and all production should take place within the geographical area (EC, 2014d).

PROTECTED GEOGRAPHICAL INDICATION (PGI)

This also relates to agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing, or preparation should happen within the geographical area. Furthermore, the quality, reputation or other characteristics of the product should be essential to the geographical area (EC, 2014d).



TRADITIONAL SPECIALTY GUARANTEED (TSG)

This focuses on the traditional character of the composition of the product or the production method, which should be 30 years of historical production (EC, 2014d).



4.2. THE REGISTRATION PROCESS

The application for PDO and PGI can merely be done by a group of producers, albeit exceptions can be granted if two conditions are met: only one producer in the area are willing to register and if the geographical characteristics of the product differs from similar product in the area (EC, 2012). Both certifications are only connected to the geographical area and not to a specific producer or company; this means that all producers that fulfill the requirements are able to obtain the certification. The producer groups should define this geographical area as a part of the application (Arfini & Capelli, 2009).

EU applicants must fill out an application and forward this to a national control agency, in Denmark applications must be forwarded to the Danish Veterinary and Food Administration. The national authorities will analyze the application where after it will be processed on a European level. After this, it will be published on the official EU journal for 3 months in order for other parties to object to the certification of a product. A database DOOR have been constructed in order to get access of the current certified products, including access to the application forms, status of application, and also the cancelled product application (EC, 2014a). In case of opposition, there will be appointed a consultant between the registering and opposing parties. If no objections has occurred, the certification will be confirmed (EC, 2014c).

The member of state are responsible for implementing an inspection system to carry out controls and verify the producers groups comply with the product specification on the application. The producer groups funds the control and administration linked to the application and subsequently the certification (EC, 2012).

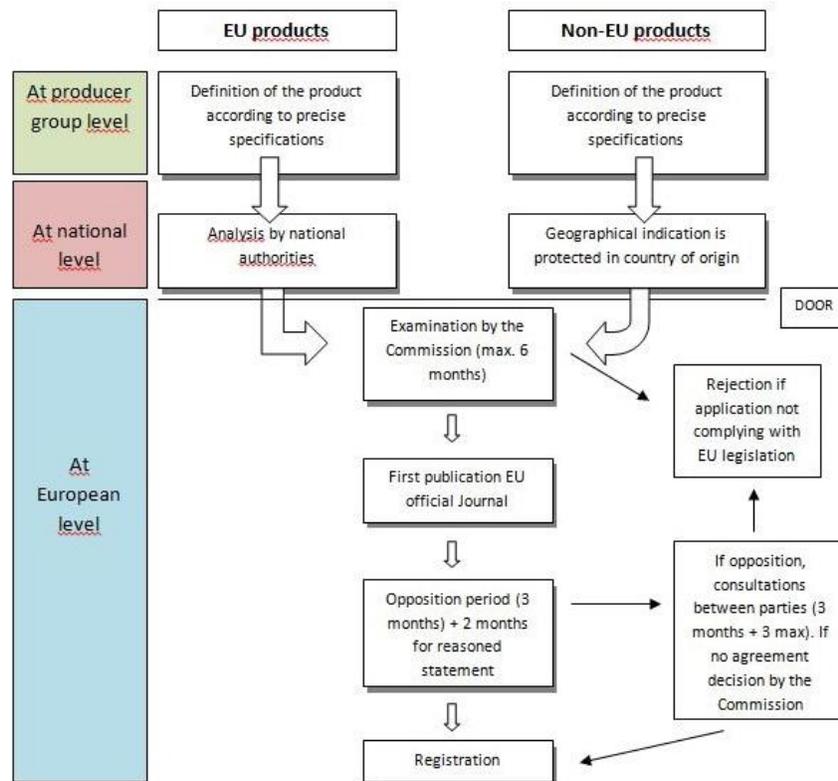


Figure 2 Registration process (EC, 2014c).

4.2.1. CURRENT REGISTRATIONS

Currently (2014) the European union have certified 1447 products in the different categories - 647 PDO (Protected Designation of Origin), 584 PGI(Protected Geographical indication), 45 TSG (Traditional Specialties Guaranteed) (EC, 2014a)..

Of these, only six are Danish, all of them PGI certifications, Denmark's currently holds six registrations, Lammefjordens potatoes and carrots, Vadehavs lamb and steer, Danablu and Esrum cheeses. In addition, two pending applications for Havarti and Danbo cheeses (EC, 2014a).

SUM-UP CHAPTER 4

The Geographical indications scheme is part of the European Agricultural quality policy. The implementation of the Geographical indications is to guarantee the quality of food produce, consisting of three separate certifications. Protected Designation of Origin (PDO), Protected Geographical indication (PGI), Traditional Specialties Guaranteed (TSG). These certifications have different requirements for registration, but all linking place of origin to the quality of the food produce. The aim is to facilitate market access and to guarantee a fair price of return to the farmers, as well as promoting local foodstuffs. Currently Denmark only have six registered products all will PGI status.

In next chapter, a literature review will be presented, based on studies done in relation to the Geographical indications and the perceptions found through European studies.

Chapter 5. LITERATURE REVIEW

The following chapter will present relevant studies concerning Geographical indications, in relation to the identified themes as outlined in the methodological approach in chapter 2. The presented studies will later appear in the analysis in order to compare and discuss the collected data from the performed interviews.

The Danish studies found during the archival research was limited; therefore, the majority of the studies presented below will be focused on other European countries but will be supplemented by the Danish studies found. This review does not cover all aspects of studies done, but merely includes key points in order to discuss statement from the interviews in the analysis.

Previous studies have concluded that a lack of interest in the Geographical indications is due to limited knowledge of the scheme. This more over have resulted in questioning the effectiveness of the scheme (Dimara, et al., 2004; Marescotti, 2011; Ilbery & Kneafsey, 2000b). In another study, it was established that Italy and France assign more resources on a national level than other countries. This was likely effecting the awareness and interest of the scheme in relation to producers in these countries. Furthermore, the study concluded, that the responsible authorities in the Northern European Countries had a tendency to take part in the application process as intermediaries between the applying producers and the European Commission. Whereas Southern European countries had more emphasis on the importance of Geographical indications and thereby allocated more resources towards the support of the producers (Barjolle & Sylvander, 2002).

Other studies determined that, bureaucracy was perceived the main disadvantage in relation to the registration process. The producers experienced long discussions and correspondences with the governmental organizations. Subsequently a barrier was the cost of verification, as well as inspections to ensure compliances was met (Ilbery & Kneafsey, 2000b; EC, 2008). The successfulness of cooperation between the producers depended on the homogeneity of the group (Teuber, 2011; Marescotti, 2011).

When investigating motives behind registering for the Geographical indications it was found that this was mainly to protect the brands from imitations (Teuber, 2011; Ilbery & Kneafsey, 2000b). However, other perceived the Geographical indications as a as a marketing tool facilitating the creation of a niche market (Tregear & Ness, 2011; Réviron, 2011; Dimara, et al., 2004).

Additionally, research have found that the relevance of certifications are depending on the distance between the producer and the consumers. When speaking of smaller producers with a small production volume that are geographically close to the consumers, the registration is less relevant. This because the consumers found the quality signals more important, within a longer supply chain (EC, 2008; Marescotti, 2003).

An additional study found that larger producers whom operate in retail stores are more likely to make use of the certification (Tregear & Ness, 2011). Some producers argue that they are not using the label, as it does not provide additional value, if the producer has already established a good reputation at the local market (Montanari & De Roest, 2011). Subsequently a study found that the certification scheme per definition limits the diversification of the certified products (EC, 2008).

In UK, it was found that producers did not connect Origin of food produce with quality but perceived texture, traceability, production methods, hygiene and flavor as quality indications (Dimara et. al 2004).

Several producers found that the lack of knowledge amongst consumers effect the success of the scheme (Teuber, 2011; Ilbery & Kneafsey, 2000a). This was found in a Danish context regarding Danish consumer's comprehension and perceived relevance. Concluded that the Danish consumer was unaware of the Geographical indications (Aachmann & Grunert, 2012b).

A Danish literature review was done in combination with a supermarket edit, which concluded that the certification have no meaning for Danish consumers and does not expect Danish producers to be particularly interested. Thus, it is not assumed that the certification have any effect on the consumer choices (Aachmann & Grunert, 2012a). The rapport concluded that, to investigate the full potential of the Geographical indications in Denmark further investigation is needed. This in relation above stated and consumer interest towards local produce, the perception of the Geographical indications and the use of the certification to identify local quality produce and quality produce in general. Further points for research should be whether the experiences and perceptions of the Danish producer are in accordance with producers from other European countries. Additionally, whether there is other non-identified barriers, which could be the reason for the lack of registrations in Denmark (Aachmann & Grunert, 2012a).

SUM-UP CHAPTER 5

Studies relating to the Geographical indications in a Danish context are limited, concluding that further research is needed. However, other European studies convey themes of bureaucratization, cooperation, cultural values linking to the identified themes of this thesis. These will be further incorporated in in analysis.

The next chapter will outlined the theoretical approach will presented in relation to the field of investigation, and thereby drawing on the Geographical indications as a point of reference.

Chapter 6. THEORETICAL APPROACH

The overall aim is to investigate the perception of the Geographical indications in a Danish context. Additionally, how these perceptions challenge the current means of governance.

As stated in the Methodological approach chapter the Situational analysis and mapping was utilized during the initial phase of investigation, identifying themes for further investigation.

Through the performed interviews five main categories was identified through coding as clarified in the methodology chapter 2.

- ❖ Bureaucracy
- ❖ Cooperation
- ❖ Cultural Values
- ❖ Certification and value
- ❖ Change in governance

Social Construction of Technology is applied as an overall frame providing an overview the social groups and their perceptions of the Geographical indications (Pinch & Bijker, 1987). Furthermore, SCOT is supplemented with Hughes theory on Technological systems (1987), to investigate structural issues and to analyze and discuss the perception of the interviewees. The perpetual use of SCOT (Pinch & Bijker, 1987) and Technological systems (Hughes, 1987) is to provide an understanding of the chosen social groups and their perceptions of the Geographical indications. Therefore, it is important to stress that the mechanisms behind the Geographical indications and the organization thereof, will not be included.

The interviewed producers are part of *Netværk for Dansk Terroir*, which, in this case is identified as an alternative food network, since the values correlate, this will be explained through the definition of alternative food networks and values.

The main goal of the Geographical indication is to guarantee quality food produce (EC, 2014b) Originating from the French term Terroir, wherefore the perception of quality and the term Terroir will be explained. This is applied to explain the underlying cultural contexts that might influence the perception of the Geographical indications and thereby influence the lack of registrations in Denmark.

In addition, the aim is understand how the perceptions of the interviewees could challenge the currents means of governance. This is done through the application of the Governance triangle by Renting and Wiskerke (2010).

As previously, stated Grounded theory (Clarke, 2005; Charmaz, 2009; Glaser & Strauss, 1967) is the foundation of the thesis and due to the interviews shaping the theoretical approach, some paragraphs are more substantial than others. The key aspects of the theoretical approach will be included in the analysis, however; some points are included in this section merely to provide an understanding of the theoretical foundation.

6.1. SOCIAL CONSTRUCTION OF TECHNOLOGY (SCOT)

Social Construction of Technology (SCOT) is embedded in the Social Constructivist approach. SCOT can be utilized as a methodology to investigate a technological artifact by including the social context; this artifact can be either physical or non-physical (Pinch & Bijker, 1987). SCOT incorporates Sociology of Science and Technological Studies, which will be explained below, in order to understand the key differences within the two concepts, before moving on to clarifying SCOT and the use of this theoretical approach.

6.1.1. SOCIOLOGY OF SCIENTIFIC KNOWLEDGE AND TECHNOLOGICAL STUDIES

Sociology of Scientific Knowledge concentrates on the content of scientific ideas, theories, and experiments as subject of analysis. Within the Sociology of Science, all knowledge or knowledge claims are treated as socially constructed and the explanations for acceptance and rejection of a technology, is found in the social world. The construction of scientific knowledge could be understood in different contexts. SCOT focuses on controversy and thereby the social construction of scientific knowledge (Pinch & Bijker, 1987).

Technological studies are integrated in SCOT, these evolve around innovation studies which have been executed by economists, with attention to conditions for success, hereof; marketing capability, macroeconomic factors etc. Within this type of analysis of technical innovation, all expected influences are included except the discussion of the actual technology. Pinch and Bijker argue there is a tendency towards over idealizing distinctions (1987).

6.1.2. SUCCESS OR FAILURE

According to Pinch and Bijker (1987), technology is socially constructed and they refer to that fact that cultural boundaries are a matter of social negotiations. In addition, they argue that technologies does

not determine human actions but the human actions shapes the technology. In order to understand the use of a technology one needs to have knowledge on how this is rooted in its social context. Hence, one should look at the social context in order to understand what factors might impact the acceptance or rejection of a technology (Pinch & Bijker, 1987).

The failure or success of the Geographical indication depends on whether the social groups accept or reject the certification scheme. SCOT is utilized as a methodology to understand the reasons for acceptance or rejection of a technology (Pinch & Bijker, 1987).

Pinch and Bijker (1987) recommends looking at controversies and discrepancies when investigating a technology and the development of this. The controversies is considered a questioning of beliefs about the successes and failures of a technology and is a mean to solve potential problems.

It is of outmost importance that the researcher looks at what the definition of success is, in order to conclude whether the Geographical indications are successful. Pinch and Bijker (1987) argue that successful innovations cannot be explained by simply stating they work better than non-successful innovations. The definition of success criteria varies, thus the success of an artifact needs explaining (Pinch & Bijker, 1987). There is a lack of Geographical indications in Denmark compared to Southern European countries (EC, 2014a), which imminently would mean that it is not a success, yet the application of SCOT allows the researcher to investigate the reasons behind this (Pinch & Bijker, 1987).

6.1.3. RELEVANT SOCIAL GROUPS

SCOT integrates the concept *relevant social groups* this is all members of a social group who share the same set of meanings regarding a specific artifact. A detailed explanation of the Social groups is needed in order to define the artifact in relation to this social group and to explain the development process of a technology (Pinch & Bijker, 1987). Moreover, Pinch and Bijker (1987) states that problems are defined within the meaning assigned by a social group or combination social groups, thereby the social groups gives meaning to the technology. This definition is flexible and that there is not one best way to develop an artifact. In order to decide which social groups are relevant one must ask whether the artifact has any meaning for the social group. Nevertheless, less obvious groups could be included (Pinch & Bijker, 1987), in this case the producers who are not certified with the Geographical indications, but having an opinion about the food system and regulations.

Pinch and Bijker (1987), presents technological development as a non-determined, multi-directional flux that involves constant negotiation and renegotiation among and between the groups shaping the technology. Their model differs from earlier rigid categorized linear models that are often presented for technological development (Pinch & Bijker, 1987). This is depicted in below model showing how they see various social groups shaping a technology or artifact, and the relation between social groups and the artifact (Pinch & Bijker, 1987).

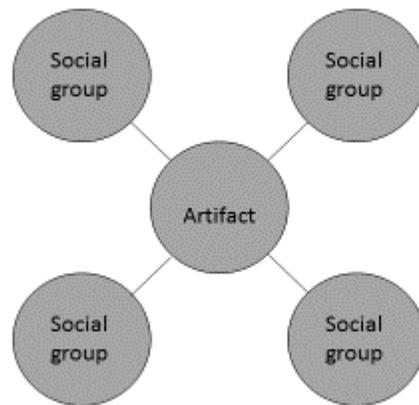


Figure 3 Social groups (Pinch & Bijker, 1987,p.35).

Through the description of the social groups, this thesis focal point is to investigate and identify conflicting interests relating to the Geographical indications. When identifying social groups, it is vital to bear in mind that several sub groups might be present and should be considered in this regard (Pinch & Bijker, 1987).

The social groups have been divided in to 4 groups representing different tiers in the Danish food system in relation to the Geographical indications.

- Danish small-scale producers: Producers from *Netværk for Dansk Terroir*
- Danish government: Danish Veterinary and Food Administration
- Danish PGI certified producers: Lammefjorden Grøntsagslaug
- Danish Consultancy firms: AgroTech

The four groups and their individual background will be presented in detail in chapter 7.

7.1.1. INTERPRETIVE FLEXIBILITY

Part of the SCOT approach is incorporating the reconstruction of alternative interpretations of a technology, using the term *interpretive flexibility*, which refers to the importance of combining sociology with scientific knowledge. Technologies are created by intergroup negotiation within the societal context. Each social group interprets a problem differently and therefore the technology should be constructed in order to accommodate the different points of view (Pinch & Bijker, 1987). The interpretive flexibility provides insight in the differentiated perceptions and understanding concerning Geographical indications. Moreover this can provide knowledge of the effect of these perceptions have on the acceptance or rejection of the Geographical indications. SCOT thereby facilitates the analysis of problems and conflicts based on the interpretations (Pinch & Bijker, 1987).

7.1.2. CLOSURE AND STABILIZATION

An integrated part of SCOT is the term Closure and stabilization, consisting of two terms *Rhetorical closure* and *Redefinition of the problem* (Pinch & Bijker, 1987).

The Rhetorical closure is the stabilization of an artifact, in this case the Geographical indications. When social groups perceive a problem as disappeared, the problem is considered solved. Redefinition of a problem is done to reach a closure and is based on the solution provided by the artifact (Pinch & Bijker, 1987).

Closure in a technology involves stabilization of an artifact and the disappearance of a problem. To close controversy, the problem does not need to be solved; the main point is that the social group see the problem as being solved. When there is consensus that a problem is solved there is stabilization and this result in closure, however these are not isolated and occur repeatedly during technological development (Pinch & Bijker, 1987). In this case, the Geographical indications are implemented but looking at the last amendments (EC, 2014d) in chapter 4, and due to the lack of registrations in Denmark, the argument in this thesis is that the GI is a developing technological system.

SCOT is criticized for disregarding deeper cultural Origins of social choices concerning technology (Winner, 1993) wherefore this will be supplemented with more insight on the cultural context in Denmark through the perception of quality and the values of alternative food networks. In addition, technological systems will be briefly outlined in order to supplement SCOT and to provide further information on Geographical indications as a technological.

7.2. TECHNOLOGICAL SYSTEMS

In this section Technological systems are described according to Hughes (1987) and Pinch & Bijker (1987) this in order to provide insight on the Geographical indications as a technology and how this relates to the Social groups, connecting this to the second section of the theoretical approach focusing on alternative networks, certification, and the cultural context.

According to Hughes (1987), technological systems contain a variety of complex and problem solving components, which are socially constructed and society shaping linking to SCOT (Pinch & Bijker, 1987). The components are physical artifacts, which includes organizations and firms, scientific articles, and legislative artifacts (Hughes, 1987).

Hughes (1987) argue that artifacts are socially constructed and adapted to function in systems; these systems are also considered artifacts. Artifacts are constructed to work in a system, which are constructed to work in other systems meaning that the system then also is an artifact (Hughes, 1987). Thereby the Geographical indications can be perceived as both an artifact and a system, depending on the context. Relating to the CAP and, the Geographical Indications is an artifact in a systems and works towards the common goal of the system, which is to guarantee quality food produce amongst others. Whereas the Geographical Indications could be considered a system and the PGI, PDO, TSG as artifacts in this system. In this case the Geographical Indications is considered and artifact in the system of CAP, since the thesis does not focus on the specific certifications.

The technological systems is perpetually to solve problems or fulfill goals, through wheat means are available and appropriate. In addition, it is a way of reordering of the material world to increase productiveness of goods or services. Technological systems are bounded by limits of control exercised by artifactual and human operations. The function of people in system is to complete feedback and loop between system performance and system goal to correct errors (Hughes, 1987). Moreover, Hughes (1987) states that the degree of freedom depends on size or autonomy of a technological system. I.e. old systems are less adaptable.

The goal of the EU via the implementation of the Geographical indications is to guarantee quality of food produce and thereby increasing the value of the produce and subsequently increasing productiveness (EC, 2014d).

The interaction between and within the artifacts constructs the characteristics of the system and removing one component from the system effects other artifacts and the system will thus, change accordingly (Pinch & Bijker, 1987).

Actors or components are functionally related, changes in one or more created imbalances or reverse salient until other components cascade and adjust to achieve optimal interaction (Hughes, 1987). Hughes (1987) explains that since technological systems are changing, there should be a focus on the study of motion and equilibrium, where the analysis is analogue to the dynamics of the technological system. The attention towards dynamics means the system components interaction in harmony while the system grow, thus considered as dynamic equilibrium. Additionally he argues that artifacts must be invented for systems and actor worlds. If existing organizations of artifact are to be used, they must be translated. Each component must be designed to interact with other components; hence, one cannot amass as variety old components in a new combination (Hughes, 1987). The Geographical indications are based on the French AOC certification (Allaire, Casabianca, Thévenod-Mottet, 2011) thus, this should be taken in to consideration.

Hughes (1987) explains two concepts, a closed system versus an open system. He argues that a closed system is one without the incorporation of the environment and eliminating sources of uncertainty, which could be ideal for a system. Furthermore adding, that managers of these systems have a tendency to focus on bureaucracy and routinization in order to eliminate these uncertainties. In addition, he states that this could lead to lack of freedom and deskilling, in order to minimize the voluntary role of workers and administrative personnel in a system. In relation to open systems, Hughes (1987) explains there are two kinds of environments. Either environments that depends on the system, or where the system is dependent on the environment. In both cases there is a one-way influence and thereby no interaction between the system and the environment. The environment is not under control of the systems, and environmental factors that affect the system could not be part of the components of the system (Hughes, 1987). Hughes (1987) states that one of the primary characteristic of system builders are the construction or force unity out of diversity and to centralization in order to provide coherence form chaos. This process involved the destruction of alternative system, which is in this instance the alternative food networks.

Therefor the next section will present further details on alternative networks and values, in order to provide understanding of some of the underlying mechanisms that might influence the perception of the producers concerning the Geographical indications.

7.3. ALTERNATIVE FOOD NETWORKS

The alternative food networks are characterized by economic relations that differs or go beyond market relation like linking distant localities with the active citizenship focusing on political and ethical commitment. In general alternative food networks promote alternative products concentrate on quality, taste, freshness and alternative production processes, territorial origin, local producers and local reputation. In addition, the alternative food networks focus on non-industrial local inputs. The key aspect are transparency focusing on direct sales via farm shops and farmers markets (Renting & Wiswerke, 2010; Darby et.al, 2008).

Netværk for Dansk Terroir focus on the same values linking to the term Terroir (see chapter 3) wherefore this is perceived as an alternative food network.

7.3.1. THE PERCEPTION OF QUALITY

Pinch and Bijker (1987) states that differentiated social groups can define problems differently and as well as successes and failures. The aim is to guarantee the quality of food produce through the Geographical indications (EC, 2014c) and it is thereby necessary to look at what the definition of quality is, which will be further clarified in the following section.

The term quality is socially constructed and therefore the perception of quality depends on the cultural context. Commonly, this refers to consumer satisfaction but different actors have differentiated perceptions on quality and on how this is measured. Therefore, the meaning of quality cannot be understood without the social context where they the concept is constructed (Ilbery et. al., 2000). This links to SCOT and the argument that in order to understand the reason for acceptance or rejection of a technology one must look at how this is perceived by the social groups and how success is defined (Pinch & Bijker, 1987). In this case, the aim is to promote local foodstuffs and guarantee the quality hereof (EC, 2014d). The Geographical indication scheme has originated from the French AOC, which is based on the principles of the term Terroir (Allaire, Casabianca, Thévenod-Mottet, 2011). In addition, hereby the definition of quality must be seen is this relationship.

The northern European countries, in this context Denmark, is historically not used to concentrating on regional food. Ilbery and Kneafsey (2000a) describes this as a placeless foodscape, which is dominated by homogenous brands and a functional commodity-driven culture. This is supported by Higgins, Dibden, and Cocklin (2008), stating that the quality of food is primarily defined by public health and safety concerns rather than organoleptic properties. Ilbery and Kneafsey (2000a) supports this and

states that regulatory institutions focus on objective indications such as hygiene where as in the case of alternative food networks they focus on subjective indications such as production methods, the producers, and raw materials.

The association between Terroir, tradition, and quality, are self-evident in Southern Europe, where local and regional food specialties are embedded in the food supply system. There a numerous smaller family oriented farms, which moreover is a contrast to the surplus of industrialized economical efficient production organs in the Northern part of Europe (Higgins, Dibden, and Cocklin, 2008).

This relates to what Lang and Heasman (2004) refers to as the ecologically integrated paradigm, which emphasizes on skills and knowledge and the conservation of natural resources, ecology and quality produce. Whereas the productionist paradigm focuses more on quantity than quality.

A change is emerging within food production, as seen through the construction of alternative food networks (Renting & Wiskerke, 2010), Lang and Heasman (2004) explains this as food control versus food democracy. This change will be further outlined from a theoretical perspective in the following section.

7.4. GOVERNANCE MECHANISMS

The theoretical framework in this section is the Governance Triangle (Renting & Wiskerke, 2010) displaying how the cultural and structural issues are related, drawing on the notions of the previous presented theoretical approaches.

The Governance Triangle by Renting & Wiskerke (2010) will be presented in order to gather key aspect presented above and to investigate how this emergence of alternative food networks effects the changes within the governance mechanisms.

The governance approach is integrated to investigate how the perceptions of the interviewees challenge the current means of governance and henceforth could be points for further development. Although the aim is not to present a solution but to depict controversies, connecting to SCOT (Pinch & Bijker, 1987), that should be taken in to account if developing the system further in order to increase certifications in Denmark among smaller producers.

The globalized market and the change in power, from producer-driven to buyer-driven supply chains means private systems of governance. This transition changes the focus towards a culturally inspired consumption contradictory to the political economy inspired focus (Lang et. al., 2009).

Certifications provides an understanding of the complexity of agri-environmental governance, through exploring the relations between focus on exploring the relations between a vertical and a horizontal diminution of embedding processes (Higgins, Dibden, and Cocklin, 2008).

Renting and Wiskerke (2010), states the bases of power in governance are primarily about balance and compromise seeking to include the variety of interests linking to SCOT and the inclusion of Social groups (Pinch & Bijker, 1987) as well as Hughes (1987) on Technological systems.

Furthermore. Renting & Wiskerke (2010), adds that the interrelation between the market and state re-evaluates food procurement. The increase of municipalities and city-regions as food policy makers leads to changed relations between local/regional government and the civil society on urban food strategies such as local food, sustainability, organic produce amongst others, which moreover leads to the construction of alternative food networks.

This transition enables active citizens to play a larger role, and new governance forms can be discovered through market-driven trends or civil society initiatives, a so-called bottom up-approach (Renting & Wiskerke, 2010). According to Lang and Heasman (2004), it is a matter of food control versus food democracy, which are two conflicting approaches. Food control is embedded in a top-down governance mechanism, whereas the food democracy is considering diverse views and interests with a bottom-up governance approach (Lang & Heasman, 2004). The new approach includes diversity of institutional and social partners involved. As a result, a less producer oriented focus and increased attention to issues of e.g. health, education, and sustainable development. The increased emphasis on local regional identity leads to an alternative geography of food, in effect there is a need for a new governance approach (Renting & Wiskerke, 2010).

Lang and Heasman (2004) states that this change from, what they refer to as; the productionist paradigm towards an ecologically integrated paradigm is occurring due to multiple factors. They states that policymakers, which in this case the European Commission, has failed to include the social environment, and that overall policy coherence is lacking (Lang & Heasman, 2004). Using the terminology of SCOT the European commission seeks to redefine the problem in order to reach closure (Pinch & Bijker, 1987) though the certification scheme by promoting quality and rural areas (EC, 2014d).

According to Renting and Wiskerke (2010), the change in how the State, market, and civil society are defined in relation to governance is demonstrated via the *Governance Triangle*. The Governance Triangle illustrates how the three actors are collaborating on a political level.

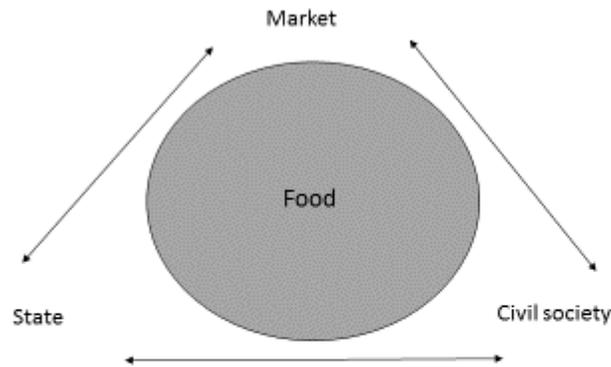


Figure 4 Governance triangle
(Renting & Wiskerke, 2010).

The governance Triangle depicts the interrelation between civil society, the market, and the state. If the consumers does not trust the market and are unable to influence the market, they depend on the state as an intermediary, and the state should interfere or interact with the market (Renting and Wiskerke, 2010). The state could use certification schemes as a tool to create this trust and thereby constituting a link between the market and civil society (Ilbery et. al., 2000).

As explained previously there is currently a focus on objective indications (Ilbery et. al., 2000) like food safety (Fødevarestyrelsen, 2014), which is a way to insure the consumers trust in the market.

Alternative food networks focus on trust between the producer and the consumer through a shorted supply chain. Niches depends on quality and sometimes rarity value, which could be strengthen through governmental differentiation (Higgins, Dibden, and Cocklin, 2008). An option for trust can also be through certifications, in this relation the Geographical indications, the certification can be seen as confirmation of product characteristics. In addition, certifications can in general be a tool for alternative food systems. However, an obstacle with certification are that they can be obtained by larger producer and thus the same perceived qualities (Ilbery et. al., 2000).

Currently in Denmark the PGI certified producer groups consists of larger producers (EC, 2014a) This could result in a flawed reputation amongst the consumers, meaning the opposite effect in relation to guarantee of quality. Higgins, Dibden and Cocklin (2008), argue that the Geographical indication certifications has no explicit quality assessments other that what is stated by the producers who part take in the certification scheme. If larger producers are certified and defines quality different than what

was originally intended this could also harm the reputation of the Geographical indicators (Ilbery et. al., 2000). This is supported by Higgins, Dibden and Cocklin (2008) stating that:

“...regulatory mechanism animated by a complex governance politics in which a great variety of actors pursue diverse interests.” (Higgins, Dibden, and Cocklin, 2008, p. 18).

Furthermore, stating that certification schemes can be:

“Certification schemes are aimed broadly at formally differentiating a given product from its conventionally produced counterpart based on ‘qualities’ associated with the product, process or place of production” (Higgins, Dibden, and Cocklin, 2008, p. 18).

Certifications are often related to a large amount of paperwork and prices for registration, which obscures the registration for smaller producers, meaning that lack of certification among smaller producers is not due to the actual product but often due to structural issues (Ilbery et.al. 2000). Linking to Hughes (1987) notion of a bureaucratic closed system.

This is an example of a controversy, which according to SCOT should be the field of investigation, looking at what meaning is provided to the artifact by the social groups to the artifact (Pinch & Bijker, 1987).

SUM-UP CHAPTER 6

The choice of theoretical approach is based on Grounded theory and have been applied accommodating the comments during the interviews. Social Construction of Technology serves as a theoretical frame, aiming to investigate the perceptions of the social groups in relation to the Geographical indications. Hughes is applied to investigate the technological system. The European commission seeks to guarantee quality food produce, via the Geographical indications. The term quality is socially constructed, and thereby the definition of the term is found in the social world. Furthermore, alternative food networks and the perception of quality is explained, since a change of focus is seen in the perception of quality through the emergence of alternative food networks. There is emerging a new relation between civil society and the market, this through a shortened the food chain between producer and consumer, and transides to a new food geography. This lead to the change in governance mechanism, which was explained via the application of the governance triangle. The next section will briefly outline the cases from the interviews, as stated by SCOT the knowledge of the Social groups are vital to understand the social context.

Chapter 8. CASES

In this section, the cases from the interviews will be presented briefly. Drawing on the notion of SCOT, that the information of the social groups are important in order to include the social context. And thereby understand the underlying reasons for acceptance or rejection of the Geographical indicators (Pinch & Bijker, 1987). The case descriptions have been constructed based on information from the interviews (Appendix 5-9), as well as from the websites of the interviewees.

Firstly, the three producers from *Netværk for Dansk Terroir* will be outlined, followed by Lammefjordens Grøntsagslaug, AgroTech and Danish Veterinary and Food Administration.

8.1. STENGÅRDEN

Stengården is situated in the Northern part of Zealand. It is a family owned farm and has been organically certified since 1997. They produce a variety of food products; they mainly focus on eggs from 3000 chickens, 25 cattle for meat production and 50 different sorts of fruits and vegetables.

The produce is primarily sold directly from the farm shop, where they supplement with other organic products from other producers. They only chose to sell local products when the quality lives up to the product they produce at the farm (Stengården Web; Appendix 7).

8.2. KÆRSGAARD

Kærsgaard I situated on Zealand, and is a small family owned farm. They produce freerange meat and organizes farmers markets in Copenhagen and other places in Denmark. They have sheep, which produces 50 lambs, 1000 ducks, 150 geese, and 900 chickens.

They sell the produce directly from the farm and on farmers market. Furthermore, they cooperate with other farmers from the market and sells their produce on the farm.

They emphasis that buying local and that fresh food produce is healthier than when they have travelled far. Furthermore, they state that there is a multitude of quality produce in Denmark and these should be eaten according to the appropriate season. They focus on quality and animal welfare and producing fresh vegetables to go with the meat. First priority is animal welfare, secondly quality and the good taste, followed by organic production methods (Kærsgaard web; Appendix 5).

8.3. FRU MØLLERS MØLLERI

Is based on Bjergagerhougård, where they produce 500 pigs and 200ha land, which is planted with various types of grain. They process the gains on the farm and sells the flower as well as making bread.

It is a conventional farm but based on some of the organic principles, they only use fertilizer when necessary; furthermore, they focus on sustainability by minimizing the transportation of their produce. On the farm there is a restaurant, a shop, butcher, and they lease part of their farm to a coffee shop. The meat is not butchered at the farm however, the processing are done at the farm. They make salamis, bacon, and ham amongst others from their own meet and cooperates with other local farmers, selling their produce (Fru Møllers Mølleri web; Appendix 6).

8.4. LAMMEFJORDENS GRØNTSAGSLAUG

The guild was created in 1996 in order to increase marketing of the products. Today the guild consists of 40 members mainly producers in the area. The producers of the area produce carrots, potatoes, asparagus, leeks, and other vegetables. The carrots and potatoes are certified with the PGI.

The area holds 5500 ha soil, which provide taste and quality to the vegetables. Several of the producers are third generation of the “*original pioneers, and the spirit remains intact*” (Lammefjorden, 2014).

8.5. AGROTECH

AgroTech is a consultancy firm that provides a long range of activities divided in to five business units: Plant Technology, Field Trials, Food and Foodservice, Environmental Technology, Greenhouse Technology.

AgroTech offers assistance in the application process of the Geographical indicators. They offer evaluation of products and possibilities for obtaining the Geographical indications. They moreover facilitate the application process and offers counseling or could do the entire application process. So far, they have only handled one application (AgroTech, 2014).

8.6. DANISH VETERINARY AND FOOD ADMINISTRATION

The Danish Veterinary and Food Administration, administrates regulations related to veterinary and food concerns and implements regulations by the Danish government and in this case EU (Fødevarestyrelsen, 2014b).

The vision is:

“Fewer people shall become ill from food, food and dietary habits shall improve, misleading shall decrease as shall the number of diseased livestock” (Fødevarestyrelsen, 2014b).

“We shall have the best veterinary contingency capabilities in the EU – both in the event of microbiological and chemical contamination and to prevent and eradicate livestock diseases and infections” (Fødevarestyrelsen, 2014b).

Furthermore, it states:

“Food quality has traditionally been a question of appearance, taste, and consistency. It still is. Today, however, quality involves something more. Quality also means the absence of toxins and drug residues beyond that, which is necessary for safety reasons. Quality also means marketing integrity (i.e. no misleading), knowledge, clarity, and openness regarding the production process and product contents. Quality also means manufacturing conditions, including ethical and organic farm production methods” (Fødevarestyrelsen, 2014b).

From the Danish page in relation to quality– translated:

“The administration support the small butcher and the large milk mastodon in developing quality food product that can be sold for a reasonable price. The administration will facilitate the food entrepreneurs in opening own restaurants or shops. At the same time we will provide easy access to counselling and certifications scheme that will facilitate the choice of the consumers among the many food products in the Danish shops” (Fødevarestyrelsen, 2014c).

These quotes will be analyzed and discussed in the following chapter, the analysis.

SUM-UP CHAPTER 7

Having briefly positioned the interviewed cases and their background, the thesis will move towards the analysis, which is will be presented in the subsequent chapter. The analysis is based on these cases and their statements though the interviews. Additionally, the analysis will be including the theoretical approach as outlined in the previous chapter. Furthermore, this will embed the literature review and the present results from other studies in relations to the Geographical indicators.

Chapter 9. ANALYSIS

This chapter will include key points from the interviews, theories, and literature review, in order to analyze and discuss the findings. The analysis is based on Grounded theory (Charmaz 200; Clarke, 2005; Glaser & Strauss, 1967), and thereby the theoretical approach have been shaped by the interviews by applying an inductive approach. The statements from the interviews have been thematized, as presented in methodology chapter 2, and the main themes have shaped the theoretical approach as well as the structure of the analysis.

Five reoccurring themes have been identified through the interviews,

- Bureaucracy
- Cooperation
- Cultural values
- Certifications and value
- Change in governance

The aim of this analysis is to investigate the perceptions of the Geographical indications, and how these perceptions challenges the current means of governance.

Social Construction of Technology (Pinch & Bijker, 1987) serves as an overall theoretical framework to understand the rejection or acceptance of a technology, which in this thesis is the Geographical indications, this by applying relevant social groups, which will be outlined further below.

As a supplement to the Social Construction of Technology (Pinch & Bijker, 1987), Hughes (1987) theoretical angle on Technological systems will be applied.

Seeking to discover what other mechanisms are in play, the following section of the analysis will look at cultural values and tendencies within alternative food networks. In addition, subsequently broaden the perspective from a governance angle seeking to display emerging change from the current productionist paradigm towards are more ecologically integrated paradigm (Lang & Heasman, 2004), and how governance mechanisms are changing.

Seeing as the focal point of the thesis is *Netværk for Dansk Terroir*, alternative food networks and their values will be incorporated in the analysis. The EU aims to guarantee the quality of food produce trough the Geographical indications (EC, 2014b). Thus, the perception of quality will be included in the analysis,

through the values of the alternative food networks (Renting and Wiswerke, 2010). Furthermore the notion of certifications by Higgins, Dibden, and Cocklin (2008) will be included, linking Geographical indications to the alternative food network. Which in the latter part of the analysis will refer to the second part of the problem statement; *how the perceptions of the Geographical indications challenge the current means of governance*. This will include the previous presented theoretical approaches, where the governance triangle serves as an overall frame for this section, drawing on the previous analyzed sections adding further theoretical perspective.

As will be explained further below, the producers lack knowledge of the certifications wherefore other points will be included relating to the structures and goals of the Geographical indications certification. The statement of the producers will be analyzed alongside the statements from other interviews performed i.e. Lammefjordens Grøntsagslaug, AgroTech and Danish Veterinary and Food Administration.

Subsequently reports will be included to provide further knowledge and draw parallels to the external processes of which the SCOT approach is criticized for lacking (Winner, 1993).

Some quotation will be repeated since they include a several themes, and will thereby be referred to in different chapters, in some instance the quotations will be split to fit in to the different sections.

As clarified, the themes in the analysis have been shaped by the preformed interviews, thus, some paragraphs are more substantial than others.

9.1. SOCIAL GROUPS

As stated in the Theoretical approach the key to social groups are that they share the same set of meanings attached to the artifact. The social groups has been divided in to following:

- Danish small-scale producers: Kærsgård, Fru Møllers Mølleri, Stengården (Appendix 5-7)
- Danish Government: Danish Veterinary and Food Administration (Appendix 8)
- Danish PGI certified producers: Lammefjordens Grøntsagslaug (Appendix 9)
- Danish Consultancy firms: AgroTech (Appendix 10)

Several statements overlap from the four groups but they do represent different interests which is the main reason they have been split in to four social groups. By identifying the social groups, the aim of this thesis is to investigate the perceptions of the Geographical indications (Pinch & Bijker, 1987).

The statements of the interviewees will be included due to either comparison or controversy (Pinch & Bijker, 1987) both in relation to their statements and in relation to the theoretical frame as well as the goals and purpose of the Geographical indications certification schemes.

First section will briefly outline the knowledge of the producers in relation to the Geographical indications as a technology, where after the analysis will continue to the themes as explained above.

9.2. KNOWLEDGE

The producers have no knowledge of the Geographical indications and is in general sceptic concerning certifications in general.

“..... There is a new certification every day” (Kærsgaard, Appendix 5).

“..... Local is kind of passé – there is two ways of looking at local food. Læsø salt: local but sold in Magasin and then there is local – Kort reist mad. I don't believe in more certification, it would not make a difference– there is so many” (Stengården, Appendix 7).

The lack of knowledge have been found trough other European studies where limited awareness has resulted in lack of interest in registration and thereby questioning the effectiveness of the Geographical indications (Dimara, et al., 2004; Marescotti, 2011; Ilbery & Kneafsey, 2000b). Another study found that France and Italy assign more resources than other countries, which was likely to influence the awareness and the interest in the certification scheme (Barjolle & Sylvander, 2002).

Referring to SCOT, the Social groups gives meaning to the artifact and the problems are defined within this frame, furthermore this definition is said to be flexible and thereby not one best way to develop and artifact (Pinch & Bijker, 1987). Since the aim is to encourage rural development through the promotion of local foodstuffs (EC, 2014d), this should implicit mean this includes the Terroir producers. This, despite the fact they do not have the certification or knowledge of it. Whereas the other chosen social groups do have experiences with implementation and application procedures of the Geographical indications certification scheme

The producers reject the Geographical indications scheme, simply by the lack of knowledge. However, it is important to look at a technology in the social context to bring controversies in to the open and look at the definition of successes and failure (Pinch & Bijker, 1987), which will be further, analyzed, and clarified in the consecutive sections of the analysis.

9.3. BUREAUCRACY

Food security is a reoccurring topic during the producer interviews; it became apparent that this was perceived the main barrier for smaller producers. The comments concerns, food storage, transportation, and labelling which ended up with a surplus of control and administrative issues. Below, a couple of examples;

“Customers mentions how cozy the markets in Italy are, but we aren’t allowed to do anything here. In Denmark there is bacteria everywhere....there is so many rules...of cause there should be some security...” (Fru Møllers Mølleri, Appendix 6).

” We would really like to open our own cafe at the farm. But then we aren’t allowed to use our own eggs in like cakes, because they need to be transported to the packing central, and then the eggs will be one week old before we get them back – it just does not make sense they need to be shipped to Jutland and then back to us” (Stengården, Appendix 7).

In addition, adds:

“...Denmark is the only country where eggs needs to be kept on 12 degrees – there is so much focus on food security and rules” (Stengården, Appendix 7).

The producers are not referring directly to the Geographical indications; however, this transfers to the statements from Danish Veterinary and Food Administration and Lammefjordens Grøntsagslaug. Whom expresses that Geographical indications scheme is bureaucratic system and that there is various fixed procedures that one must comply with for filing the application as well as after obtaining the certification and that can be a hindrance particularly for smaller producers (Appendix 8, 10).

Several studies from other European countries concludes that some of the barriers for smaller producers are the increased control and administrative tasks in relation to the Geographical indications (EC, 2008; Ilbery & Kneafsey, 2000). Certifications are often related to a large amount of paperwork and prices for registration, which obscures the registration for smaller producers, meaning that lack of certification among smaller producers is not due to the actual product but often due to structural issues (Ilbery et.al. 2000).

This links to Hughes (1987) notion of a bureaucratic closed system. The bureaucratic systems is according to Hughes (1987) and example of a closed system where manager focus on unity and

centralization. This is seen when the producers are speaking of the matters regarding supermarket distribution.

” There is just too many things to take in to consideration...then it needs to be a specific size, delivered on a specific pallet – we don’t fit in to that system...” (Kærsgaard, Appendix 5).

“It’s just other mechanisms in the supermarkets – you play with the big boys!” (Fru Møller, Appendix 6).

The focus on uniform products and production volume complicates the producer’s access to the market and according to Hughes (1987); the effect of the closed systems means the destruction of alternative systems.

This point is exemplified when the producers mention the lack of agreements with supermarkets:

“If the supermarket decides to lower the prices in the shop, the customer buys the other products” (Fru Møllers Mølleri, Appendix 6).

“You can focus on one main buyer for many years, but then the retailer changes it, it is too risky - and several small producers “shut down”. – it gives me the chills thinking about having to sell to them” (Kærsgaard, Appendix 5).

The producers explain that, their production process is more time consuming than food industrialized production and therefore more costly. For instance, the beetroots at Stengården are picked by hand, due to the hilly terrain, and is therefore not suited for a larger production volume. Selling their produce to supermarkets would mean they would have to exclude too many due to size and appearance of the produce (Appendix, 8).

Despite the fact that the producers does not refer directly to the Geographical indications, this does correlate with other studies in relation to the Geographical Indicators where it has been found that larger producers whom cooperated with retailers where more likely to make use of the labeling (Tregear & Ness, 2011).

“EU law lays down stringent requirements guaranteeing the standards of all European products. In addition, EU quality schemes identify products and foodstuffs farmed and produced to exacting specifications.” (EC, 2014c).

By implementing the Geographical indications, the aim is encourage rural development by improving the quality of the agricultural products. Through the promotion of local foodstuffs and by supporting diversification (EC, 2014c). Comparing this to the statements of uniformity in relation to the above comments. It is unlikely that producers see this as a way of supporting diversification, as seen in the conclusion from other studies stating the certification limits the differentiation of the certified product (EC, 2008). This is supported by AgroTech comments, that there is not room for experimenting, one should only apply for registrations for products fully developed (Appendix 10).

9.4. COOPERATION

The application for the Geographical indications should be done by a group of producers, unless there is only one producer interested in applying within the area or the product differs from others (EC, 2014c).

The representant for Lammefjordens Grøntsagslaug states:

“Why there isn’t more registration in Denmark is because the producers does not know it is a possibility – and they think it is too much hassle” (Lammefjordens Grøntsagslaug, Appendix 9).

He moreover states that it is only larger corporations that apply for the certification because they have extra staff, handling the application – and it is a challenging task. He adds that he would not be able to apply without other producers because the other producers in the area would object, thus, a cooperation of producers is needed (Appendix 9).

AgroTech states that the reason there lack registrations in Denmark is because the Danish producers lack ambition and subsequently adds:

“They are not interested in sharing knowledge and cooperating with other producers” (AgroTech, Appendix 10).

“For it (GI) to work you have to agree within the groups of applicants – this is an obstacle because Danish producers does not want to share” (Danish Veterinary and Food Administration, Appendix 8).

When discussing cooperation in general among small-scale producers Kærsgaard states:

“I think we could be better at sharing and for example sell each other’s products” (Kærsgaard, Appendix 5).

Lammefjorden did not experience any issues with cooperation among the applicants, according to Danish Veterinary and Food Administration this was an exceptional case, and due to the fact that the producers was the same size and type of production (Appendix 8). This correlated with rapports concluding that the successfulness of the cooperation of the applicants depend on homogeneity of the producer group (Teuber, 2011; Marescotti, 2011).

However, AgroTech states that the lack of certifications in Denmark is due to lack of ambition amongst Danish producers (Appendix 10). This point comes across, when Kærsgaard mentions that Danish small-scale producers lack variety, they all produce strawberries and potatoes because it is easy (Appendix 5).

In addition, adds:

” I would like to see people producing something else – there is a lot of different kind of strawberries – why not play around with that?” (Kærsgaard, Appendix, 6).

According to SCOT, various social groups can define problem differently including successes and failures (Pinch & Bijker, 1987). In line with the above statements and the bureaucracy.

9.5. CULTURAL VALUES

On the EU website, it is stated that:

“Quality is an issue for every farmer and buyer, whether dealing with commodities produced to basic standards or with the high-end quality products in which Europe excels. EU farmers must build on high quality reputation to sustain competitiveness and profitability....” (EC, 2014c).

Quality is a socially constructed term, which therefore cannot be understood without the social context, where it is constructed (Ilbery et. al., 2000). This links to SCOT, where Pinch and Bijker (1987) states that reasons for success and failure depends on the definition of this. Moreover, the fact that different actors can have different perceptions of quality, and how this is measured connecting to *Interpretive flexibility* (Pinch & Bijker, 1987).

Since the Geographical indications is a certification that is said to guarantee quality produce, is thereby relevant to look at this definition in a Danish context (EC, 2014c).

The Terroir producers focus on quality and perceives this as animal welfare, production and the people behind. Their perception of quality is taste, animal welfare, and transparency, which links to the definition

of alternative food networks (Renting & Wiswerke, 2010). The producers also mentions that larger productions means more focus on revenue than on quality and animal welfare, additionally a lack of concern for the nature. They all believe that their produce is better quality than industrialized products (Appendix 5, 6, 7).

Similar to the definition of the term terroir both in relation to *Netværk for Dansk Terroir*. The production focus on trust between consumers and a place-based production amongst others.

"We are focusing on flavor.....we are not just some mass-producer focusing on profitability – if people comes to us and not just Irma – it need to taste better" (Stengården, Appendix 7).

An English study from 2004, concluded that English producers did not connect Origin with quality, but instead defined it as taste, raw materials, recipe, production method, hygiene, and the involvement of the owner (Dimara et. al., 2004).

As mentioned in relation to the issues regarding food security, the main barrier according to the producers are food security regulations and was previously analyzed in relation to bureaucracy. However, another element when the interviewees express matters concerning food security are cultural aspects. Through the interviews, comparisons are made to Italy and France:

"Customers mentions how cozy the markets in Italy are, but we aren't allowed to do anything here. In Denmark there is bacteria everywhere....there is so many rules...of cause there should be some security...." (Fru Møllers Mølleri, Appendix 6).

"We visited Italy where they had special cheeses from goats in the mountains – we could do more of that in Denmark- use the regional attributes to make unique products" (Kærsgaard, Appendix 5).

"Terroir is a Latin concept- you need to picture you are from Southern Europe standing on a wine field – otherwise it does not make sense – it fits poorly in to the Danish food production system. The Danish food production is based on effectivity, high standard and uniformity– that is the mantra of Danish agriculture.... like raw milk cheese – every cheese is different but we are accustomed to uniformity and security – in France people die from eating these cheeses but that's part of it – it's artsy" (Danish Veterinary and Food Administration, Appendix 8).

Furthermore adding that there is a resistance towards the certification because it challenges the way we produce in Denmark (Appendix 8).

“Terroir is a difficult thing in Denmark – the Danish agriculture has destroyed it.....terroir is regional food and what is traditional - There was a reason they grew something there in the old days” (Kærsgaard, Appendix 5).

The producers mention the focus on efficiency over quality in the Danish food production system. In addition, that many of the traditions have been forgotten - the focus is on competitive prices (Appendix, 5, 6, 7).

Another example is seen in relation to the comment from Lammefjorden regarding the application for carrots versus potatoes:

“.....It was easier to apply for carrots because we had scientific documentation of differentiated content like vitamins - whereas potatoes based on the looks of the potatoes” (Lammefjordens Grøntsagslaug, Appendix 9).

Looking at the website of the Danish Veterinary and food Administration, the goal in relation foodstuffs is in Danish:

”at sikre forbrugerne sunde og sikre fødevarer, oplyse om sunde kostvaner og beskytte forbrugerne mod vildledende markedsføring af fødevarer” (Fødevarestyrelsen, 2014c).

Then on the English version of the website:

“Is to ensure the safety and high quality of food, to advice on healthy eating habits and to protect the consumers against misleading marketing of food” (Fødevarestyrelsen, 2014b).

The first part is of interest, translating the Danish in to English, the first section reads: *“Ensuring healthy consumers and safe food products”* (Fødevarestyrelsen, 2014c).

On the Danish website, it is a clear example that the current focus is on food safety, whereas the English version includes the term quality. Comparing this to the above statements, despite the discrepancy in the translation, this could be an example of quality being perceived as food safety relating to objective indicators (Ilbery et. al., 2000).

These are examples of how regulatory institutions focuses on objective indications in relation to food security whereas the producers focus on subjective indications (Ilbery et. al., 2000). Using the terms of Lang and Heasman (2004) this is an exemplification of the productionist paradigm versus what Higgins, Dibden, and Cocklin (2008) explains as the Southern European way of production, where the producers

focus on quality rather than quantity. Using Hughes (1987) terminology this can be seen as yet an example of a technological system that leaves out the social context.

9.5.1. CERTIFICATION AND VALUE

One of the main benefits of the Geographical indications is according to EU is increased marketing possibilities and thereby increased value of produce (EC, 2014b). These success factors are related to technological studies, that mentions all factors that could influence a technology is included except the actual technology, and thereby an example of a linear approach where the social context is included (Hughes, 1987).

Obtained certification=quality -> increased marketing->increased value.

According to Lammefjorden, the value of their products have not increased. However, that the reason for certification was mainly to protect their brand (Appendix 9).

Studies have found that that some producers mainly applied for the Geographical indications to protect their product from imitations (Teuber 2001; Ilberry & Kneafsey 2000b), where other perceived the certification as a marketing tool (Tregear & Ness, 2011; Révion, 2011; Dimara, et al., 2004).

The producers does not have a marketing plan or have any finance allocated in that direction. They use Facebook, newsletters etc. but the main priority is the direct contact with the consumers (Appendix 5, 6, 7).

“...no communication is actually the best communication....we don't spend money on marketing, it is more important the consumers have a good experience, and that they return”
(Fru Møllers Mølleri, Appendix 6).

Moreover, the representant from Danish Veterinary and Food Administration mentions:

“The application process is costly...it is a barrier that it is not really good business – there isn't really any products that has potential outside the local area.....Rappports show that the only certified products that contribute to increasing the overall value of the Geographical indications are well known products like Parma ham” (Danish Veterinary and Food Administration, Appendix 8).

The producers mention that the price they obtain for their food produce depends on the fact that they tell a story and that their food production is transparent. Moreover, the producers expresses that they

are content with the prices they obtain for their produce when they sell directly to the consumers (Appendix 5, 6, 7).

” We have a nice story and we are a transparent company – the customers can see the production. We sell experiences not just food stuffs – which is needed if we want a higher price than mass-produced products” (Stengården, Appendix 7).

Certification can be used on alternative food networks but this depends on the perceived needs and values. Moreover, those certifications can be a way to increase trust amongst the consumers and this can be seen as a confirmation of characteristics (Ilbery et. al., 2000).

In a study done in 2011 by Montanari & De Roest, some producers was not convinced that the certification added value to their produce, they had a well-established reputation at the local market, and therefore did not find the certification relevant. According to results from other studies, it was concluded that the relevance of certifications are depending on the distance between the producer and the consumers. The longer the supply chain is, the consumers finds the quality signals more important. Furthermore, the rapport conclude that when speaking of smaller producers, small production volume that are geographically close to the consumers, the registration was found less relevant (EC, 2008; Marescotti, 2003).

According to SCOT, this interpretive flexibility is changeable. In this case, the producers are not interested in marketing tools or any further administrative tasks they are more focused on the barriers related to food security. The aim of *Dansk Netværk for Terroir* (chapter 3) is to increase the value of the products, as is the aim of the EU (EC, 2014b). However, the producers express the price they obtain is satisfactory (Appendix 5, 6, 7). Which is an example of different interpretations within social groups (Pinch & Bijker, 1987). According to SCOT, each social group interprets a problem differently and therefore the technology should be constructed to accommodate these differences (Pinch & Bijker, 1987). The Geographical indications is according to the EU (EC, 2014c) a marketing tool that ultimately increases the value of the products. According to the rapports and statements the values does not increase and the producers do not “believe” in marketing.

9.6. CHANGE IN GOVERNANCE

This section will include main points from the previously analyzed statement, drawing on the Governance Triangle (Renting & Wiskerke, 2010) and include further theoretical points, looking at how the presented perceptions of the Geographical indications challenge the current means of governance.

There is a change in power from producer-driven to buyer-driven supply chains meaning private systems of governance. This transition changes the focus towards a culturally inspired consumption contradictory to the political economy inspired focus (Lang et. Al., 2009). Lang and Heasman calls this the change from food control to food democracy. The food control links to the productionist paradigm, focusing on top-down governance approach. Whereas food democracy, considers a diversity of views and interests, through a bottom-up approach drawing a parallel to the focus of Alternative food networks and their values (Ilbery et. al., 2000; Lang & Heasman, 2004)

This change is seen in a comment from Kærsgaard:

“I believe there should be room for small and larger producers – people do want the local food – now is the time. People are accustomed to eating plastic cheese and marmalade without berries” (Kærsgaard, Appendix 5).

This is explained as a change from top-down to bottom up governance seen through the emergence of Alternative food networks with coincides with values and perception of the Southern Europe (Higgins, Dibden, and Cocklin, 2008).

The bases of power in governance are primarily about balance and compromise (Renting & Wiskerke, 2010), the Geographical indications is based on a top-down governance approach, which creates an imbalance in power. According to Higgins, Dibden, and Cocklin (2008), certification provides important focus on exploring tensions and relationships between vertical and horizontal diminution of embedding processes but also states that:

“...regulatory mechanism animated by a complex governance politics in which a great variety of actors pursue diverse interests.” (Higgins, Dibden, and Cocklin, 2008, p.18).

This can be seen looking at the gap between the current focus in the Danish production paradigm and the values of the producers. In this case the Governance triangle depicts opposite interests.

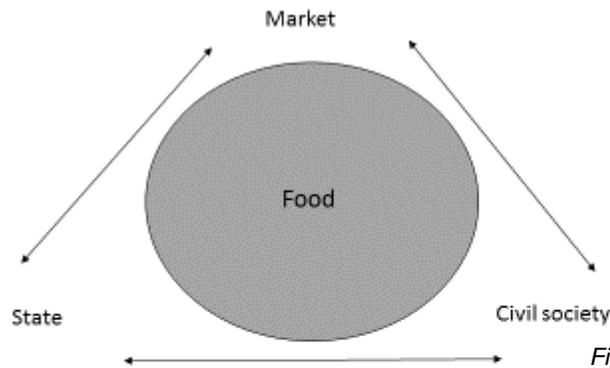


Figure 5 Governance triangle (Renting & Wiskerke, 2010).

The interest of EU does not match the interest and concerns of the terroir producers and therefore an imbalance is created (Hughes, 1987). Lang and Heasman (2004) states that policymakers fail to include social aspects, linking to SCOT and the inclusion of social groups (Pinch & Bijker, 1987). According to Hughes (1987) change within actors or components creates imbalances or reverse salient until other components adjust. In addition, there should be a focus on obtaining a dynamic equilibrium while systems change allowing components to act in harmony. This means that by changing some components the system will change all together (Hughes, 1987).

Niches depend on quality and sometimes rarity value, which could be strengthened through governmental differentiation (Higgins, Dibden, and Cocklin, 2008).

Further:

“Certification schemes are aimed broadly at formally differentiating a given product from its conventionally produced counterpart based on ‘qualities’ associated with the product, process or place of production” (Higgins, Dibden and Cocklin, 2008, p. 18).

However in the case of Geographical Indicators, certifications in general can be a tool for alternative food systems but that larger industrial producers can obtain the same (Ilbery et. al., 2000), which can be seen in the case of other Danish Certifications (EC, 2014a).

This could result in a flawed reputation amongst the consumers, meaning the opposite effect in relation to guarantee of quality. Higgins, Dibden and Cocklin (2008) argue that the Geographical indication certifications has no explicit quality assessments other than what is stated by the producers who part

take in the certification scheme. If larger producers are certified and defines quality different than originally intended this could also harm the reputation of the Geographical Indicators (Higgins, Dibden, and Cocklin, 2008).

The last amendment to the Geographical Indicators shortening the opposition period, including the producer groups, (EC, 2014d) could depict there in fact is a way to influence the development, since these point have been criticized, in previous studies in several European countries. These amendments to the regulation is a way of redefining the problem in order to reach closure. Although the representant from Danish Veterinary and Food Administration argues that, this will not influence the number of registered products in Denmark (Appendix, 9).

SUM-UP CHAPTER 8

Social Construction of Technology have served as a theoretical framework, identifying relevant social groups. Hughes notion of Technological systems have supplemented SCOT looking at the Geographical indications as a technological system. Furthermore, various cultural aspects have been included, additionally a theoretical perspective on certifications and how these relates to current governance mechanism and the terroir producers as part of an alternative food network.

The producers are lacking knowledge of the Geographical indications. Moreover, the terroir producer are in general sceptic towards certifications. The main barrier is perceived to be food security and administration tasks in this relation. The other Social groups perceive the Geographical indications as a bureaucratic system, which does not facilitate market access for small-scale producers. Another point is that Danish producers are not interested in cooperation, which is a demand, since application can mainly be done by producers groups.

The Geographical indications have been implemented to guarantee food quality. There has been found a gap in the definition of quality, between the Danish productionist paradigm, with a focus on objective indicators and the Alternative food networks, focusing on subjective indicators.

The Geographical indications does not fit in to a Danish context because, the emphasis is on efficiency and uniformity. The producer's values coincides with the definition of alternative food networks, where quality is perceived as animal welfare, small-scale production, and transparency.

The perception is that the Geographical indications does not mean increasing value, and producers are not interested in marketing, they obtain the prices they want for their produce.

It has been found that the Geographical indications are perceived as a technological system, leaving out the social context. There is a controversy in the bottom-up versus the top-down governance approach, and the triangle depict opposite interests.

In order for an equal powerbase linking to the Governance Triangle, the cultural context and hereby the social groups should be included. I.e. the definition of quality.

Currently only larger producers are certified in Denmark, what are the options for smaller producers, is this a hindrance in the system that one needs a certain administrative capacity to obtain the certification.

Chapter 10. **DISCUSSIONS**

In the chapter the applied methodology will be discussed following a discussion of the results from the analysis, these discussions will lead to the conclusion in the successive chapter where the results will be concluded in order to answer the problem statement as presented in chapter 1.

10.1. METHODOLOGICAL DISCUSSION

The Danish food system are not accustomed to regional food certification or the concept of Terroir and as mentioned the Geographical indication registrations are limited. Moreover, the literature and studies in a Danish context was found limited. Seen as one of the major themes is the cultural context, and this is explained via literature from other countries, this should be considered. However, the chosen literature and studies did support the finding in this thesis.

SCOT is criticized for lacking cultural meaning relating to a technology (Winner, 1993), wherefore other theories have been chosen as a supplement. However, since several theories have utilized as parallels, and merely some elements of them, it is important to stress that this could potentially influence the outcome of this thesis. Despite the fact that the application of Grounded theory have been applied, and thereby the interviewees have shaped the theoretical approach. Still other theories could have been selected.

It can be argued that the choice of social groups could have been divided differently, as well as others could have been included. SCOT is criticized for only including relevant groups where others could affect the development of the technology (Winner, 1993). However, the choice was found sufficient to investigate the perception in relation to the small-scale producers in Denmark.

SCOT is generally applied for the development of a technology (Pinch & Bijker, 1987); however, it can be argued that the Geographical indications are developed since they have been implemented. Nevertheless, seen in the light of the mentioned amendments (EC, 2014d), the argument in this thesis is that the Geographical indications are still a developing technology, and therefore SCOT have been applied to investigate the perceptions of the certification scheme.

Choosing other interviewees could potentially have provided another perspective on the perception of the Geographical indications. The producers whom participated in the interviews are quite similar in size, type of production etc. The similarity could affect the validity negatively (Kvale & Brinkmann, 2009); additionally they might be more representative to their own business than of a tendency with in all

producers of the network. Having interviewed other producers involved in *Netværk for Dansk Terroir*, i.e. with larger production volume, would mean they could potentially be more positive towards certifications schemes. However, the statements from the interviewees are according to existing literature from studies done in other countries. Thus, this is considered less influential to the result.

Each interview was conducted to provide information correct at that current time. This is not necessarily an accurate picture of perception of all producers of *Netværk for Dansk Terroir*, PGI certified producers, consultancy firms or governmental organizations. The validity can be questioned since the cases are individual and might not be representable for the social groups they represents in this thesis (Kvale & Brinkmann, 2009). Yet, the aim of the thesis was to find common grounds between the cases and focuses on the unity of the cases, and thereby serves an argument for the selection and sufficiency of the data collection.

The researcher was only in contact interviewees when performing the interviews; this can have an influence on the reliability. The trust between the researcher and the interviewee, is a vital factor of the qualitative interview form, this can be difficult to obtain through one meeting. The interviewees potentially comply with what they assume are the researcher agenda, this can affect the outcome of the interviews (Christensen et al. 2008).

Knowing that the research for the thesis was in collaboration with *Netværk for Dansk Terroir*, the producers might respond in order to comply with what they assume to be the goal of the network or the researcher of this project. This can affect the outcome of the interview and subsequently the result of the thesis. Hence, this moreover is a factor in relation to the reliability of this thesis (Kvale & Brinkmann, 2009).

The fact that only one researcher is behind the research, could potentially influence since the choice of methodology could be one sided. The interviews were conducted in Danish, and quotes utilized in the analysis were translated in to English. It is essential to note this, thus the influence of cultural and linguistic could have meaning in relation to the analysis (Marcus, 1995).

The applied methodology have provided and understanding of the perceptions of the Geographical indications in a Danish context, and some of the underlying factors which impacts the lack of registrations in relation to small-scale producers in Denmark.

Due to the lack of knowledge of the Geographical indications amongst the interviewed producers, their statements relating to i.e. Food security amongst others are utilized to analyze the perception of the Geographical indications. However these statements was found to correlate with the found studies as well as the statements form the other social groups who did have knowledge and experience with the registration process and other matters concerning the Geographical indications. Moreover the questions and the sequence of those, varies in the interviews, this could have an influence on the analysis since answers to different questions was compared.

The topics in the analysis have been reoccurring throughout the participation of various meetings and conferences. This have thereby served as validation in relation to the data collected.

10.2. DISCUSSION OF RESULTS

The aim of the study was to investigate the perceptions of the Geographical indications in a Danish context. Additionally, how the perceptions challenge the current means of governance. The focal point was small-scale producers from *Netværk for Dansk Terroir*.

The data have been collected through semi structured interviews and literature studies. In addition, the theoretical approach was chosen based on the construction of a Grounded theory.

According to SCOT, technology does not determines human action but human actions shapes the technology (Pinch & Bijker, 1987). The Geographical indications, are socially constructed and adapt to function in systems (Hughes, 1987) is seen as a technology in this case. SCOT was applied to provide insight on the perceptions of the social groups (Pinch & Bijker, 1987) and not the mechanisms behind the construction of the Geographical indications, thereby depicting the interviewee's point of view, having chosen other interviewees with more positive experiences, this could have painted a different picture. However, this paint a picture of how the technology should be embedded in the social context (Hughes, 1987; Pinch & Bijker, 1987).

Social groups share the same set of attitudes towards a certain topic (Pinch & Bijker, 1987); one could contend that the representant form Danish Veterinary and Food Administration is more in accordance with the smaller producers than the government he represents. This does not facilitate the intergroup negotiation and could impact the communication passed on, according to Pinch and Bijker (1987) the technology should be constructed to accommodate different points of view.

The analysis shows that there are various factors affecting the lack of registrations in Denmark, one of them being the lack of knowledge and interest amongst the small-scale producers. The lack of knowledge means that the statements from the interviewed producers was related to other element of the food system than Geographical indications. Those statements was however compared to the statements from the interviewees with knowledge of the Geographical indications as well as studies done in other countries.

Additionally, the analysis showed that the Social groups perceived the Geographical indications as a bureaucratic system (Hughes, 1987) and that the cultural aspects of Danish food production does not fit in to this system. The Geographical indications are based on the French term *terroir*, which is embedded in food production in the Southern European countries (Higgins, Dibden, and Cocklin, 2008). This means a focus on subjective indications, whereas Danish food production is based on efficiency and uniformity, and evolve around objective indicators (Ilbery et. al., 2000). These cultural difference in moreover seen in the change of governance where alternative food networks are emerging (Renting & Wiskerke, 2010) with similar values as embedded in the term *terroir*.

The EU aim to guarantee the quality of food produce trough the Geographical indications, connecting quality to origin (EC, 2014b). However, the Danish food system is focused on industrialized production and is said to be a placeless foodscape (Lang & Heasman, 2004), whereas the Southern European countries are accustomed to connecting origin with quality, in relation to the use of the term *Terroir* (Higgins, Dibden, and Cocklin, 2008). However, the perception of quality differs within Denmark. The alternative food networks perceive quality as animal welfare, production and the people behind, transparency amongst others. Whereas the Danish governments defines quality in relation to food security. At the same time, the Geographical indications are based on the term *terroir*, which somewhat links to the values of the alternative food networks, however locality is not perceived as a quality parameter by the producers, but other value overlap.

There was found a clash between the Geographical indications with objective indicators and the alternative food network focusing on subjective indicators. The term *terroir* is based on subjective indicators, however by implementing a certification this contradicts the meaning of the term.

There was found several discrepancies within the aim to support diversification but at the same time, requiring uniform products in order to obtain the certification. Furthermore, the aim is to support local food development and rural area. These types of producers have per definition less hired staff, and

seeing as the registration process is perceived as bureaucratic, it is unlikely that these type of producers will apply for a certification. In addition, the small-scale producers focus on direct sales and are not interested in cooperation with supermarkets; therefore, it is questionable whether a certification scheme would be beneficial.

Furthermore, there was found a discrepancy in relation to Danish Veterinary and Food administration, websites in Danish and English, which paints a different picture in relation to the definition of quality.

Netværk for Dansk Terroir and the EU through the Geographical indications aim to increase the value of local/terroir produce. However, the producers are not particularly interested; they get the price they want via direct sales. The main barrier was food security also linking to distribution; this could be taken into consideration in a Danish context. Adjusting the regulations for food control moving more towards food democracy might facilitate and increase the number of local producers in Denmark. However, in light of the results it is unlikely that the small-scale producers will benefit from a regional certification scheme of any kind. If the Geographical Indications should increase in Denmark it might be relevant aiming at larger producers groups, however, there is a chance this means that industrialized products would be certified, and the question is then, can industrialized products be high quality, and more importantly how is quality defined.

Chapter 11. CONCLUSION

The aim of the thesis was to investigate the perception of Geographical Indicators. Moreover, how this perception challenges the current means of governance. This section will conclude the results from the thesis, in order to answer the problem statement

The research is based on semi-structured interviews and archival research. This was done through initially applying Situational analysis and mapping, based on Grounded theory. This revealed several issues interfering with the interests of certifying produce. Which led to identified themes, shaping the theoretical approach.

The research showed that the social groups had similar perceptions of the Geographical indications as in other European countries. The interviewed producers had no knowledge of the Geographical indications, but their perceptions of the Danish food system, was found transferable to the perception of the Geographical indications in relation to other social groups, and in accordance with studies done in other European countries.

Namely, it was argued that the main barrier for small-scale producers is food security, administration, and control in this relation. Other social groups perceive the Geographical indications as a bureaucratic system, which does not facilitate market access for small-scale producers. Furthermore, cooperation between the producers have been found a hindrance for application in relation to the small-scale producers in Denmark.

Another theme have been cultural values, Danish food production emphasize on efficient and uniformity, and the perception of quality is related to food security and other objective indicators. Whereas the small-scale producers focus on subjective indicators. Similar is the Geographical Indications based on the term terroir, which links food quality to subjective indicators. However, despite this fact, the Geographical indications have not been accepted by the small-scale producers. It was found that alternative food networks focus on the trust between to producer and the consumer through a shorted supply chain. An option for trust could be through certifications, confirming product characteristics. However, it was found that an obstacle is that the certifications can be obtained by larger producer and thus the same perceived qualities. Thus, whether the goal of guaranteeing food quality through the Geographical indications in Denmark, is met, could be questioned.

Furthermore the research showed that there is emerging a new relation between civil society and the market, this through a shortened the food chain between producer and consumer. In addition, those niches, depends on quality and sometimes rarity value, which could be strengthen through governmental differentiation. In this relation it was found a controversy between the in the bottom-up approach, in relation to alternative food networks, versus the top-down governance approach. Concerning a focus of food democracy, considering a diversity og views and interests versus food control.

The conclusion is, in the light of above present results, is that the Geographical indications are perceived as a technological system, leaving out the social context, and is therefore not accepted by the social groups. The questioning of the effect of certifications and the perception of the Geographical indications as a bureaucratic system means that there is need for a bottom-up governance approach, constructing an equal power base. This meaning the inclusion of the social context, and hereby the definition of the term quality. However, it seem less likely that, even though these factors are taken in to consideration that the small-scale producers will benefit from the certification scheme.

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