

The role of collective action at a territorial level in promoting agroecological practices.

A case study of a deliberation process between farmers and consumers.

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Study area



Situation



Legumes & pulses' interests

Agronomical

Longer crop rotations =>
Decreased pressure of pests
Optimization of natural
nitrogen flows (symbiotic
plant)
Supporting soil biodiversity
Solubilization of phosphorous
...

Environmental

Greenhouse gas emissions are
reduced ...
... as pesticides and nitrogen fertilizers,
Less consumption of non-renewable
energy
Improvement of biological diversity...

Societal & territorial

Creation of jobs in the territory
(new agrofood chain)
Improvement of landscape
diversity
Local food consumption offer
Integration in collective catering ...

Pulses

(chickpeas, beans,
lentils)

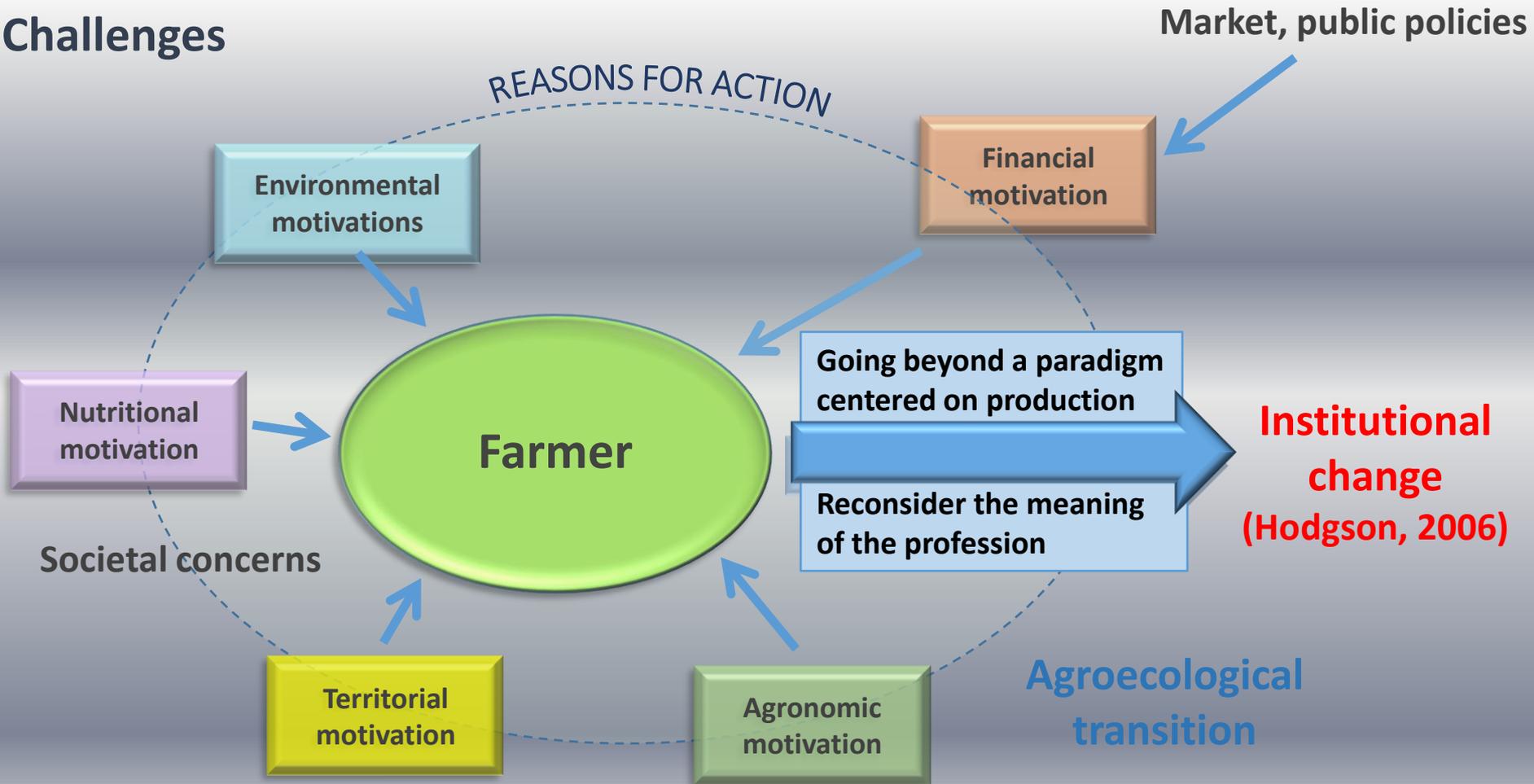
Economical

-Fertilizers can be saved during two
cultural cycles ... more yield to the
next crop,
-Pesticides saving...
-Better resilience to aleas because off
the longer crop rotation and the crop
diversification...

Nutritional

Vegetable protein source
Low glycemic index
Low fat
antioxydant
Satiating effect ...

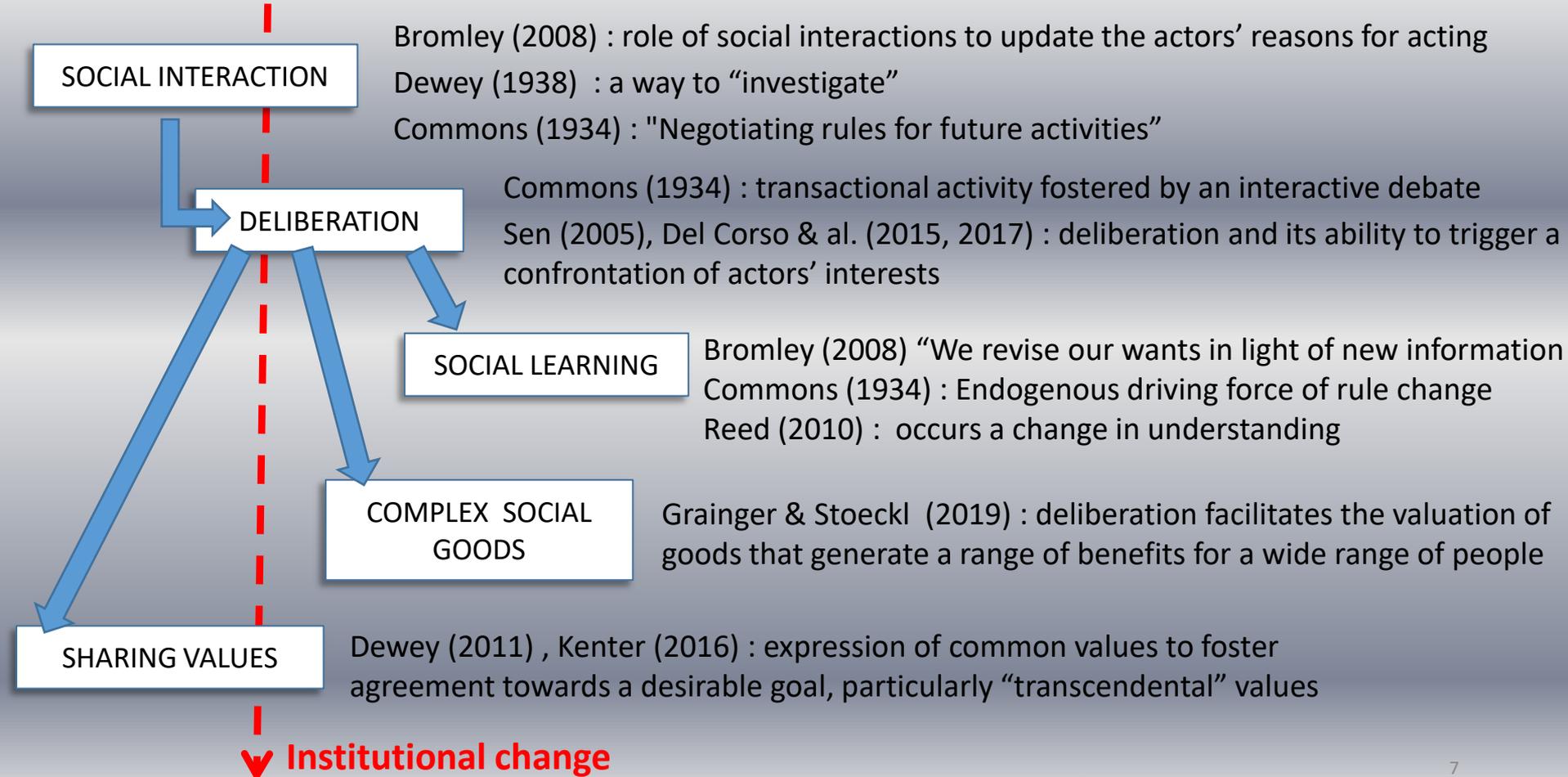
Challenges



Research question

“In what way social interactions (studied within the GIEE) could favor the institutional change materialized by the agroecological transition, and more specifically its expression represented by the introduction of pulses in the rotations.”

Theoretical framework



Values motivate action

Value : everything that has such authority that we refer to it to lead our lives (Dewey, 1929)

Values are related to affects. They guide, motivate the action of individuals or groups of individuals (Schwartz, 2006)

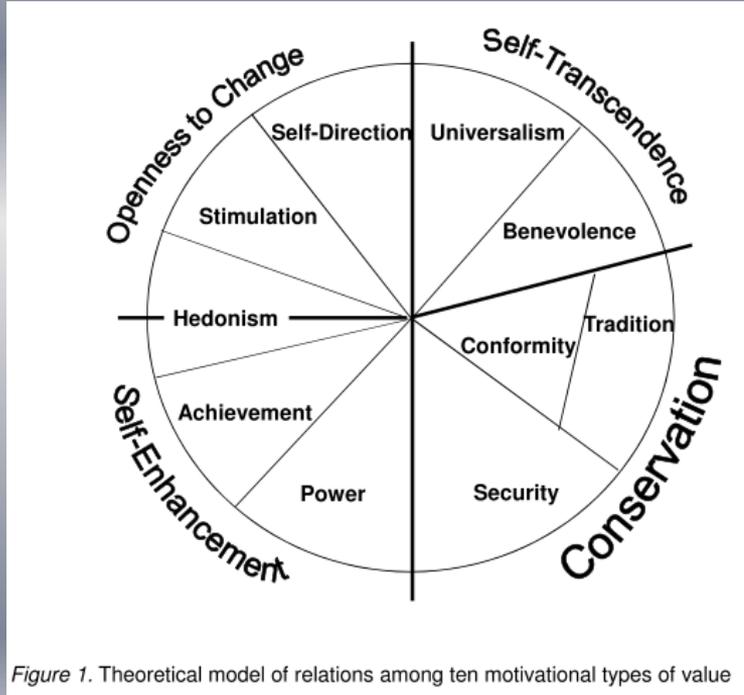
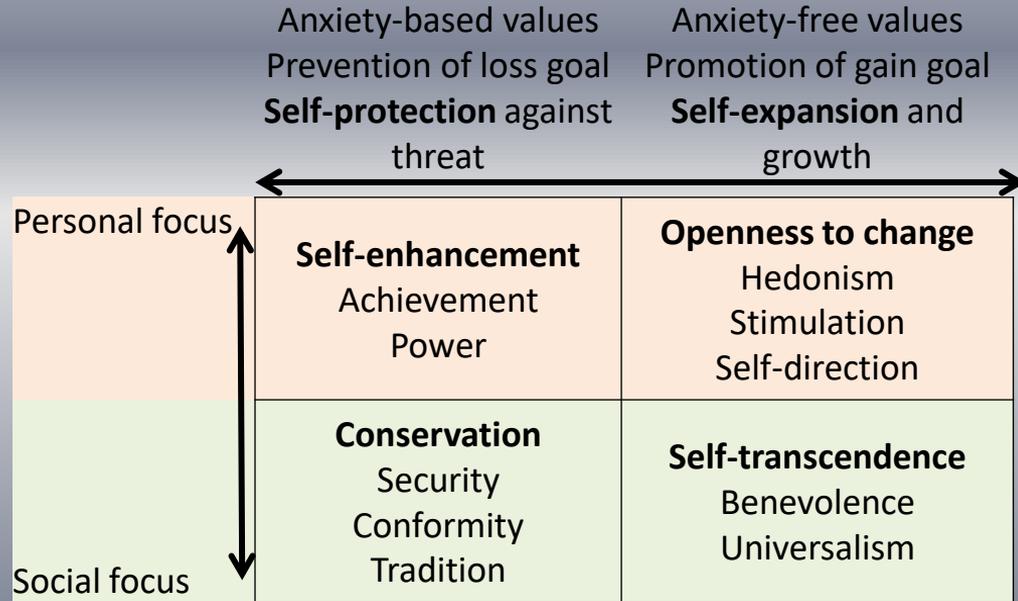


Figure 1. Theoretical model of relations among ten motivational types of value

Schwartz, 2006, 2012



Dynamic underpinnings of the universal value structure

Schwartz (2006, 2012)

Theoretical framework

Use of a « mediation artifact » in deliberation to provoke reflexivity on the practices in the light of societal issues

Dewey, 1929 : reflective knowledge as a means of regulation and as instrumental value

Commons, 1934 : the role of the meaning and the evaluation, from which people build its ideas



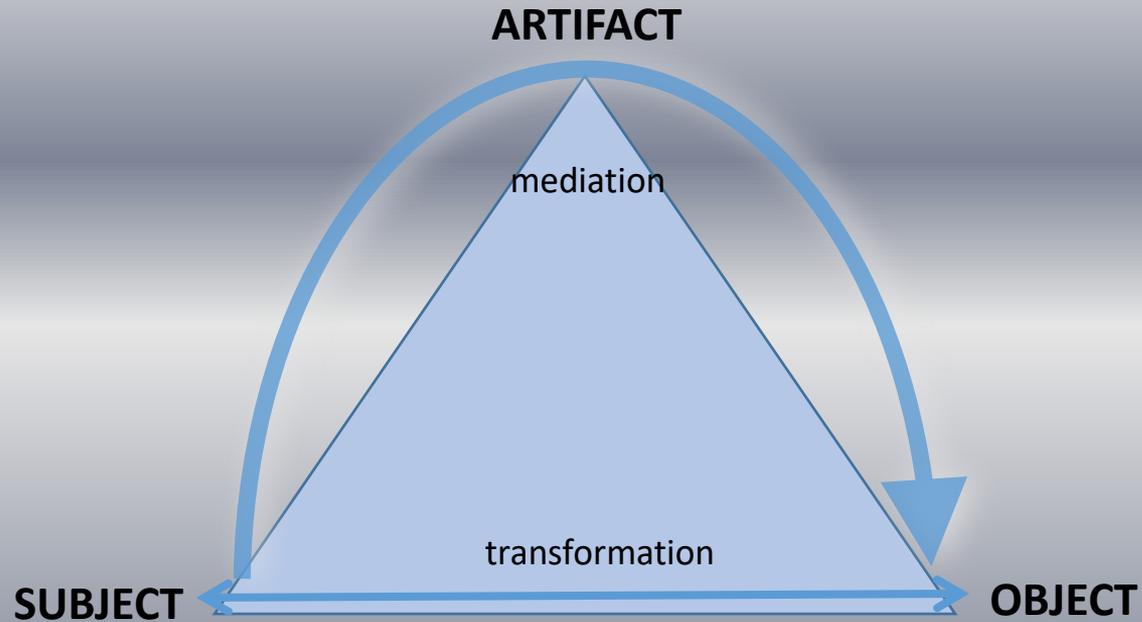
We have used the « cultural-historical psychology » approach to further explore this concept

Vygotski (1934), Engeström (1987), Rabardel (1995) : using of mediating artifacts to enable the actors to update their initial positions

Vygotski, 1934 : Human beings have the ability to control and transform their behaviors by involving an external cultural artifact, a symbolic form to which they confer meaning

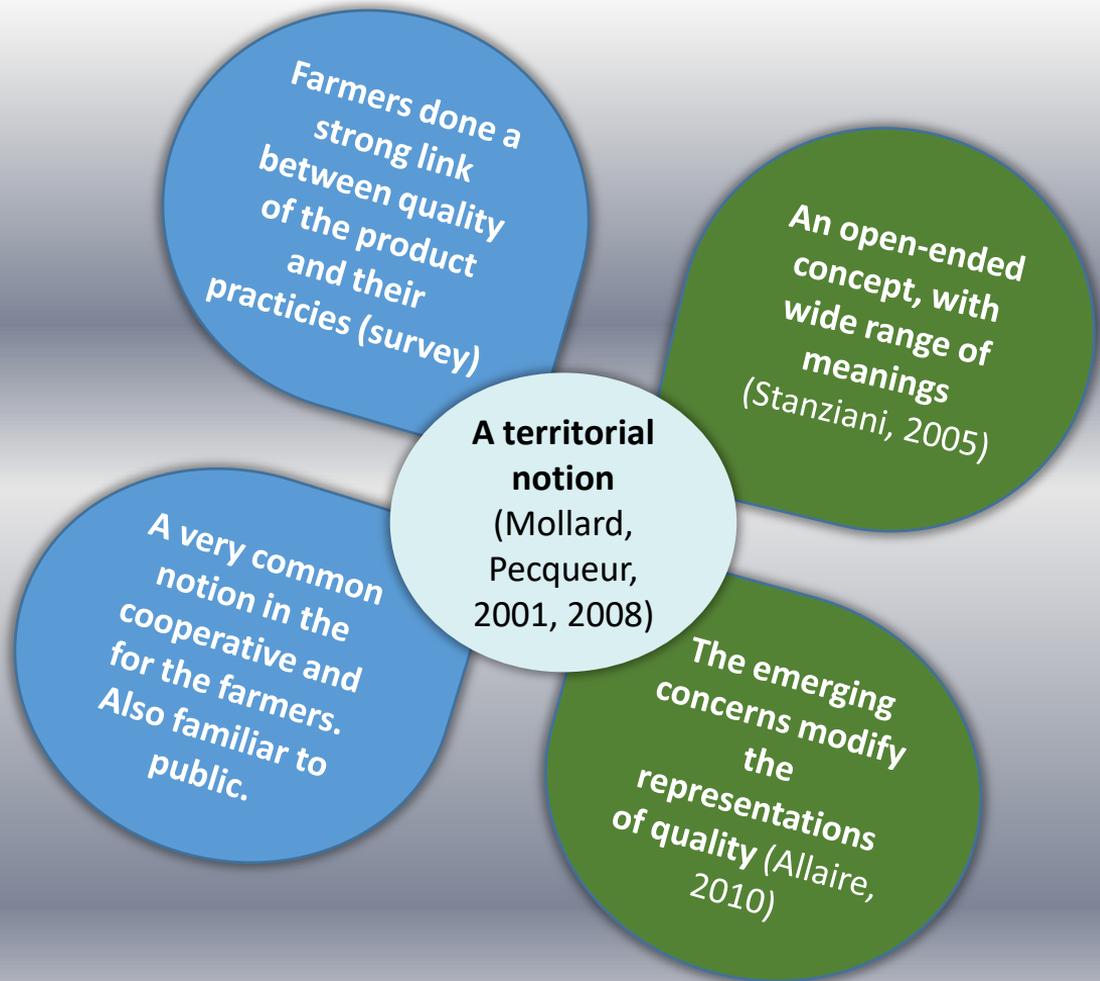
Engeström & Sannino 2013 : Artefacts must be embodied by the participants as an instrumentality to resolve their conflicts and invest in agentive initiatives to transform their activities

Theoretical framework : the mediation artifact



From Vygotski, 1934

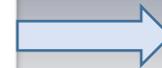
The artefact « quality »



Perceptions about pulses



A questionnaire to the 300 pulses' producers



239 replies

R analysis
(descriptive statistics...)

Textual analysis
(IRaMuTeQ)

STATIC OBSERVATION

METHODOLOGY Second step : deliberations between farmers and citizen-consumers

Organic farming.
Secteur de « Lauzerte »

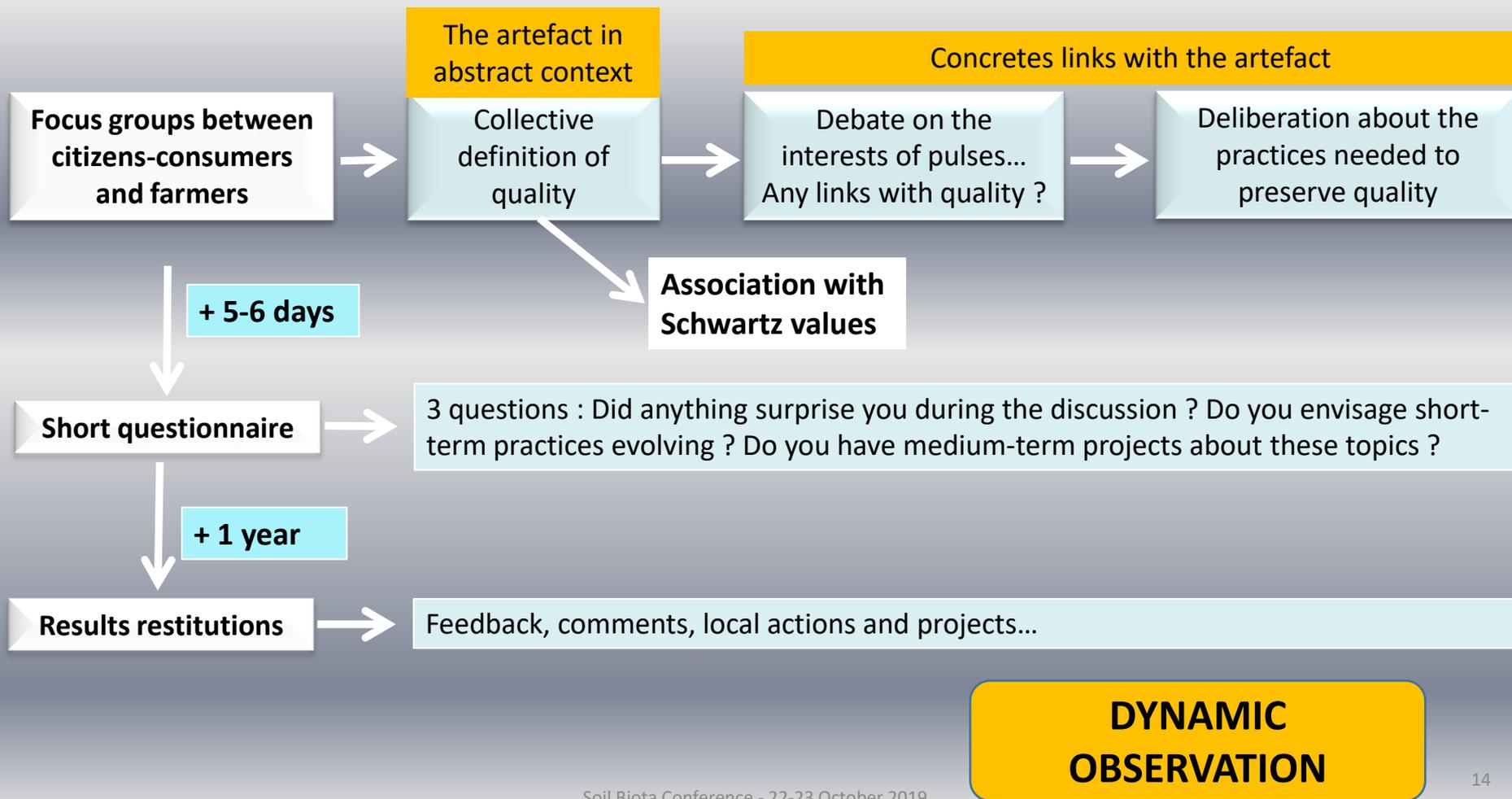
Conventional farming
Secteur « Saint-Paul d’Espis »



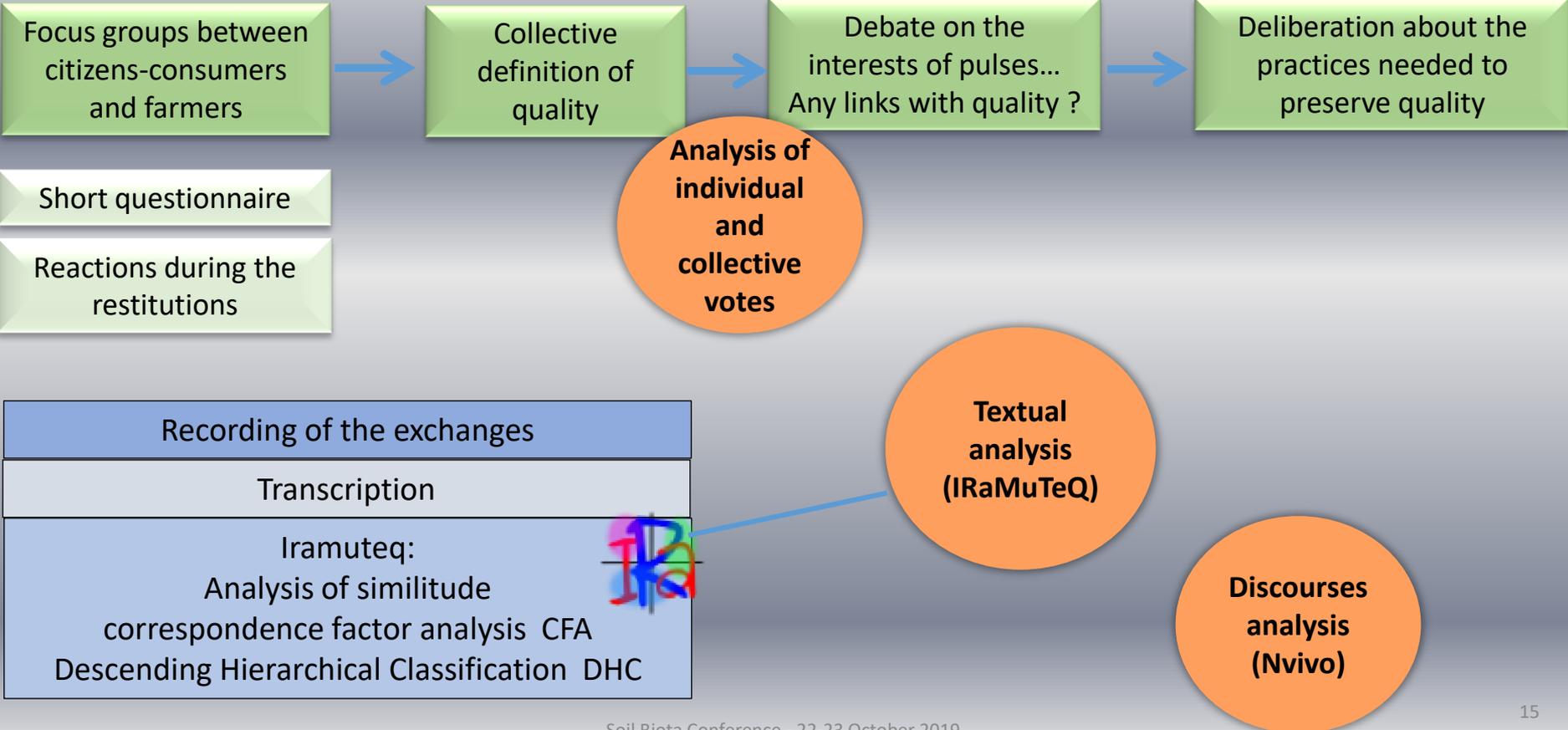
7 to 10 participants by discussion groups

Equal numbers farmers/citizen-consumers

Organic farming.
Secteur de « Monfort »

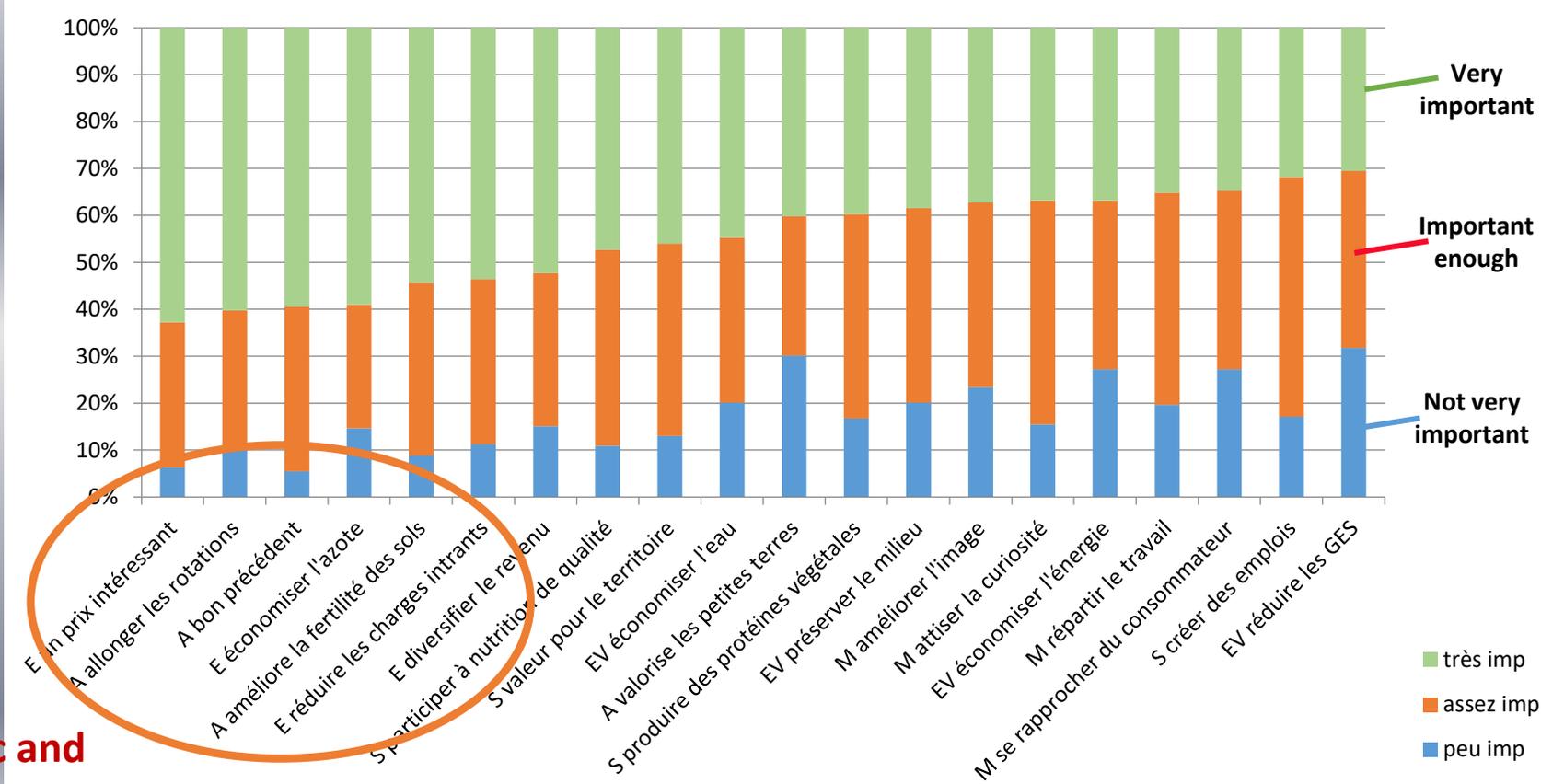


Methodology : data analysis



RESULTS

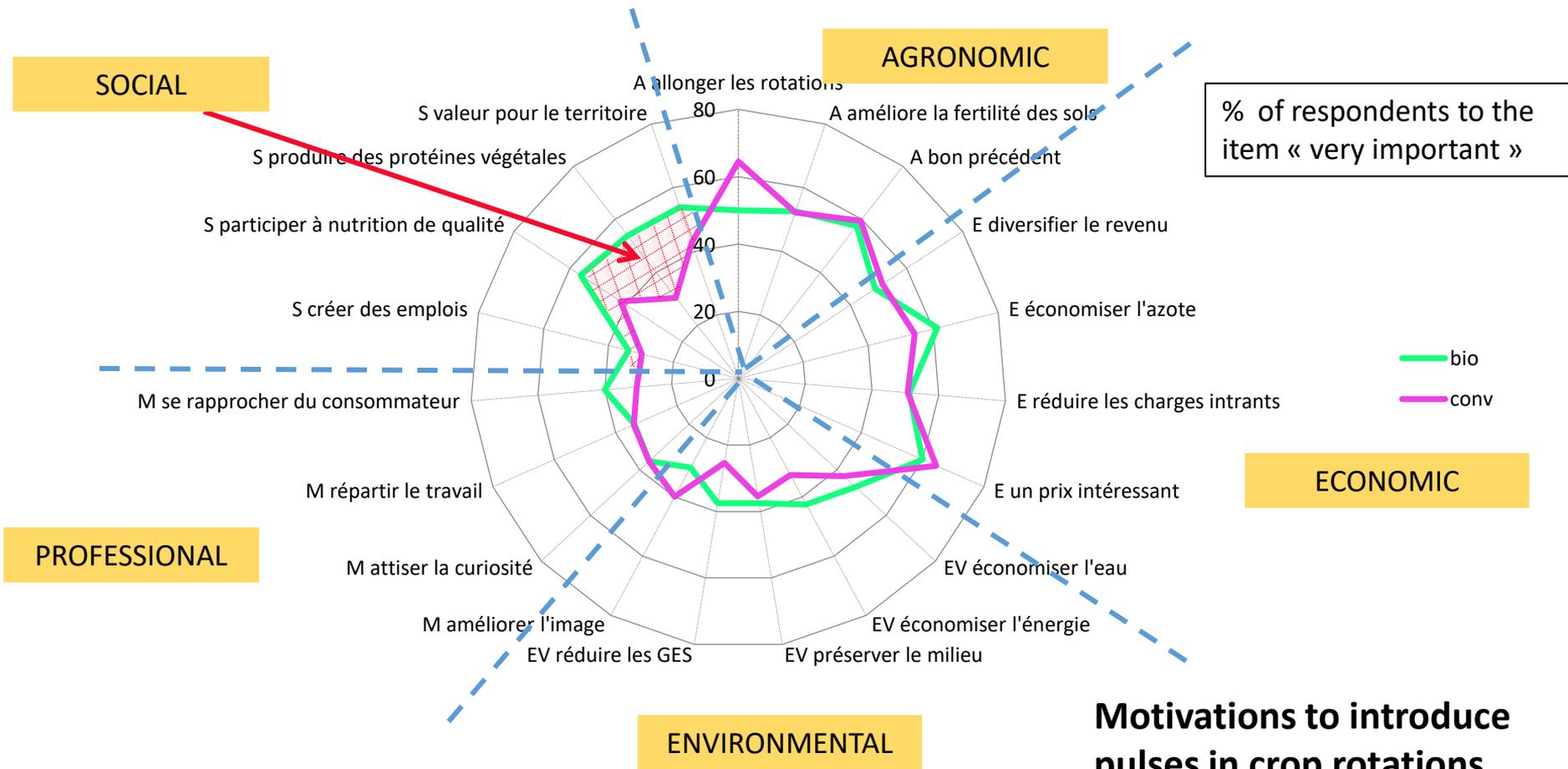
Questionnaire : motivations to introduce pulses



Economic and agronomic motivations

RESULTS

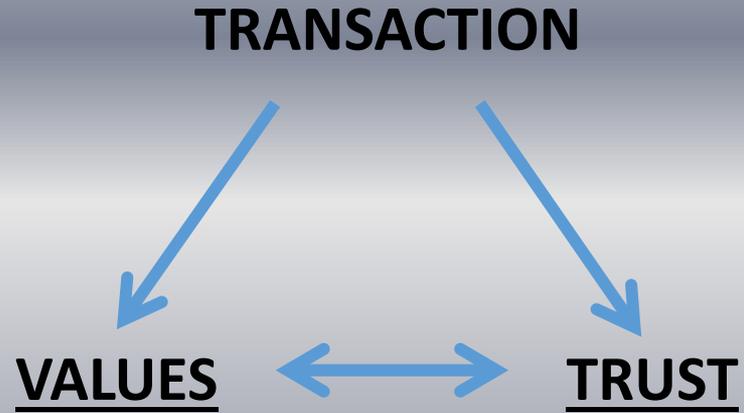
Organic farmers are more open to social dimensions



What about the impact of deliberation process using quality artefact on preferences transformation ?

RESULTS

A transactional process has been revealed



Security/origin, traceability, label...

- tracé, traçabilité, info/traçabilité : Lauzerte, Monfort, SPE
- circuit-court : Monfort, SPE
- certifié, labellisé, origine : Monfort
- Confiance, traditionnel : SPE

Security/health

- sain, naturel, nutritif : Lauzerte
- produit sain et brut, nutritif : Monfort
- naturel, produit brut : SPE

Taste properties

- goûteux : Lauzerte
- de saison, goût : Monfort
- goûteux, de saison, bonne maturité : SPE

Ethical dimensions

- responsable/environnement, durable : Monfort
- diversité, bonnes pratiques : SPE
- Équitable : Lauzerte
- Juste pour le producteur : SPE

Pedagogical dimensions

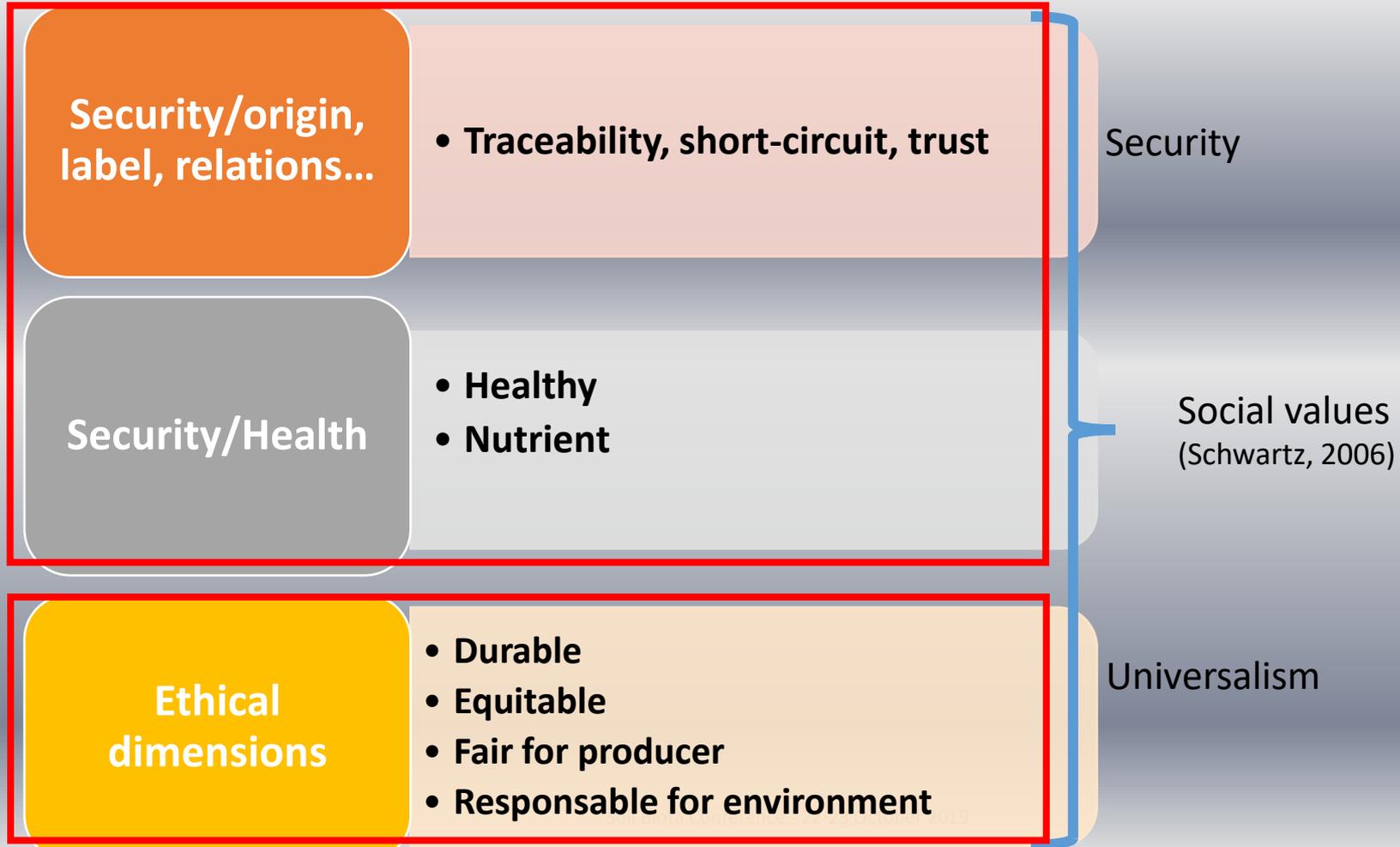
- communication, éducation : SPE

Five dimensions of quality

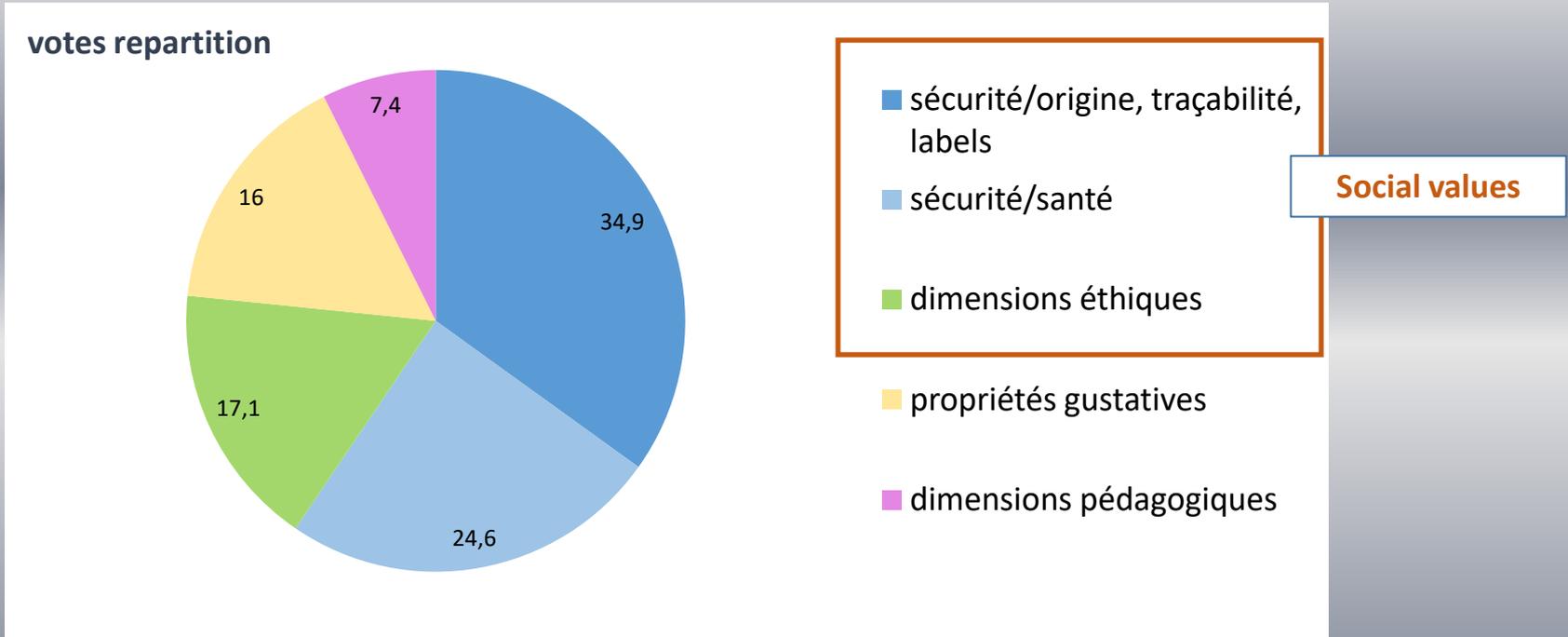
Results : example of association between terms of quality and Schwartz value

Category	Terms	Verbatims (example)	Schwartz value
Ethiqual dimensions	Responsible for the environment, durable	« As a producer, I would like to impact as little as possible the environment, to transfer the farm to my daughter ." "Sustainable is that we can produce during long time. » "	Universalism/ Self-transcendence
	equitable	"A good product is a good that can be produced for everyone and not just in very few quantities.« "It is also a good that respects humans. For example a fair distribution."	
	Fair for the producer	"The right price and the right quality of work. It means that they [the farmers] are not modern slaves." "The income, the fair price for the producer”.	

Results : a transactional process that favored social values



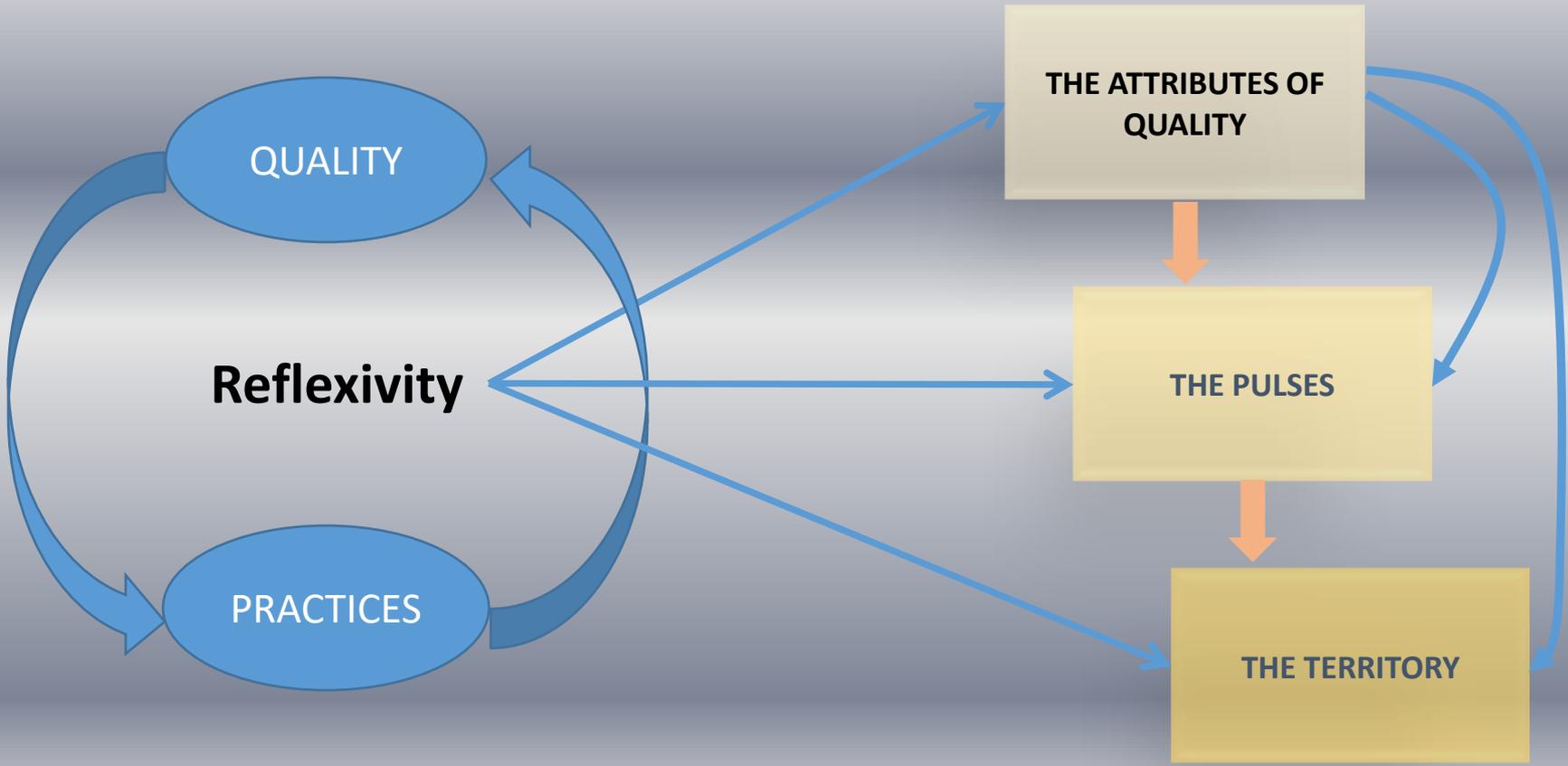
Results : a transactional process that favored social values



Distribution of votes in points (%) attributed by category for all groups

Results : artefact generated reflexivity about practices

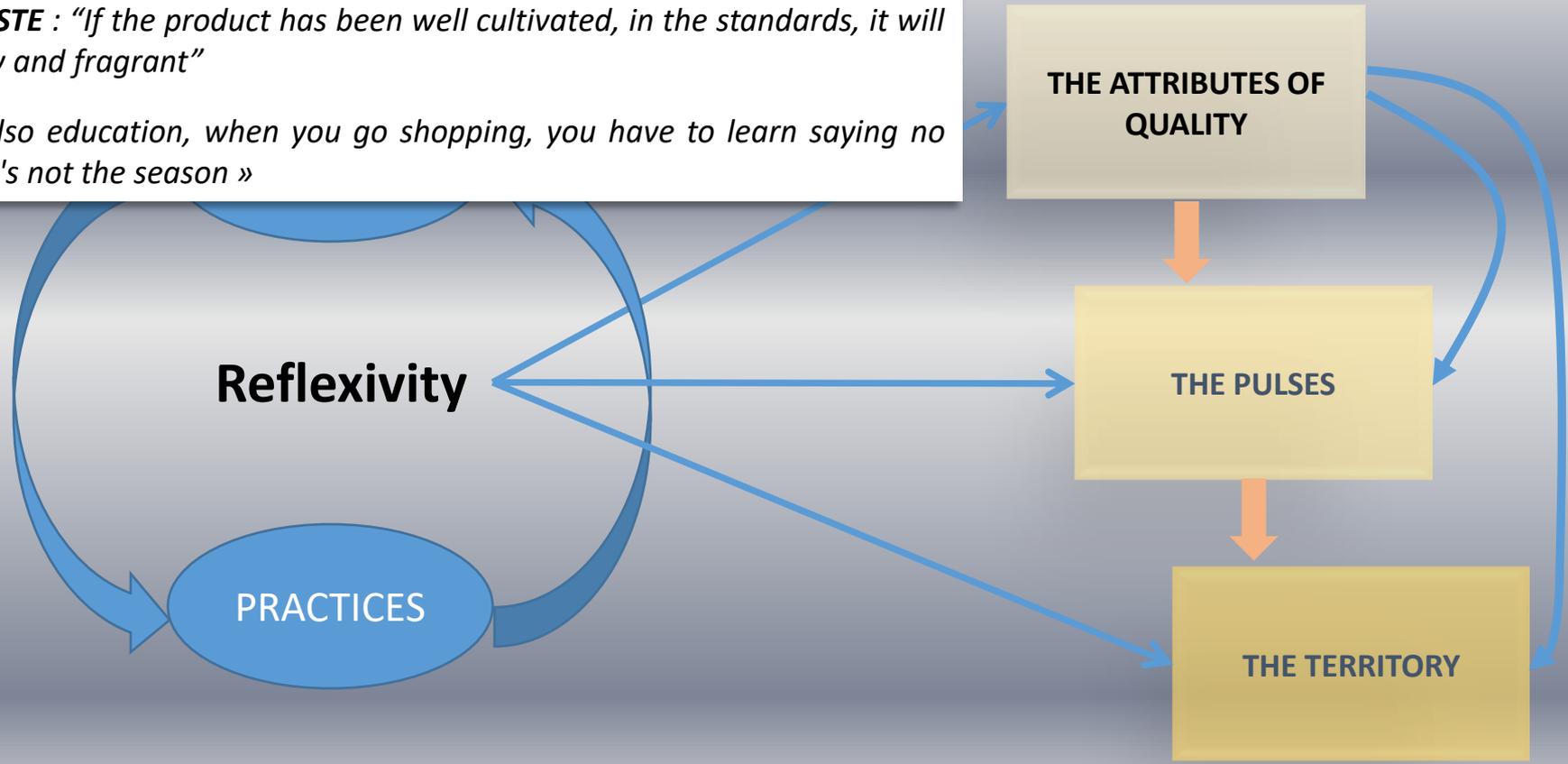
From abstraction to concrete :



Results : artefact generated reflexivity about practices

THE TASTE : “If the product has been well cultivated, in the standards, it will be tasty and fragrant”
« It's also education, when you go shopping, you have to learn saying no when it's not the season »

From abstraction to concrete :





« Of course, it is a product that can be grown without putting a lot of fertilizer or inputs like other cereals.



"These exchanges reinforce my choice to develop and to improve the production of pulses as well as to practice interventions that respect our soil and wildlife."

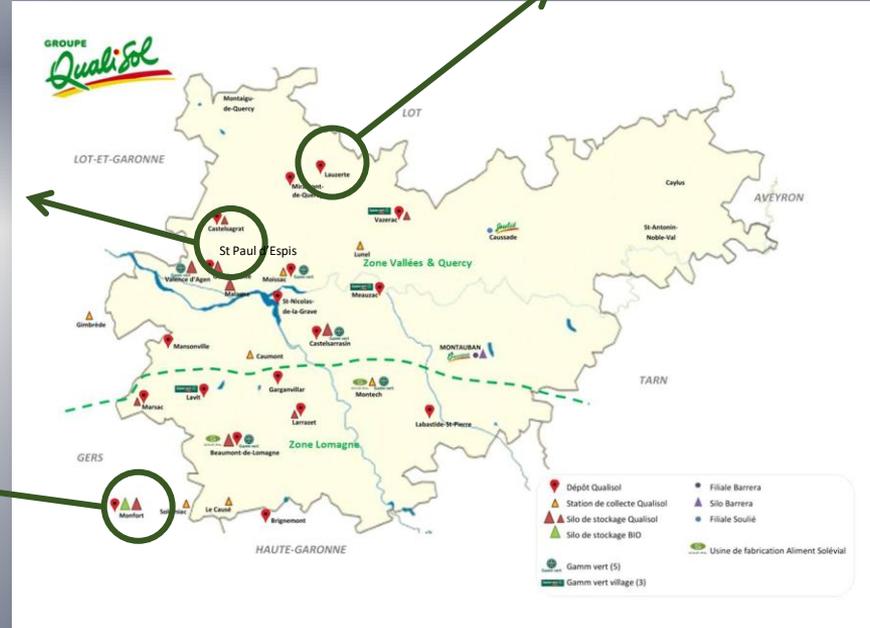
Results : local actions in process

Organic farming. Secteur de « Lauzerte »

Group meetings to develop a local production offer to consumers.

Conventional farming Secteur « Saint-Paul d'Espis »

No action plan explicitly defined. Probable communications on the website of the Community of Communes or in the municipal newsletter



Organic farming. Secteur de « Monfort »

Farmers interventions in school canteens about pulses (organizing with Community of Communes)

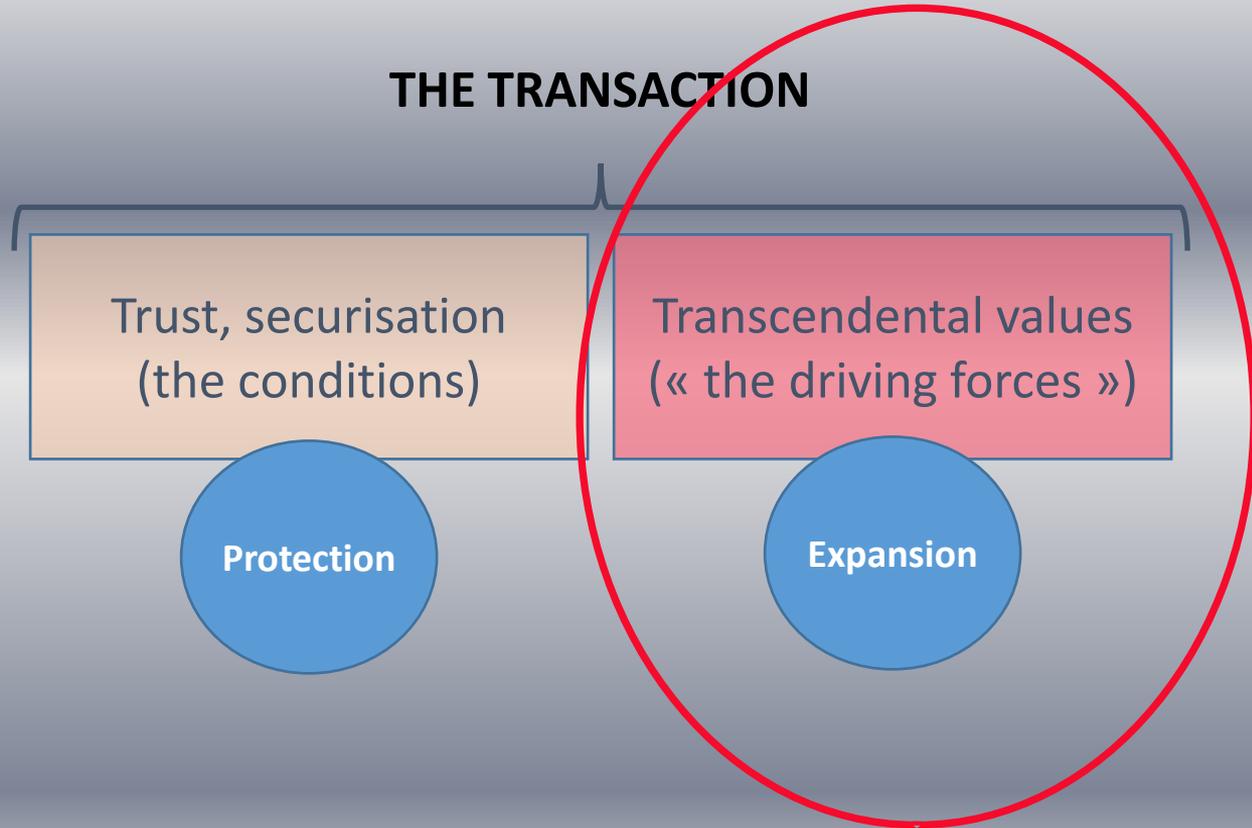


Discussion : could an agronomic entry be more efficient for conventional farmers ?



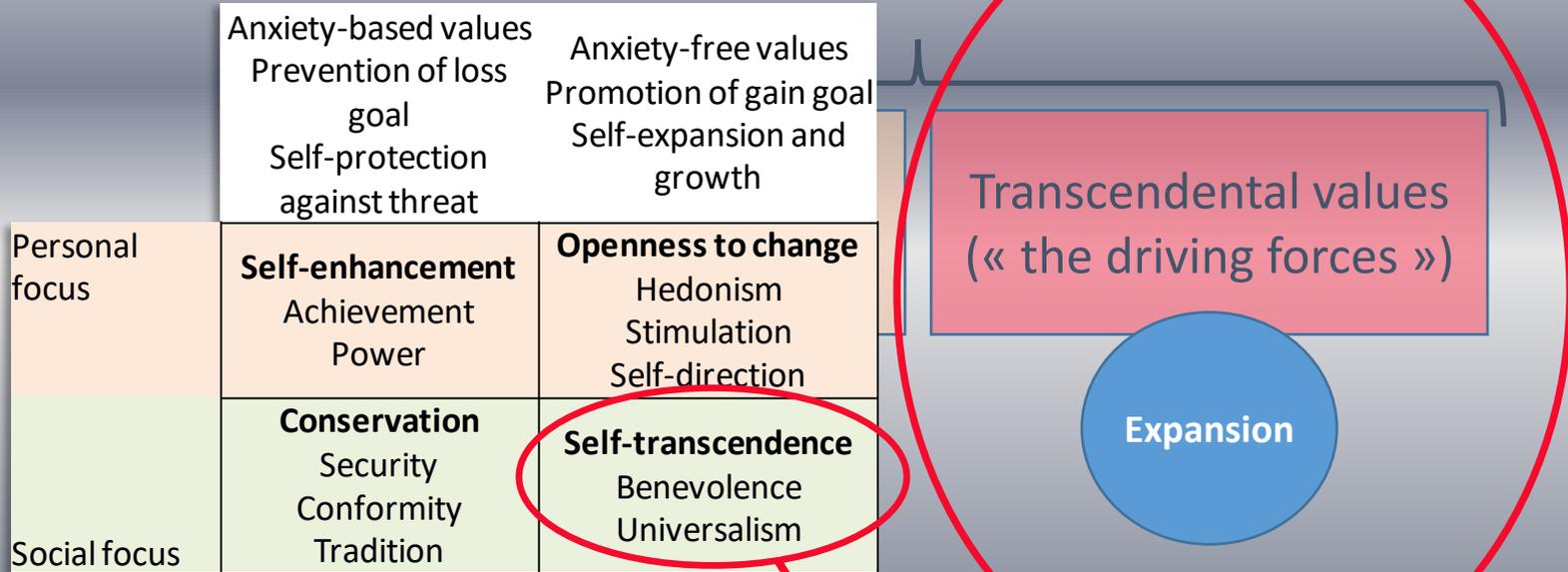
Which stage of concepts transformation for the different groups?

Discussion : quality artefact mediated a transactional process based on two poles



Discussion : quality artefact mediated a transactional process based on two poles

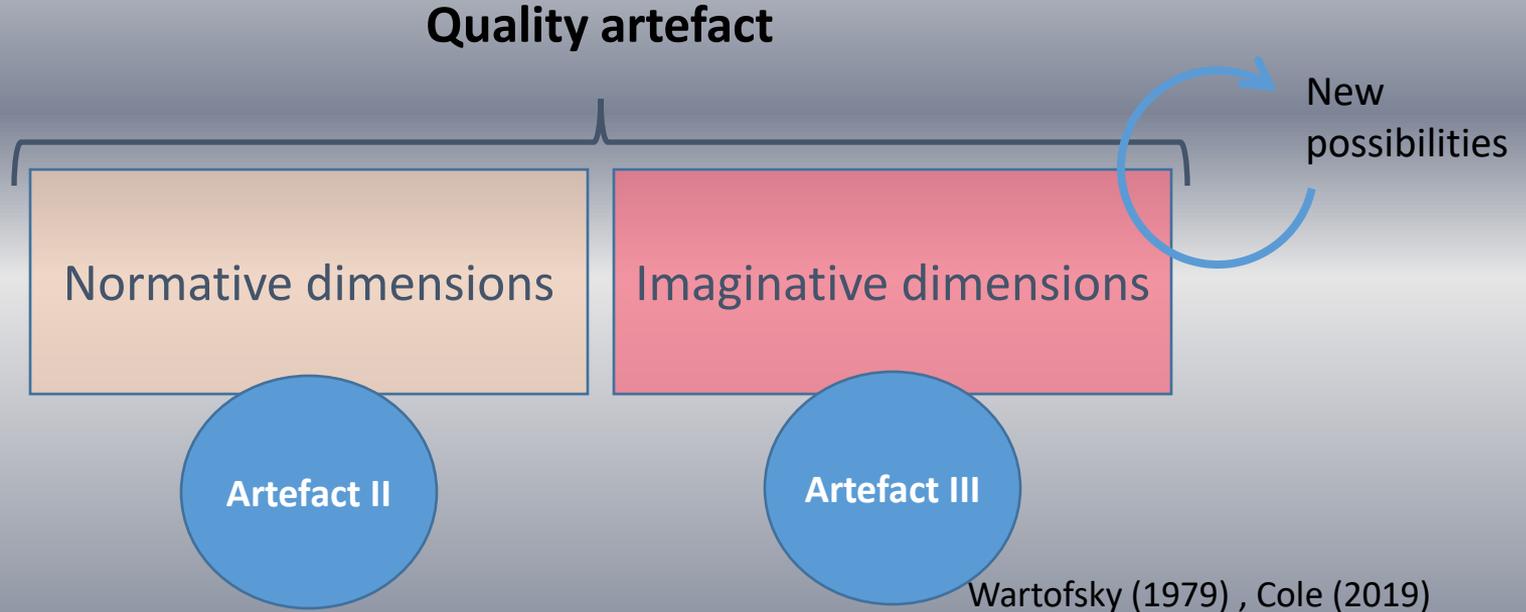
THE TRANSACTION



Schwartz (2006, 2012)

**The issue of the
institutional change ?**

Discussion : the quality artefact has two functions



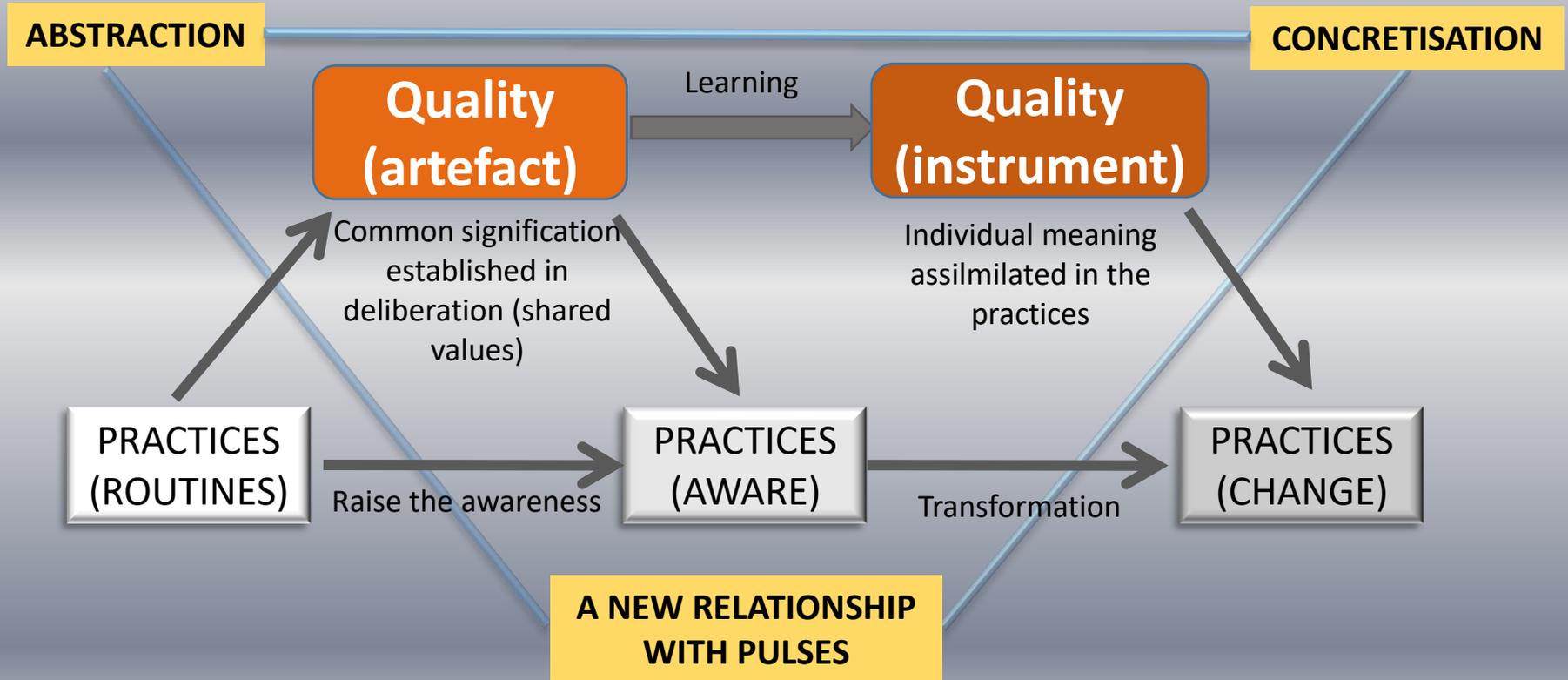
Conclusion : a transferable method on conditions

Several criterias are needed for using an artefact in deliberation. We think the artefact should:

- support meaning => contextual or societal links ?
- support transcendental values (the driving forces)
- stimulate imagination (artefact III) => to support actor's creativity
- be taken by the actor's => what about governance ? What about operational criteria ? (artifact II)



Conclusion : using mediation artefact quality raised awareness, let expression of shared values, questioned practices regarding territory scale



Thanks for your attention

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