



Les appellations d'origine (Concurrence et pratiques du marché) (French Edition)

Alex Tallon

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Toute production agricole qui se respecte, loin de vouloir renier ses origines, souhaite identifier le lien entre la production et la région d'origine. En dehors de la provenance, c'est ainsi une garantie de qualité qui est offerte au consommateur.

Il faut toutefois constater que les différentes classifications ne brillent pas par leur uniformité ou leur homogénéité. Renvoyons au secteur vinicole : rien qu'en France, chaque région a son propre classement, et, dans une même région, ses classements peuvent être différents.

Identifier l'origine d'un produit ne se fait pas uniquement par des indications géographiques. La marque aussi renvoie à une origine de production. Mais les indications géographiques ou tout signe de provenance territorial donne au produit ce petit supplément d'âme qu'on ne peut expliquer, mais qui nous rattache à cette terre et nous donne le plaisir renouvelé de 're'connaître.

L'intérêt de la protection de cette production qui se rattache à un terroir, à une région, à un pays, est indiscutable, car seule cette protection pourra également justifier des exigences de qualité qui ne peuvent que l'encourager et qui en permettront une commercialisation optimale.

Pour le plus grand plaisir des hédonistes et tous ceux pour qui la nourriture n'est pas qu'une exigence biologique, mais aussi un bonheur existentiel.

L'ouvrage intéresse les avocats, les magistrats, les cadres et dirigeants d'entreprise spécialisés dans le secteur alimentaire.

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