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CONTENTS / SOMMAIRE

- Editorial/Editorial** pag. 2
SAMIR MILI
Agricultural Liberalisation and Euro-Mediterranean Cooperation Agenda
- GIULIO MALORGIO, LUCA CAMANZI, CRISTINA GRAZIA pag. 4
Geographical Indications and International Trade:
evidence from the wine market
*Indications Géographiques et commerce international:
éléments de preuve du marché vinicole*
- BASIL MANOS, THOMAS BOURNARIS, pag. 14
PARTHENA CHATZINIKOLAOU, MARIA TERZI, FAIDRA KIOMOURTZI
Tobacco alternatives in Greece. A preliminary evaluation and classification
*Alternatives à la culture du tabac en Grèce.
Evaluation et classification préliminaires*
- DANIEL EL CHAMI, MAROUN EL MOUJABBER, ALESSANDRA SCARDIGNO pag. 19
The Contingent Valuation Method for the economic assessment
of Groundwater: A Lebanese case study
*Méthode d'Evaluation Contingente pour l'estimation économique
de la Nappe: Un cas d'étude libanais.*
- IDRISS HADDOUCHE, BERNARD TOUTAIN, pag. 25
SLIM SAIDI, KHALADI MEDERBAL
Comment Concilier Développement Des Populations Steppiques
Et Lutte Contre La Désertification? Cas de la wilaya de Nâama (Algérie).
*How to reconcile the development of steppe populations
and the fight against desertification? Case of the wilaya of Nâama (Algeria).*
- ELENA CANIGLIA, MARIO D'AMICO, IURI PERI pag. 32
An analysis of consumers' perception of the quality of the Etna DOC wine
Analyse de la perception de la qualité du vin Etna Doc par les consommateurs
- EVANGELOS A. BALTAS pag. 41
A New Approach For The Determination Of Hydrologic Prefectures
In Greece For The Water Framework Directive
*Une Nouvelle Approche pour déterminer les Préfectures Hydrologiques
en Grèce au sein de la Directive-Cadre sur l'Eau*
- JEDER HOUCINE, SGHAIER MONGI pag. 48
Contribution à l'étude de l'allocation optimale des zones de parcours
en milieux arides du sud-est de la Tunisie: Cas du bassin versant d'Oum Zessar
*Contribution to the study of the optimal allocation of rangelands
southern-eastern Tunisian arid areas: case of the catchment area of Oum Zessar*
- SALEM AL-OUN, AHMET ALI KOÇ pag. 56
Forms of Cheese Producers' Inclusion in the New Supply Chain
of the Jordan Badia Region
*Formes de participation des producteurs de fromage dans la nouvelle
chaîne d'approvisionnement de la région de Badia en Jordanie*

Agricultural Liberalisation and Euro-Mediterranean Cooperation Agenda

SAMIR MILI*

The agricultural trade liberalisation in the Euro-Mediterranean area has recently gained a renewed political *momentum*. In 2005, a roadmap for agriculture was adopted and, in 2006, the European Commission started new negotiations with the Mediterranean Partner Countries. The Luxembourg roadmap aims at achieving full reciprocal trade liberalisation for agricultural fresh and processed products, with the exception of a limited number of sensitive products in order to avoid a negative impact on the social and economic equilibrium existing in certain regions. It is foreseen that the pure liberalisation process will be combined with complementary measures for rural development, quality improvement, food safety enhancement and other non-trade concerns.

Clearly, the guiding principles of the ongoing negotiations are in rupture with those adopted in the Association Agreements signed during the 1995-2005 period between the European Union (EU) and most Mediterranean countries. Those agreements were based on a gradual market opening taking into account traditional trade flows and they were guaranteed to the trade preferences for certain products of the Mediterranean countries. A double asymmetry - regarding trade volume and tariff dismantling time spans - was also granted in the preferential arrangements. However, in practice, the process success in achieving major advances in agricultural liberalisation has been limited. The new approach introduces the principle of reciprocity in the commercial concessions: partner countries will have to open their markets as much as the EU will do. Asymmetry would remain guaranteed only during the periods of protection dismantling. Furthermore, given the stated objective to set up a free trade area by 2010, the EU is reluctant to long transitional periods requested by some

partner countries. Moreover, despite the regional approach of the political process, trade negotiations are solely mandated on a bilateral basis.

This ambitious process entails stakes and risks that need to be carefully managed owing to the strategic importance of the agricultural sector in the Mediterranean region. Undoubtedly, this importance has been critically strengthened with the recent soaring food prices and commodity and financial markets turbulences which have endangered the food security of many southern countries.

Assertions about the effects of agricultural trade liberalisation in the region - defined as the removal of different forms of agricultural support - need to be grounded in solid facts and sound analysis in order to avoid misconceptions and misunderstandings. Because in reality, even if agricultural liberalisation ranks high in the Euro-Mediterranean cooperation agenda and is receiving large public attention, considerable confusion remains on the possible impacts on the countries concerned, and whether there are potential losers and, if so, what could be done about it.

Available empirical evidence appears to suggest that the largest beneficiaries from a full agricultural trade liberalisation are the EU countries, not the southern countries. Negative impacts in the EU would be rather limited, amongst other things due to the quite small participation of the Mediterranean partners in its external agricultural trade. Meanwhile, market opening enlarges European export and sourcing possibilities to and from southern countries, where dependency on foreign markets is strong and growing. Only in some regions of southern Europe, producers would be potentially affected by increased competition in similar productions (mainly olive oil, fruits and vegetables).

Conversely, the impacts on the southern countries would be much more negative, spilling over the agricultural fram-

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ework to also affect the political and socioeconomic setting (such as rise of unemployment, rural migration, substantial losses of public revenues, greater vulnerability of poor households, stronger pressure on water and land resources). Due to the dualist agricultural structure in these countries, only a few export-oriented agribusiness enterprises could resist and take advantage from economic liberalisation, while traditional, ill-equipped farms would suffer in such a scenario.

Still, further compelling assessment of these impacts is needed. A key element that is typically difficult to cope with in trade models – amongst other things, due to lack of good-quality data - is the heterogeneity of products and protection measures subject to liberalisation. The status of the Euro-Mediterranean countries in the international trade context, their economic and geopolitical alliances, and the degree of socio-economic development also vary substantially.

It is well known that in the EU the agricultural sector receives a significant level of support basically through payments to producers (increasingly decoupled from output), and border protection measures (mainly import tariffs and, to a much lesser extent, export subsidies). Meanwhile, most southern countries do not possess the needed financial resources to provide support to their agricultural producers, almost exclusively resorting to border policies to protect sensitive products in their economies.

A priori, an agricultural liberalisation in a prominent world trade player like the EU could result *ceteris paribus* in a rise in the world prices of the products subject to tariffs and subsidies, as removing protection tends to increase aggregate demand and consequently prices in the world market. The increase in world prices would affect other countries' real income differently depending on whether these are net exporters or net importers of the protected products: while net exporters would benefit, since their terms of trade would improve, net importers would be harmed, since their terms of trade would deteriorate. The impact of liberalisation on world prices also depends on other determining factors such as the degree of substitutability between imported and domestic products - in general, if the degree of substitutability is high the impact of liberalisation is small and vice versa.

Mediterranean partner countries would benefit from improved market access to the European market as a result of tariff cuts, but they would be negatively interested by subsidy removal because they are net importers of products subsidised in the EU (cereals, sugar, dairy products). Therefore, whether partner countries would gain or lose importantly depends on the type of liberalisation to be implemented.

The existence of trade preferences is another prominent issue in the Euro-Mediterranean trade relationships. The EU provides preferential treatment to exports of certain products from certain partner countries. The biggest share of Euro-Mediterranean agricultural trade is covered by preference schemes. Exports under preferential trade enter the EU market at a tariff rate that is below the most favoured nation (MFN) rate, being the difference between the MFN rate and the preferential rate a measure of trade advantage. Any perceptible reduction in MFN tariff rates would reduce that advantage, and beneficiary countries would consequently suffer from preference erosion.

Preference erosion could be a concern for countries that rely on export earnings deriving from products benefiting from preferential programmes (e.g. Tunisia for olive oil, Morocco for mandarins and tomatoes). These countries could suffer substantial losses in export earnings as a result of preference erosion. Otherwise, the magnitude of any preference erosion is likely to be low, especially if the value of the preferential margin is small with respect to the total value of exports, or when the costs of complying with the trade procedures entailed in preferential schemes are significant compared to the preference value.

Of course, the process of liberalising the Euro-Mediterranean agricultural trade should take into consideration other related factors, including the EU Common Agricultural Policy reform, the ongoing WTO's Doha trade negotiations – in which the difficulties encountered in reaching a successful agreement on agriculture are provoking a further shift from multilateral to bilateral and regional agreements- and the rise of countries like Brazil, China and India in the global agricultural and trade arena. It also has to deal with the “new challenges” shaping the future of Mediterranean agriculture, especially climate change, water scarcity and energy efficiency.

Admittedly, the year 2008 is seeing the Mediterranean as a central element in the European foreign policy. Attention to the region is being drawn again through the French initiative for a new “Union for the Mediterranean”. So, benefiting from this circumstance, maybe now - after years of hesitation - the time has come for reviewing the Euro-Mediterranean relationships on different bases, bringing more balanced exchange conditions within the centre of the new strategy, and concertedly developing the right policy mix to make the region a beneficiary of the global trading system (not its victim). Otherwise, imbalances would get deeper and the cause of making the Mediterranean a space for solidarity and shared prosperity would be compromised.

▪ Geographical indications and international trade: evidence from the wine market

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Jel classification: F130, Q130, Q170

Abstract

The objective of this paper is to evaluate the role of the Appellation of Origin (AO) system on the international wine market, given i) the GIs international legal protection system, ii) the main aspects of the evolution of the world wine demand and iii) the strategic choices of firms on the international market. On the demand side, through descriptive statistics and economic literature review, we show the increasing wine consumers' appreciation of reputation and origin attributes. On the supply side, we identify the main quality strategies implemented on the international wine market and show the more and more important role played by origin attributes in the strategic choices made by firms worldwide. Finally, a direct survey on Italian Appellations of Origin concerning the registration on the international market shows an increasing risk of an imperfect use of geographical place names. The main consequences are identified for both producers and consumers. Firstly, a misperception of product quality attributes can arise and menace the effectiveness of AO as informative tool. Secondly, the free riding phenomenon may arise and affect the AO collective reputation with a consequently demand drop in the long term.

Key words: Appellation of Origin, consumer information, intellectual property right protection, international trade agreements, wine market

Résumé

Le présent document vise à évaluer le rôle que le système de l'Appellation d'Origine joue dans le marché international du vin, tout en considérant i) les Indications Géographiques en tant que système international de protection légale, ii) les aspects principaux de l'évolution de la demande de vin à l'échelle mondiale et iii) les choix stratégiques des entreprises sur le marché international. Coté demande, à travers des statistiques descriptives et la consultation de la littérature économique, nous démontrons l'intérêt croissant des consommateurs pour la réputation et l'origine des vins qu'ils achètent. Coté offre, nous identifions les stratégies principales pour la mise en valeur de la qualité sur le marché international du vin et montrons le rôle de plus en plus important des attributs d'origine dans les choix stratégiques des entreprises de par le monde. En conclusion, une enquête directe menée sur les appellations d'origine en Italie, et qui concerne l'enregistrement sur le marché international, montre un risque croissant d'un emploi non adéquat des noms géographiques locaux. Les principales conséquences sont identifiées aussi bien pour les producteurs que pour les consommateurs. Primo, une perception erronée de la qualité d'une marchandise pourrait se produire and menacer l'efficacité de l'Appellation d'Origine en tant qu'outil d'information. Secondo, le phénomène de *free-riding* pourrait avoir lieu et affecter la réputation de l'Appellation d'Origine auprès des consommateurs et, par conséquent, provoquer la chute de la demande sur le long terme.

Mots Clés : Appellation d'Origine, Information des consommateurs, protection du droit de propriété intellectuelle, accords de commerce international, marché du vin.

▪ Tobacco alternatives in Greece. A preliminary evaluation and classification

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Jel classification: Q130, Q180

Abstract

The CAP reform for the tobacco sector has the aim to phase out the subsidy payment for tobacco cultivation. From 2006 to 2009, a decoupled payment is provided in the framework of the Single Farm Payment Scheme. This will have great impacts on the tobacco farmers in terms of income and employment. This study is aimed at identifying tobacco alternatives in Greece, which can provide tobacco farmers with employment and income. Such alternatives have been evaluated and classified according to different criteria and this led to the drafting of a list of alternative crops being the most suitable for every region concerns. To this end, we studied two tobacco regions in Greece, the region of the Tobacco Cooperative of Elassona, in Larissa, Thessaly, and the region of Tobacco Cooperative of Toumpa, in Kilkis, Central Macedonia. The study was elaborated in the context of the research project entitled DIVTOB (Manos et al.), which is a European FP6 funded project under Priority 8 - Policy related research - Tools and assessment methods for sustainable agriculture and forestry management.

Key words: tobacco, CAP reform, sustainable agriculture

Résumé

La réforme de la PAC pour le secteur du tabac a le but ultime de supprimer progressivement le paiement de subventions à la production de tabac. Entre l'an 2006 et l'an 2009, le découplage des paiements sera introduit dans le cadre du Paiement Unique par Exploitation. Ce nouveau régime de paiement aura un impact significatif sur les revenus et l'emploi des producteurs de tabac. Cette étude vise à identifier les alternatives à la culture du tabac en Grèce qui pourraient devenir une nouvelle source d'emploi et de revenus pour les producteurs de tabac. Ces alternatives ont été évaluées et classées sur la base de différents critères et ceci nous a permis de rédiger une liste des meilleures cultures alternatives pour satisfaire les besoins de chaque région. C'est donc dans ce but ultime que nous avons étudié deux régions grecques de production de tabac : Elassona, à Larissa, Thessalie, et Toumpa, à Kilkis, Macédoine centrale. Cette étude a été menée dans le cadre du projet de recherche DIVTOB (Manos et al.), concernant la 8^{ème} priorité thématique du 6^{ème} Programme-cadre – recherche appliquée à la politique – Instruments et méthodes d'évaluation pour l'agriculture durable et la gestion des forêts.

Mots clés : tabac, PAC réforme, agriculture durable

▪ **The Contingent valuation method for the economic assessment of groundwater: A Lebanese case study**

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Jel classification: Q250, Q420

Abstract

Lebanon is directly concerned with the economic evaluation of water resources given their importance in a region where such resources are scarce. Moreover, on the Lebanese coast, this resource is strongly interested by seawater intrusion and quality deterioration. The study is carried out in Byblos district (Jbeil Caza), 35 km north of Beirut. In the absence of any modern irrigation systems for water distribution in the region, our objective is to estimate the economic value of that water for agricultural use. In the economic evaluation, we adopted the contingent valuation method to estimate the farmers' willingness to pay in order to contribute to the improvement of the groundwater quality. To know the WTP, two alternative scenarios were proposed and compared with the current situation. Farmers would pay 102 US\$ yr⁻¹ for the first proposal and 166.67 US\$ yr⁻¹ for the second.

Key words: Lebanon, seawater intrusion, economic evaluation, contingent valuation method

Résumé

Le Liban est directement intéressé à l'évaluation économique de ses ressources en eau vue leur importance dans une région où ces ressources sont rare. De surcroît, la côte libanaise est fortement exposée à l'intrusion d'eau de mer et à la détérioration de sa qualité. L'étude est menée au district de Byblos (Jbeil Caza), 35 km au nord de Beyrouth. En l'absence de systèmes modernisés pour la distribution de l'eau d'irrigation, notre objectif est d'estimer la valeur économique de l'eau pour son utilisation en agriculture. Dans l'évaluation économique nous avons adopté la méthode de l'estimation contingente pour estimer la propension à payer de la part des agriculteurs afin de contribuer à l'amélioration de la qualité de l'eau souterraine. Pour connaître la propension à payer, deux scénarios alternatifs ont été proposés et comparés avec la situation actuelle. Les agriculteurs devraient contribuer avec 102 US\$ an⁻¹ dans le premier scénario et 166.67 US\$ an⁻¹ dans le second.

Mots clés : Liban, intrusion de l'eau de mer, évaluation économique, méthode de l'estimation contingente

▪ **Comment concilier développement des populations steppiques et lutte contre la désertification ? Cas de la wilaya de Nâama (Algérie)**

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Jel classification: Q150, Q240

Résumé

Depuis le début du XX^{ème} siècle, le déséquilibre auquel sont assujetties les zones arides et semi-arides en Algérie est dû en particulier à l'augmentation de la population et de son niveau de vie avec trois conséquences principales: déforestation, surpâturage, culture en « sec ». Concilier le développement socio-économique et la préservation de l'environnement dans le contexte difficile d'une région menacée par la désertification, tel est l'objectif de cette contribution initiée dans la wilaya de Nâama (zone steppique du sud-ouest algérien). Le système pastoral et/ou agro-pastoral des trois localités étudiées (Mécheria, Nâama et Ain-Sefra) connaît des profondes transformations liées à des changements qui portent sur l'organisation sociale, sur les écosystèmes et notamment sur l'économie pastorale de type extensif. Cependant, il convient de noter que la transhumance, autrefois largement pratiquée, est en voie de disparition. Cette tendance à la sédentarisation est souvent traduite par la conquête des terres de parcours pour des mises en valeur agricole et par le fractionnement des grands troupeaux en petites unités qui exercent une forte pression sur la végétation. Tel scénario exercé sur un milieu fragile en périodes de sécheresse, perpétué au cours des deux dernières décennies, ne peut que contribuer à intensifier cette crise autant socio-économique que climatique.

Mots clés : pastoralisme, mutations, désertification, Nâama, Algérie

Abstract

From the beginning of the 20th century, the disequilibrium characterizing the arid and semi arid areas in Algeria has been mainly provoked by the demographic growth and the increase in its standard of living with three main consequences: deforestation, overgrazing and dry culture. Reconciling socio-economic development and environmental preservation in the difficult context of a region threatened by desertification is the objective of this study that started in the wilaya of Nâama (steppe area in south-western Algeria). The pastoral and/or agro-pastoral system in three locations (Mécheria, Nâama and Ain-Sefra) is undergoing profound changes in 1) the social organization, 2) the ecosystems and, in particular, 3) the extensive pastoral economy. It should be however noted that transhumance, that used to be widely practiced, is now disappearing. Settling down has often resulted in the conquest of lands for grazing, for the agricultural development and in the subdivision of large herds into small units which are putting the vegetation under strong pressure. Over the last two decades, these conditions became even more difficult and, in an environment being so fragile especially during drought periods, they contributed to the worsening of the socio-economic and climatic crisis.

Key words: pastoralism, mutations, desertification, Nâama, Algeria

▪ An analysis of consumers' perception of the quality of the Etna DOC wine

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Jel classification: Q110

Abstract

In advanced societies, the behaviour of consumers is very variable and produces continuous change. This is mainly due to socio-economic changes and to modifications in the modern style of living. These evolutionary processes brought about a different “approach” to the consumption of alcoholic drinks, in particular wine. With reference to wine, two diametrically opposed phenomena have been observed over the last decade. Actually, if on the one hand there has been a reduction in consumption of table wine, on the other hand there has been greater demand for quality wines. Over the last few years, indeed, an increasing attention has been paid to DOC, DOCG and IGT wines (registered designation of origin, registered and guaranteed designation of origin and typical geographical indication, respectively), gathering together elements of quality and of regional specificity. Hence, wine became a source of pleasure with a strong high hedonistic character that is increasingly destined to stir up “emotions”. In the context of the new food consumption trends, the educated, aware, informed, careful and selective consumer looks for quality as a means of ensuring differentiation, and for those traditions that only a “quality” product coming from small areas is able to produce. The present paper aims at analysing the perception of the wine quality (Etna DOC) through the application of a conjoint analysis.

Key words: wine demand, consumer behavior, quality, conjoint analysis

Résumé

Dans les sociétés avancées, le comportement des consommateurs présente des caractéristiques qui changent sans cesse. Les causes peuvent s'apparenter tant aux changements à caractère socio-économique qu'aux changements qui sont intervenus dans les styles de vie modernes. De tels processus d'évolution ont déterminé une approche différente à la consommation des boissons alcooliques et du vin en particulier. En se référant à ce dernier, ces dix dernières années, nous avons enregistré deux phénomènes diamétralement opposés. De fait, si d'un côté on a relevé une diminution de la consommation de vin de table, de l'autre on aperçoit une attention croissante aux vins D.O.C., D.O.C.G., I.G.T., qui renferment des éléments de qualité et des connotations territoriales bien spécifiques. Le vin devient donc une véritable source de plaisir à fort contenu hédoniste et de plus en plus souvent destiné à susciter des “émotions”. Dans le cadre des nouvelles tendances des consommations alimentaires, le consommateur instruit, conscient, informé, attentif et sélectif va à la recherche de la qualité, qui est vue comme un instrument de différenciation, et des traditions que seul un produit de “qualité”, provenant de territoires de petite dimension, est capable de créer. Le présent travail se donne comme objectif d'analyser la perception de la qualité du vin (Etna D.O.C.) grâce à une application d'une méthode d'analyse conjointe.

Mots clés : demande de vin, comportement des consommateurs, qualité, analyse conjointe

- **A new approach for the determination of hydrologic prefectures in Greece for the water framework directive**

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Jel classification: Q250, Q280

Abstract

The Directive 2000/60/EC of the European Parliament and of the Council issued a new legislation for the sustainable management of water resources on the basis of drainage basins. The implementation of such policy in Greece would encounter great difficulties due to the fact that the region is split into a large number of drainage areas. Especially in Northern Greece the implementation is more difficult due to transnational water resources. The aggregation of the fourteen water districts of Greece into four hydrologic prefectures is suggested in the present study. The determination of the hydrologic prefectures is based on hydrologic criteria and takes into account the existing management problems regarding internal, coastal and transnational water resources, as well as the existing administrative structure. A smaller number of hydrologic prefectures would meet the EU requirements and would mean better organization and flexibility, as well as more systematic control, supervision and management of water resources.

Key words: water districts, hydrologic prefectures, water management

Résumé

La Directive 2000/60 /CE du Parlement européen et du Conseil a établi une nouvelle législation pour la gestion durable des ressources en eau sur la base des bassins versants. L'application d'une telle politique en Grèce rencontrerait de grandes difficultés, étant donné que la région présente un grand nombre de bassins versants. Surtout en Grèce du nord, l'application de la Directive est encore plus difficile comme il y a des ressources en eau transfrontalières. Cette étude propose l'agrégation des quatorze secteurs hydriques de la Grèce en quatre préfectures hydrologiques. La détermination des préfectures est basée sur des critères hydrologiques et prend en compte des problèmes de gestion existants en ce qui concerne les ressources en eau intérieures, côtières et transfrontalières ainsi que la structure administrative existante. Une diminution du nombre des préfectures hydrologiques répondrait aux exigences de l'UE et signifierait une meilleure organisation et flexibilité, ainsi qu'un contrôle, une surveillance et une gestion des ressources en eau plus systématiques.

Mots clés : districts hydriques, préfectures hydrologiques, gestion de l'eau

▪ **Contribution à l'étude de l'allocation optimale des zones de parcours en milieux arides du sud-est de la Tunisie**

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Jel classification: Q140, Q250

Résumé

Au cours des quarante dernières années, les zones arides et semi-arides du sud tunisien ont connu des évolutions remarquables et rapides des systèmes agraires, des systèmes de production et des modes d'exploitation et de gestion des ressources naturelles. C'est ainsi que la pression sur les zones de parcours s'est aggravée et les systèmes pastoraux se trouvent de plus en plus menacés. L'objectif de cet article est de contribuer à mettre au point une approche de gestion basée sur le contrôle et la planification de l'allocation optimale des parcours en milieux arides. Le bassin versant d'Oum Zessar est pris comme cas d'étude (sud-est tunisien). Les résultats du modèle ont conduit à un ensemble de solutions optimales pour une allocation efficiente des superficies des parcours. En comparant les valeurs optimales à la situation réelle, il apparaît que la superficie réelle des parcours est inférieure au niveau optimal sur tout l'horizon temporel considéré. Ceci montre le détriment des superficies des parcours au profit des cultures suite aux politiques agricoles, comme les travaux de conservation des eaux et du sol et la politique de privatisation de terre. Cette intensification agricole de la mise en culture non contrôlée des parcours au niveau du bassin versant suite à ces politiques reflète une tendance vers l'artificialisation des milieux fragiles et la surexploitation des ressources naturelles, représentant une situation alarmante qui menace le patrimoine pastoral et met en question la durabilité de l'activité d'élevage, comme étant une composante principale du système de production agro-pastoral dans les zones arides du sud tunisien.

Mots clés : mise en culture des parcours, conservation des eaux et des sols, privatisation de la terre, surpâturage, préservation des zones pastorales, modèle de contrôle optimal

Abstract

Over the last forty years, the arid and semi-arid zones of southern Tunisia have experienced a remarkable and rapid evolution of its agrarian systems, production systems and modes to use and manage its natural resources. Hence, in grazing areas pressure became stronger and pastoral systems are nowadays menaced. The main objective of this study is to set up a management approach based on the control and planning of the optimal allocation of rangelands in arid zones. The Oum Zessar watershed (south-eastern Tunisia) is the case study area. The model results led to the definition of a series of optimal solutions for an efficient allocation of rangeland areas. By comparing the optimal values with the real situation, it appears that the real rangeland surface is lower than the optimal level during the considered time span. This shows the detriment of rangeland surfaces to the profit of cultivated areas due to the actions taken by the water and soil conservation program. The agricultural intensification following these strategies reflects a trend towards the artificialization of fragile areas and towards the natural resources overexploitation, representing an alarming situation that threatens the pastoral inheritance and puts in doubt the sustainability of the animal rearing activity that is one of the main components of the agro-pastoral production system in the arid zones of southern Tunisia.

Key words: rangeland cultivation, water and soil conservation, land privatization, overgrazing, preservation of grazing areas, model of optimal control

▪ **Forms of cheese producers'inclusion in the new supply chain of the Jordan Badia Region**

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Abstract

Based on field research in the Badia region, Jordan, this paper attempts to answer questions about levels of small producers' inclusion in the new cheese market that opened after the launch of a cheese-making factory. Data were elicited from 118 interviewed subjects on the occasion of a survey carried out in March-June 2007. Additional data were collected by interviews with key informants and PRA of farmers. Conclusions indicated that farmers' entrance into the new supply chain involved investments, in contrast with traditional systems. Levels of inclusion were mostly affected by village location, farmers' additional job, provision of assistance, disease control, feed requirements, availability of loans, land ownership, bank savings, farm labour, and educational level. The capacity of small-scale producers to maintain their participation in the factory supply chain was poor because they had no capital and no expertise in market shares. Choice of technology, as well as value-added quality and quantity, are directly associated with the inclusion level of farmers. As recommendations, the factory should improve milk quality and follow a management development strategy in order to implement better governing measures.

Key words: supply chain, cheese market, Jordan

Résumé

Sur la base de recherches sur le terrain menées dans la région de Badia, en Jordanie, cet article essaye d'éclaircir quels sont les différents niveaux de participation des exploitants au nouveau marché du fromage ouvert après l'établissement de la première fromagerie de la région. Les données ont été collectées en interviewant 118 personnes à l'occasion d'une enquête faite en mars-juin 2007. D'autres données ont été obtenues grâce à des interviews d'informateurs clés et grâce à la technique du DRP appliquée aux exploitants. Différemment des systèmes traditionnels, l'entrée des exploitants dans la nouvelle chaîne de production a demandé de nombreux investissements. Les différents niveaux de participation ont été influencés par la localisation du village, les autres emplois des exploitants, la disponibilité d'assistance, la lutte contre les maladies, les besoins en aliments pour les animaux, et par le niveau d'éducation. Les petits producteurs étaient faiblement capables de maintenir leur participation dans la chaîne d'approvisionnement de l'industrie car ils n'avaient pas de ressources financières et d'expérience dans les parts de marché. Le choix de la technologie et de la valeur ajoutée de la qualité et quantité va de pair avec le niveau de participation des exploitants. A ce propos, l'industrie fromagère devrait améliorer la qualité de son lait et suivre une stratégie plus attentive de gestion et de développement du secteur.

Mots clés : chaîne d'approvisionnement, marché du fromage, Jordanie