



2020 ESA Summer Program

“From the farm to the table...  
A Sustainable Food System”

## COURSE GUIDE



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# Program overview

Every year in late spring, Groupe ESA offers a unique four-week program to international undergraduate and graduate students.



## *The topic*

Approximately **40 students** coming from our international network of University partners discover facets of the French **agriculture and the traditional food products "system"** during one month. **From production to consumers**, the program will allow students to understand the "terroir" production through several angles such as **History, Sociology, Anthropology, Political, Ecology, Economy, Food science, Crop production and Agroecology and Animal production**. The purpose of the program is to show to students **links between agriculture, food industry and food culture with a sustainable development perspective**. The program will also introduce them to the "French way of life" and to France's role in the European Union.

## *Pedagogy*

The 4 week program combines:

- Courses and presentations,
- Laboratory activities,
- Group projects and study cases
- Visits to farms, food and wine companies,
- Educational field trips and cultural visits in a wide variety of places (Paris, the Loire Valley, Brittany, Normandy...).



The program is entirely conducted in English by 25 faculties from our different departments:

- Agronomy & Ecology,
- Applied Economics & Social Sciences,
- Food & Bio Resources Science and Techniques,
- Viticulture and Enology,
- Environment, Plants & Landscape
- Viticulture and Oenology,
- Culture & Language & Communication.

## *Requirements*

Students must proceed from a College of Agriculture or study any majors that would be justified to study in the ESA's Summer Program. Academic level: minimum freshmen.

## *Lodging and Meals*

Students will have the opportunity to experience the French way of living, sharing the daily life of a host family during 4 weeks.

# Important dates, arrival & departure, travelling information

## Arriving in France

### First day meeting

We will all meet at a Youth Hostel in Paris on **Thursday May 28**. If you travel directly from the US, then you shall take a flight the day before (May, 27) in order to arrive on May 28.

Gaël ROUL and Alejandra CARRIL – the 2 Summer Program Coordinators – will be there from 8: AM to give you basic information (the entire day is free). You will be able to leave your luggage at any time of the day in the Youth Hostel but rooms are NOT available before 3:00 PM. The entire day of May 28 is free; nevertheless, we will meet at 3:00 PM for room allocation and at 6:30 PM for a brief program presentation and dinner at the Youth Hostel.

## Leaving France

### Departure Day / End of the program

The program ends on **Thursday, June 25**. You have the opportunity to stay with your host family (accommodation and food included) until **Monday, June 29**. You will plan your trip back to the US between Friday, June 26 and Monday, June 29 at the latest. The train ticket from Angers to the International Airport Roissy Charles De Gaulles (Paris) is NOT included. We recommend you to buy it when you buy your plane ticket in the USA. In order to avoid a night in Paris the day before your trip back home, you shall plan your flight back home as late in the day as possible. In this way you can take a TGV train straight from Angers to Charles De Gaulle Airport.

Here is the TGV trains company internet site to see and actually book and buy your train ticket:

<https://uk.voyages-sncf.com/en/#/> .

## Costs and conditions

The program includes the following:

- full board in a host family in Angers from Sunday May 31 to Monday June 29 at the latest,
- Full board during the cultural excursions (Except Lunch in Paris),
- health and liability insurances,
- 9 days of cultural excursions: 3 days in Paris, 3 days in the Loire Valley, 3 days in Normandy
- farm and company visits,
- Transportation in France (including the bus from Paris to Angers).

The program does not include:

- Accommodation, food and transportation if you travel by yourself during the week end,
- lunches during the 3-day trip in Paris,
- Passport fees,
- Airfare,
- The train ticket from back to Paris at the end of the program (when you travel back to the US).

The Groupe ESA tuition fees – corresponding to the 10 European credits (ECTS) - are waived only when students apply within the framework of an exchange agreement.

# Application

At the latest on March 16, 2020:

=>Students must fill up the online application: <https://olage.groupe-esa.com/>

=>University partners will nominate their accompanying professor (if any) and confirm the duration of their stay in Angers (by email to Alejandra CARRIL, Summer Program Assistant, [a.carril@groupe-esa.com](mailto:a.carril@groupe-esa.com))

# Program description

	<b>Contact hours</b>	<b>Total European Credits (ECTS)</b>
<b><i>Thematic teaching Unit</i></b>		
<i>French Civilization and French Language</i>	26	<b>3</b>
<i>Society, Agriculture Policies and Food Industry Economics</i>	36	<b>4</b>
<i>Wine and Traditional Food Product Development</i>	38	<b>4</b>
<b>TOTAL</b>	<b>100</b>	<b>10 ECTS</b>

French Civilization and French Language				
Thematic teaching Unit	Course title	Lecturer	Synopsis	Duration (hours)
Civilization	French regional gastronomy	Sébastien Chene	Discovery of French gastronomy through the geography and history of the regions where it developed. The course aims at describing the evolution of gastronomy in order to give the students a better understanding of modern food habits and an overview of French culture (cooking, eating together, family, influence of immigration, relationships between population and territory).	4
	Wine in the French culture	Claire Daviau	In this 2-hour class we will try and understand why France has been considered for centuries as the birth place of the wine whereas we know that it was cultivated far before in other countries such as in Caucasia and Egypt. Therefore, we will go through the origin and the history of wine right from the beginning to the development and peak in France. We will also discover wine as a symbol and a landmark in the French culture. Wine and religion, wine and nobility, why wine has become a part of the French life? The anthropological aspect and the semiotics of the wine culture will be tackled too to help the student to discover and understand the wine as a traditional object.	2
History	"How can you govern a country with 246 varieties of cheese?" The story of French historical and agricultural diversity	Fiona Casey	This module explores the geographical elements and key historical periods which have impacted on the rich diversity of French agriculture today. It aims to enrich students' experience of the Summer Program by putting current trends in French agriculture into their historical and cultural contexts. The underlying hypothesis of this module is that agricultural practices and food ways are both the cause and consequence of history, geography, climate and culture. An appreciation of French history and culture can thus only enhance the other learnings made by students during their month in Angers. Three 2-3-day excursions have been planned during the program in order to provide the students with the cultural elements necessary to fully appreciate these geographical and historical roots of France, French agriculture and the particular place food holds in contemporary French culture. The module consists of 10 hours of teaching in the form of 3 hours of lectures and 6 commented walking tours - 2 walking tours per excursion. The students will be provided with teaching material for each of the walking tours – maps, photos, timelines etc – in order to ensure maximum comfort during these ambulant classes.	10
French classes	French as a foreign language	Marine Gauthier and Emilie Pommier	« <b>Breakthrough</b> » (A1) The objective of this class consists in helping the students to discover and study the French language in a very communicative way (with numerous oral activities, role plays...). With the lessons going on, they will feel more comfortable and be able to communicate basically in their daily life in France. Different practical themes will be studied (based on the guidebook provided during the first French class): greetings, presentations, shopping in stores, order in a restaurant, expressions of likes / dislikes, numbers...	10
		Emilie Marolleau	<b>Basic users (A2)</b> : The main objective is to train the student to speak and to interact in everyday life subjects and situations. - The documents used for the lessons are either authentic ones (songs, short articles, statistics, comics...) or French as a Foreign Language documents (A2) - The topics : stereotypes or French clichés, food, studies, everyday life habits... - Linguistic competences : oral and written comprehension, oral expression - Examination : written and oral comprehension, vocabulary, grammar <b>Independent users (B1)</b> : The main objective is to strengthen the linguistic knowledge and to enhance the specific vocabulary of the Summer Program (gastronomy, food industry...). 1) Level assessment 2) 6 hours self learning on ESA website <a href="http://fle.groupe-esa.com">http://fle.groupe-esa.com</a> 3) Preparation of an oral test (examination : 15 minutes) with a power point presenting a topic linked to French gastronomy or a French food industry firm	
			<b>TOTAL HOURS</b>	<b>26</b>



# Society, Agriculture Policies and Food Industry Economics

Thematic teaching Unit	Course title	Lecturer	Synopsis	Duration (hours)
<b>The cultural, social, economic and political context in France</b>	Food: a historical and cultural construction	Fiona Casey	All human beings eat - but they do not eat the same things or attribute the same meaning to the act of eating. Food has different symbolic meanings and fulfills different cultural functions across both space and time. In this class students will acquire insights into the principal differences in the social and cultural signification of food across western societies from ancient times to the contemporary period. The objective of this class is to provide students with a historical and cultural context in which to place the topics treated in this summer program.	2
	Introduction to French agriculture	Rim Baccar	This lecture aims at presenting the current features of the French agriculture. First, a short introduction will give an idea about the place and the role played by the agriculture both at the economic and social level. To better understand the French agricultural landscape, a presentation of the major productive regions (crop production and livestock) is made in correlation with soil and climate features. Finally, we address the evolution of practices and the emergence of new forms of agriculture in response to changing regulatory and social requirements.	4
	Presentation "in situ" & company visits: case of the MARCHE DE RUNGIS	Fiona Casey & Gaël Roul	Rungis, the biggest international food trademarket for wholesalers and retailers. A visit to better understand the management of supplies in meat, fish, vegetables, fruit, flowers and so on to customers from every continent (mainly department stores and restaurants). How does this huge international platform works with nearly 1,200 companies present (wholesalers, producers, brokers, logistics experts, central purchasing agencies, service companies).	3
<b>Conventional or alternative food systems: new perspectives</b>	Introduction to Agroecology	Christophe Naudin	Overview of agroecological approaches // history and perspectives	2
	Presentation "in situ" & company visits: case of EURL Poulard De Mirande Laurent	Laurent Poulard De Mirande & Christophe Naudin	Presentation of an agroecological farming system	3
	PDO: a tool for a differentiated strategy on a worldwide market.	Marie Lebrun	The example of PDO Limousin apple: Stake and perspective. Using one main theme : APPLE MARKET in France, we will : <ul style="list-style-type: none"> <li>• Have an applied approach of general marketing concepts and tools.</li> <li>• Identify how a sector concerned with worldwide competition manage to get differanciation and added value to its production.</li> </ul> Making comparison between : PDO or PGI approach vs Organic Production vs High Value Variety Branding <ul style="list-style-type: none"> <li>• Make a focus on Limousin production area where the only PDO French apples are grown :</li> <li>• Growers organization</li> <li>• Marketing strategy</li> <li>• Technical/environmental adaptation to fit consumers new concerns (agroecology concepts applied to orchards)</li> <li>• Society concerns, acceptability of non-organic farming =&gt; Best Practices Charter</li> <li>• Discussion on the future of that area</li> </ul>	2
	Presentation "in situ" & company visits: case of the "Côteau Nantais"	Gaël Roul & Marie Lebrun	Biodynamic orchard farm & compote and fruit juice company	3
	Sustainable development	Robert Biagi	Human development, ressources, way of life, obsolescence, linear ans circular economy, transition, agriculture for sustainable development.	2
	Presentation "in situ" & company visits: GAEC Nicolas Arthus	Remy Roulleau & Nicolas Arthus	Organic Maine Anjou Cattle breeder	3

<b>Conventional or alternative food systems: new perspectives</b>	Sustainability and the Ecology of Terroir	John Volpe	Ecology is the scientific study of the relationships of organisms to one another and to their physical surroundings. The community ecologist's primary focus is the collection and analysis of data in an effort to understand why abundance, diversity, energy flux etc. in one place is different from another. Thus, at its core, community ecology is largely the study of terroir – how idiosyncrasies of place influence local ecological processes and patterns. Viewed from this vantage point we can begin to see that that terroir and sustainability are intimately linked. During this lecture I will lay out the basic ecological processes responsible for the creation and maintenance of biodiversity, how these processes in turn generate and maintain cultural diversity and finally, using case studies from salmon to wine, how the path to a resilient and sustainable future depends on explicit recognition and conservation of terroir.	2
	Presentation "in situ" & company visits: Terre de Sel	Gaël Roul & Joséphine Python-Rivallain	Natural Salt Producers Cooperative. History of the production area. Social and employment perspectives. Governance, management and marketing of the cooperative.	3
	Agriculture & biodiversity and their interactions	Joséphine Python-Rivallain	<p><b><u>Conservation of biodiversity within sustainable food systems</u></b></p> <ul style="list-style-type: none"> <li>* Biodiversity losses in European farmland landscapes, the impacts of intensive agriculture on wild plants and animals. Why should we take action?</li> <li>* How can agricultural production and biodiversity conservation be reconciled? The needs of biodiversity at field and landscape scales.</li> <li>* Ecological infrastructure within intensively farmed landscapes, the very limited legal obligations for farmers to protect biodiversity – evidence that they are unlikely to stop biodiversity declines.</li> <li>* Ecological infrastructure in extensively farmed areas, farming for food and biodiversity – high nature value farming.</li> <li>* The importance of collective action by farmers, landscape-scale approaches. How this links up with Geographical Indication systems and typicity.</li> <li>* How can high nature value farming be compensated or its value recognised? Agri-environmental schemes, but these have many limits leading to...</li> <li>* The link to the consumer: biodiversity as a marketing tool. Biodiversity labelling schemes.</li> </ul>	2
	High nature value farming			2
	Presentation "in situ" & company visits: case of "Rebecca Euzen Sheep farm"	Rebecca Euzen & Gaël Roul	Meeting with one of the most important "Prés-salés du Mont-Saint-Michel" sheep (AOC) sheep breeder in Mont-Saint-Michel	3
			<b>TOTAL HOURS</b>	<b>36</b>

# Wine and Traditional Food Product Development

Thematic teaching Unit	Course title	Lecturer	Synopsis	Duration (hours)
<b>Concepts of traditional food products</b>	Concept of terroir and quality signs in France and in Europe	Philippe Mongondry	The concept and official definitions of traditional food products in Europe and in France (Terroir). The Geographical Indications of the European Community in the global context. How and why the Geographical Indications give value and protect any traditional food products around the World (keys for understanding).	2
	Official label for origin and quality certification in France and Europe	Olivier Beucherie	Qualification and certification of agricultural and food products through the official label for origin and quality certification system in France and in Europe: institutions, governance, missions and objectives.	2
	Quantifying terrain attributes to produce terroir wines	Etienne Neethling	Caraterization of agronomic potentiality to express the natural terroir effect	2
	Presentation "in situ" & company visits: case of the "Ferme des Grimaux"	Frédéric Pacory & Philippe Mongondry	Fruit farm and cattle breeder. Presentation of a pear cider and Calvados Geographical Indication production and management principles of the farm	3
	Presentation "in situ" & company visits: case of "Ferme du champsecret"	Patrick Mercier & Philippe Mongondry	Dairy cattle breeder and organic farm cheese producer. Presentation of the "camembert" Geographical Indication production and management principles of the farm	3
<b>Processing of traditional food products</b>	French and US types of bread: why such big differences?	Hubert Chiron	There is a huge difference between the crustiness, the taste of the parisian baguette and the softness of the US pan bread. Russian pumpnickel is also far from an Egyptian pita. This course will first deal with the big families of world types of bread and then briefly explain the fundamentals of breadmaking. Then a thorough look will be put on the unique French artisan breadmaking techniques versus the latest automatic plants process. Finally, for different reasons, every traveller can observe what the bread offers is more and more international, nevertheless, exiled varieties of bread are usually not so convincing.	3
	Demonstration: traditional bread processing	Pierre Vandewalle	Bread production: comparison between industrial bread processing (with no resting period and accelerated fermentation) and artisan bread (the resting period and the slow fermentation are both respected). Sensory evaluation of breads prepared.	5
	French Dairy Industry and PDOs	Sébastien Couvreur	Characteristics of the dairy industry in France: comparison of the different production areas, farming system diversity, characteristics of dairy plants and companies, consumption of dairy products in France Presentation of the French PDO cheeses (more than 40): history, locations, processing	2
	PDO cheese&wine tasting	Sébastien Couvreur	PDO cheeses and wines are characterized by a strong organoleptic diversity (texture, flavours,...). It is often difficult to know how to taste and pair them. We will taste cheese & wine combinations to illustrate the organoleptic diversity of French PDO cheeses and wines and learn how to pair these two products.	2

<b>Vine, Wine and terroir</b>	Improving environmental sustainability of viticulture	Christel Renaud	Concept of sustainability in viticulture. How to assess environmental impacts of viticultural practices to improve viticulture sustainability while keeping the aim of maintaining high quality grapes production.	2
	Wine production	Cécile Coulon-Leroy	Concept and definition of wine "terroir" and quality label. The main stages of winemaking.	1,5
	Grape quality	Chantal Maury	Harvest quality	1,5
	Presentation "in situ" & company visits: case of "Domaine des Rochelles"	Jean Hubert Lebreton & Gaël Roul	From grape to wine to consumers... presentation of 2 traditional family wine businesses. Producers of "Côteaux dy Layon", "Anjou", "Quart-de-Chaume", "Anjou-Brissac", "Coteaux de l'Aubance"...	3
	Presentation "in situ" & company visits: case of "Domaine des Forges "	Mme Branchereau & Gaël Roul		
	Use of sensorial analysis and expertise to characterize typical wines	Cécile Coulon-Leroy	Principles and objectives of sensorial analysis. Methods. Use of sensorial analysis to evaluate wine identities.	1
	Introduction to wine tasting	Pierre Davadant	Understand the wine vocabulary and the systematic approach of wine tasting to characterize the wines professionally	2
	Presentation "in situ" & company visits: case of "Robert & Marcel" Wine grower Coop	Mr. Lemasson and Gaël Roul	Presentation of one of the biggest wine cooperative in the Loire Valley. Wine production, quality policy, governance and management, wine marketing ...	3
		<b>TOTAL HOURS</b>	<b>38</b>	

## Visits, presentations, study cases... in companies

Companies	Geographical indication and/or quality certification	Activity / Production	Address	Internet Site
<b>Marché des MIN de RUNGIS (Marché d'Intérêt National)</b>		the biggest international food product market of the world	1 rue de la Tour BP 316 94152 Rungis cedex	<a href="http://www.rungisinternational.com/">http://www.rungisinternational.com/</a>
<b>Terre de sel</b>	<b>Geographical indication (IGP) and quality certification (Label Rouge)</b>	Cooperative of natural sea salt producers (Salt Marches)	route des marais salants Pradel - 44350 GUERANDE	<a href="http://www.terredesel.fr/">http://www.terredesel.fr/</a>
<b>Poulard De Mirande Laurent (EURL)</b>	<b>Organic farming (AB)</b>	Agroecological farming system. Organic cattle breeder farm.	chem Croix Mirande 49125 BRIOLLAY Laurent Poulard De Mirande	
<b>GAEC Nicolas Arthus</b>	(former AOP) <b>Organic farming (AB)</b>	"Rouge-des-Prés" organic cattle breeder farm.	Le Cheman - 49140 Corzé 02 41 32 24 71 Nicolas ARTHUS	-
<b>Côteau Nantais</b>	<b>Organic (AB) and biodynamic (Demeter) farming</b>	Fruit grower and fruit food processor company	18 rue de l'Artisanat 44 140 Remouillé Audrey Vidal	<a href="http://www.coteaux-nantais.com/fr">http://www.coteaux-nantais.com/fr</a>
<b>Domaine des Forges</b>	<b>Geographical indication (AOP &amp; IGP)</b>	A family wine growing estate. Producer of "Côteaux dy Layon", "Anjou", "Quart-de-Chaume"...	N° 6 Lieu Dit "Les Barres" 49190 Saint Aubin de Luigné Mme Branchereau	<a href="http://domainedesforges.net/">http://domainedesforges.net/</a>
<b>Domaine des Rochelles</b>	<b>Geographical indication (AOP &amp; IGP) and organic farming (AB)</b>	A family wine growing estate. Producer of "Anjou-Brissac", "Anjou", "Coteaux de l'Aubance"...	12 CHEMIN DES ROCHELLES 49320 ST JEAN DES MAUVRETS Jean Hubert Lebreton	<a href="https://www.domaine-des-rochelles.com/">https://www.domaine-des-rochelles.com/</a>
<b>Robert &amp; Marcel</b>	<b>Geographical indication (AOP &amp; IGP) and organic farming (AB)</b>	Wine grower Cooperative and Enoturism	Route de Saumoussay 49260 Saint-Cyr-en-Bourg Fabien HACHET	<a href="http://www.robertetmarcel.com">www.robertetmarcel.com</a>
<b>Rebecca Euzen</b>	<b>Geographical indication (AOP)</b>	"Prés-salés du Mont-Saint-Michel" Sheep farm.	LD La Saline 35610 ROZ-SUR-COUESNON Rebecca Euzen	<a href="http://www.aop-pressales-montsaintmichel.fr/eleveurs_agneaux.php">http://www.aop-pressales-montsaintmichel.fr/eleveurs_agneaux.php</a>
<b>Ferme du Champsecret</b>	<b>Geographical indication (AOP) and organic farming (AB)</b>	Organic dairy cattle breeder. "Camembert" cheese producer.	La Novère 61700 CHAMPSECRET M. et Mme Mercier	<a href="http://www.fermeduchampsecret.com/fr/fromagerie/">http://www.fermeduchampsecret.com/fr/fromagerie/</a>
<b>Ferme des Grimaux</b>	<b>Geographical indication (AOP)</b>	Cattle breeder and pear growing farm. Producer of "Poiré Domfront" and "Calvados Domfrontais"	Les Grimaux 61350 Mantilly Basse Normandie Simon Pacory	<a href="http://www.pacory.eu/">http://www.pacory.eu/</a>