Foresight for Tête de Moine PDO - Swiss Jura

Topic
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Origin for Sustainability

The future of Tête de Moine has been screened in a participatory way with local stakeholders in 3 workshops: economics (grass and feed production which affects consecutively the milk and cheese production and quality, authenticity of the product and its reputation, economic and political support); social (attractiveness of professions, change of market consumption); and natural resources and environmental variables (extreme weather conditions, water, biodiversity, energy, woodland and carbon footprint, and pests and diseases).

The long-term vision of the Tête de Moine stakeholders is mainly economics driven. The scenario they envisage is shaped among a strong climate change and uncertain socio-economic context.

Stakeholders agreed that, In the long-term (horizon 2050), nature faces mounting pressure from extreme weather and declining biodiversity, impacting fodder and therefore the milk production which are crucial for long-term technical and economic success of Tête de Moine cheese. Despite uncertainties, already on-going small-scale adjustments, such as extended cheese maturation, signal resilience within the Tête de Moine sector. In the long-term perspective, what is expected is that strong adaptation is needed, to overcome the pressure on the farmers' incomes, exacerbating the challenge of an already arduous profession. These adaptations should address the challenges posed by the climate change, which will bring increased pest threats and energy price uncertainties. Public understanding of agriculture will most probably remain limited, complicating market adaptability. Yet, amidst these challenges, innovations like mechanization offer some adaptation capacities. Adapting marketing strategies becomes crucial amid market volatility.

Six critical policy changes are needed in this Swiss region: developing all initiatives that increase multi-actor dialogue, supporting local projects with low-threshold support, administrative simplification, cantonal and federal parliaments making climate and food policies, agriculture and value chains adopting circular economy principles and advisory bodies supporting the agroecological transition.

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