

The Pampa and the vineyard: gauchó's natural and symbolic aspects in the identity's constitution of "Vinhos da Campanha"'s terroir – RS/Brasil

La Pampa et le vignoble : éléments naturels et symboliques du gaúcho dans la constitution de l'identité du terroir « Vinhos da Campanha » – RS/Brasil

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ABSTRACT

The wine region of "Vinhos da Campanha" is located in southern Brazil, on the Uruguay borderline. The colonization's process in the region was characterized by territorial disputes between Portuguese and Spanish people during the nineteenth century. From this miscegenation, ethnic influenced by Castilian, Portuguese and local Indians, is constituted a new social type, called "gaúcho". The "gaúcho" is identified with the border region and connected to pastoralism and farms, using a bucolic form to landscape description. During the development of viticulture in the region, it is possible to observe the progressive incorporation of local elements in this terroir, by the use of images or figures of speech, which incorporate geomorphological aspects of the landscape, the Pampa biome, and symbolic factors, making mention of regional culture aspects and the gaúcho. In this way, the text discuss how the producers are appropriating the values and factors to give identity to the local wine and its terroir, by the analyse of photography, iconography and language expressions; also understanding how the terroir is turning into an element of reading and affirmation of local identity.

Keywords: *Vinhos da Campanha, terroir, terroir identity, landscape.*

Mots-clés : *Vinhos da Campanha, terroir, identité du terroir, paysage.*

1 INTRODUCTION

In Brazil, the viticulture occupies an area of 100,000 hectares, with an annual production of 1.2 billion tons of grapes. There are wine production areas in some Brazilian states, including tropical and subtropical weather conditions. However, the main production is from the Rio Grande do Sul state, with 500 to 600 thousand tons, responsible for 90% of juice and wine grapes. In this region, the production is concentrated on Serra Gaúcha, also we have areas in Campos de Cima da Serra, Campanha and Serra do Sudeste¹.

Grape production in the Campanha began in specific areas with the Jesuits in the seventeenth century and the Portuguese people in the eighteenth century. In the 70s, studies led by University of Davis (USA), with participation of local institutions, identified edaphoclimatic conditions to wine industry and European cultures. Then in the 80s, emerges on commercial scale viticulture in the region, from multinational investments in Santana do Livramento city. Later, from the year 2000s, the fruit culture has been object of public policies to diversify the economy and generate incomes to the region.

At the moment, it has a new wave of improvements, when traditional wine companies from Serra Gaúcha are expanding your business by investments on the Campanha. In the other hand, the region is organizing itself to request the Geographical Indication to this terroir.

During the development of viticulture in the region, it is possible to observe the progressive incorporation of local elements in the terroir, that may occur by the use of images or speech figures, which incorporate geomorphological aspects of the landscape, the Pampa biome, and other symbolic factors, making mention to regional culture aspects and the gaúcho. In this same way, this paper analyse how the producers are appropriating the values and factors to give identity to the local wine and its terroir.

2 MATERIALS AND METHODS

This paper is a reflection from the research project "Sustainable Territorial Development from the territories of Wine: Vinhos da Campanha's case". In this period, it has been identified three main categories of actors: (1) corporate wineries, pioneers in the region, and larger-scale production areas; (2) entrepreneurs, young companies, mostly family members under 10 years of experience; and (3) independent producers, who sell their production to wineries from inside or outside the region². During this research, it was noted the connection of this terroir with the region, evidenced in the use of cultural and scenic elements to refer to and describe their wines.

From these considerations, this study refers to landscape as a category of analysis, considering it as a visual expression of the link with the territory.

The whole communication framework of wineries was analysed – including labels, websites, brochures, wines' and wineries' names – in the way to find references of the culture and identity of the gaucho.

The analysis was divided into three categories: photography, iconography and language expressions. It follows with the identification of which elements of the local landscape and culture were represented and the level of use by category and winery.

3 RESULTS AND DISCUSSION

3.1 Gaucho and Campanha region

The colonization process in the region was characterized by territorial disputes between Portuguese and Spanish people during the nineteenth

century. From this miscegenation, ethnic influenced by the Castilian, the Portuguese and the local Indians, is constituted a new social type, called gaucho. The gaucho is identified with the border region and connected to pastoralism and farms, using a bucolic way to describe the landscape³.

The association between the Pampa and the gaucho is an identity between them, a process that began in the colonization of the region and extends to the present day⁴.

The figure below (1-a) shows a typical landscape of the Campanha and the Pampa biome, with the presence of fields and hills in the background. Beside, figure 1-b shows the image of the gaucho.



Figure 1. Campanha's landscape (a) and the gaucho (b).

3.2 Photography

From the 14 wineries studied, 12 use landscape pictures in their communication material. Of these, 10 refer to elements of the landscape and the gauchos' culture, emphasizing the fields and the Pampa biome.

In the light references appears the Pampa landscape. In the strongest, there is a direct association of the vineyard with one or more elements (farm or estancia, Pampa, horse and fig tree).

This position reinforces the idea that the recovery of the product is related to the maintenance of the landscape structures, as an expression of a visual connection with a territory.

3.3 Iconography

The iconography is a representation that acts as key element's reading for culture and landscape, reflecting the identity. In the surveyed wineries the icons are

found in the labels, sometimes as logotypes, other times characterize a particular wine.

The main elements represented are: characteristic relief cuts, references to travel and roads (cultural trait of the gaucho), and the map of Rio Grande do Sul (RS).

3.4 Language expressions

Language is the first instrument of identity construction. This process can be noted in the specific vocabulary, regionalism and imaginary; that are the spotlights on the discourse analysis.

In the case studies the identification can be noted in the name of the wineries (Seival Estate), names of wines (Reserva do Pampa) or expressions used in communication material. The elements found make reference to the landscape of the Pampa, historical or municipalities' names.

In the Figure 2 are shown some examples to each analysis category.

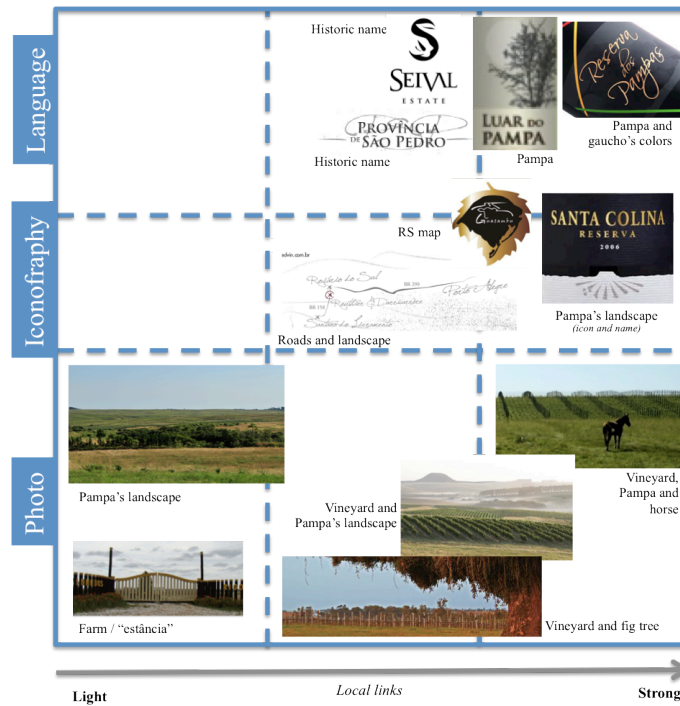


Figure 2. Cultural and landscapes' elements in the terroir identity.

3.5 “Vinhos da Campanha”'s identity

From the analysis of individual vineyards, each category was scored from 0 to 3: (0) no reference; (1) light link or indirect reference; (2) medium link, at

least one direct reference; (3) strong link, more than one direct reference. The notes were added and the wineries were classified as shown below.

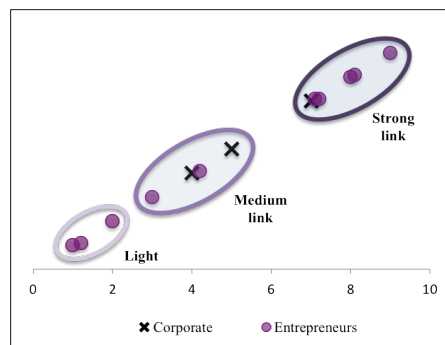


Figure 3. Wineries links with identity elements.

It can be seen that the vast majority of wineries in the surveyed terroir makes direct reference to elements of the gaúcho culture. In this sense, entrepreneurs adopt different positions: a significant group adopt a strong link, valuing the terroir; and in the other extreme, some prefer to establish light links, but they are the minority. Corporate wine is in an intermediate position.

In another analysis, is enhanced the relationship between terroir and quality products, with emphasis on climate conditions. Also, the characterization of this terroir using elements of the gaúcho culture tends to be tied to premium products.

4 CONCLUSIONS

The landscape is characterized by being functional and integrative, from a territory in the physical dimension, over which develops complex ecosystem, and a cultural dimension⁵.

Assuming that some landscapes are emblematic and inseparable from the identity of the wine⁶, the use of the gaúcho's landscape elements are giving identity to this wine and to the associated young terroir.

The meaning is given to the landscape when we share its history. Thus, to the extent that the wines are using cultural and landscape elements of the gaúcho to compose this terroir, they are helping to strengthen local identity.

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Protection juridique de terroirs viticoles dans la préfecture de Yamanashi, Japon *Legal protection of the vitivinicultural terroirs in Yamanashi Prefecture, Japan*

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ABSTRACT

This study analyses the actual situation regarding the legal protection of the vitivinicultural terroirs in Yamanashi Prefecture, the centre of Japanese wine industry with more than 150 years of wine-making tradition. Wines produced with grapes harvested in Yamanashi are identified by its sub-region, village and parcel. Such practice of geographical identification allows the development of regional perceptions and differentiation of terroirs. However, the legal protection for denomination of wine is not sufficient in Japan because of the lack of national legislation. Currently, the local government of Yamanashi and the Winemakers Association are working together to achieve the registration of geographical indication of "Yamanashi", which is indispensable for legal protection of its vitivinicultural terroirs. In 2010, Koshu City of Yamanashi Prefecture created a system of the appellation of origin which necessitates them to control for the origin of grapes in all parcels. These recent efforts are important to increase the awareness of Yamanashi wine in domestic and global markets and to propagate the notion of terroir amongst the Japanese consumers.

Keywords: *geographical indication, legal protection, appellation of origin.*

Mots-clés : *indication géographique, protection juridique, appellation d'origine.*

1 INTRODUCTION

La viticulture japonaise couvre une zone allant de l'île de Kyushu jusqu'à l'île de Hokkaido en produisant aussi bien des raisins de table que des raisins de cuve. La superficie totale du vignoble au Japon enregistre 18 600 ha avec une production d'environ 209 000 tonnes, tandis que près de 90% de raisins récoltés ont été vendus comme raisins de table.

Or, en l'absence de législation nationale, la protection juridique de la dénomination géographique d'un vin n'est pas suffisante. Actuellement, la préfecture de Yamanashi et le syndicat viticole travaillent ensemble pour l'enregistrement de l'indication géographique « Yamanashi ». En 2010, une ville de la préfecture de Yamanashi a ainsi créé un système d'appellation d'origine exigeant un contrôle sur l'origine des raisins. Ces efforts récents sont importants pour la valorisation du vin et la reconnaissance de la notion de terroir parmi les consommateurs japonais.

2 MATÉRIEL ET MÉTHODES

L'étude s'est développée en mobilisant l'analyse de documents concernant l'histoire de la viticulture au Japon et la statistique sur la production de vin, ainsi que via la réalisation d'entretiens. Nous avons analysé également de nombreux documents relatifs aux labels, certifications et règlements municipaux. Plusieurs entretiens auprès de vignerons et de producteurs ont été

réalisés dans les villes de Kofu, Hokuto, Fuefuki, Yamanashi et Koshu. Des entretiens auprès des groupements de producteurs et des autorités locales et nationales ont également été faits afin de connaître quel intérêt ils portent et quelle importance ils attachent à la protection juridique de terroirs viticoles.

3 RÉSULTATS ET DISCUSSION

3.1 La production de vins à Yamanashi

La préfecture de Yamanashi est considérée comme une des régions les plus adaptées à la culture de la vigne, grâce aux sols très pauvres et à sa pluviométrie la plus faible. Selon l'étude menée par Hiroshi Yamamoto, il existe trois principales sous-régions à Yamanashi dont Katsunuma, Kayagatake et Kofu. Katsunuma, la capitale de la production de raisins de table et de cuve, est située à l'est de la Vallée de Kofu. Malgré la disparition du nom de commune « Katsunuma » en 2005, en raison d'une fusion communale qui a permis la naissance de la nouvelle ville de Koshu, son nom géographique continue de figurer sur les étiquettes encore aujourd'hui. Kayagatake, une sous-région viticole relativement récente, mais remarquable de par son niveau de qualité, et qui comprend les villes de Hokuto, Nirasaki et Kaï, se trouve au nord ouest de la préfecture.

Avec 78 producteurs, la préfecture de Yamanashi produit près de 240 000 hl de vins avec des raisins