



Note to authors contributing to the collection *Options Méditerranéennes*

In accordance with the suggestions made by CIHEAM's Scientific Advisory Committee on presentation of issues of Options Méditerranéennes, we request that you comply as closely as possible with the following recommendations in order to ensure that the publication process is quick and efficient.

The formatting described below is integrated in the "modele_omarticle" file, which you have to use as your drafting medium (see CDROM or file provided).

Any file that fails to comply with these rules may be rejected by the Head of Publication at the publishing MAI and can lead to a refusal of "Pass for Press" designation at the end of the production process.

As Author or Scientific Editor, do not hesitate to contact the Head of Publication if need.

General observations

1. Language

Texts shall be written in English or French. Use the spell checker of the word-processing programme used to correct any errors. If the text has been written in a language that is not your mother tongue, have it revised by an expert before submitting it.

2. Presentation of the author

Name and first name: **Arial, font size 9, bold**

Institution (Country): Arial, font size 8, normal.

Functions (Director, President, etc.), position (Professor, Consultant, etc.) or address are **not indicated** here, but they may be referred to, if necessary, in a footnote.

3. Abstracts and keywords

Each paper shall be prefaced by an **abstract** (between 175 and 220 words) and **keywords** (at least four). These two items should be given in both languages (French and English).

To choose the keywords you may consult the following thesauri:

- Agrovoc (FAO) : (<http://aims.fao.org/standards/agrovoc/functionalities/search>)
- Meditagri (MAI-Montpellier)
(http://www.iamm.fr/ressources/opac_css/index.php?search_type_asked=term_search)
which supplements Agrovoc with keywords on agricultural and agrifood policy and economics.

To use Meditagri, follow the link and click on "Search by terms", enter the keyword you plan to use and then click on "Search": the thesaurus will give the exact meaning attributed to this word together with generic or associated words, which will enable you to find the word most closely related to your content.

You might also ask for help from a documentalist.

4. Heading/subheading levels

As a general rule, the automatic styles for headings contain a 'space after' and a 'space before' of several points. It is not necessary to insert a new line between a title/heading and the text that follows, between a heading and a sub-heading or between two paragraphs of text.

Organise the content of the text into different sections to make it easier to read and understand but do not use more than four levels.

5. Processing of inserted documents

If charts, tables, graphs, photos, etc. are inserted into the Word file, you must:

- make sure you have obtained the distribution rights for this document;
- indicate the sources: author, year and institution (mandatory); work from which the document is taken (optional) ;
- format the original digital files in such a way as to ensure good quality reproduction, particularly in the case of pictures: TIFF (.tif) or JPEG (.jpg), with a minimum of 150 dpi and a maximum of 300 dpi.

Tables

The tables must be numbered from 1 to n, have a title placed above, be perfectly legible with horizontal lines, vertical lines being non-existent as much as possible. They have to include indications regarding the units of the figures presented, include an indication of the source, and not have more than 20 columns. Choose units that are easy to enter and easy to comprehend. Example: 3.5 million, not 3,547 thousand.

Also avoid unnecessarily precise decimal figures, such as 3.54%, unless they are of genuine scientific significance.

Figures, graphs, diagrams, flowcharts, maps, etc.

For our purposes figures, graphs, diagrams, flowcharts are regarded as "Figures" and are numbered from 1 to n.

The sources must be given.

If there are a large number of maps, they can be numbered separately according to the same principle (Map x. Title of the map). Be sure to include the scale and compass pointer; see that every symbol used is covered in the legend; do not forget to give sources.

You may use colour in graphics. This will provide better legibility and increased attractiveness of the PDF format versions that will be on-line on the CIHEAM website.

However, they will generally be printed in black and white and you must take care that the colours used are legible in B&W. If this is not the case, the page can be printed in colour. In this case, in the file for the printer the level 1 headings (in blue) should be in grey (13% on the Microsoft Word scale = 87% black). This is an approximate figure and will be validated by your printer.

6. Annexes

Provide a list of any annexes and number them from 1 to n.

7. Notes and reference marks

The notes come at the end of the article, not at the foot of the page.



8. Quotations in the text

The references to the authors placed in the text will be under the shape: (Name, year; Name, year). All the references to the authors made in the text have to appear in the bibliographical references at the end of article, and vice versa.

9. Bibliographical references

The form in which bibliographical references are written is an important aspect of the quality of the publication and conforms to precise standards. You will find detailed information on presentation standards on the MAIM site:

http://www.iamm.fr/content/download/2309/17466/file/guide_normes_biblio.pdf

You are advised to have your bibliography checked by a documentalist. Here are some tips on presentation, taken from the aforementioned document.

Here are some basic rules:

- If there are more than three authors, the first is referred to as indicated above, followed by "*et al.*"
- If the reference is to a book, the title shall be in italics
- If it is to an article in a review, the name of the review shall be in italics and the title of the article in normal and in quotation marks
- Do not forget to give the year of publication
- Give the number of pages of the book or the page numbers of the article.

10. Typographical rules and practices

The typographical rules used to date for OM remain valid. This list is not exhaustive:

- Quotation marks: use « » in French and single quotation marks ' ' in English
- MAI and not M.A.I.
- Numbers in French: 10 000,00 €
- Numbers in English: €10,000.00
- Numbered lists in English: (i); (ii); etc.
- Double punctuation marks are preceded by a space in French but not in English: « ; », « : », « ! », « ? ».

11. Back cover

The Scientific Editor will supply to the Head of Publication a summary with English and French (200 words maximum) which will appear on the back cover.

NOTA BENE!!

The authors will owe necessarily:

- 1] **Seize their text (or copy / stick it) in the supplied model file** (modele_article_langue.doc)
- 2] **Apply the automatic styles of Word** to mark the levels of reading: title 1, title 2, normal, etc. ...

Ideally, the author will choose the styles which have been created according to the graphics standards of *Options Méditerranéennes* and which are detailed below.

Presentation of papers and typographic rules

1. Formatting of document

- Recto-verso printing
- Options Méditerranéennes format: 170 x 240 mm
- Margins: 15 mm at the top, 25 mm at the bottom, 20 mm on the inside, 15 mm on the outside.

Bottom of page:

- on the first page of each text: Arial 8, italics
"Options Méditerranéennes, A(orB) no XX, year - Title of volume".
- on all other pages of the articles:
 - o even page: page number flush left [Optimum 11] and "Options Méditerranéennes A(orB) XX" flush right [Arial 8 italic] ;
 - o odd page: "Title of volume" flush left [Arial 8 italic] page number flush right [Optimum 11].

Page numbers are underlined using a drawn line. If this should disappear during operations, open 'modele_omarticle', copy the numbering and paste it into the ongoing file.

Technical advise: Using the automatic styles of the template provided

There are two correct ways of using the template file provided for the formatting of OM articles.

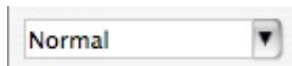
1. The simplest is to use the template "**modele_omarticle.doc**" (in French or in English). All you have to do is to open it, to seize your text there, either to copy your former article and to stick it in this file, and finally you "save (it) as" and give it a new name.

There is always a risk of unintentionally modifying the page setup or the styles while using them and you must therefore be sure to use the original file, and not a copy, for each article.

2. To be used correctly, the "**modele_omarticle.dot**" file we provide must be saved with the Word templates on your computer.

Then, when you will open Word and click on: "New" in the "File" menu; the OM template will be displayed in the list of those available and you will be able to create your document with the predefined *Options Méditerranéennes* series formats.

Whatever the method you choose, once opened the file "modele_omarticle", you will find the automatic styles in the toolbar of Word:



2. Abstracts and keywords

Style "Abstract_keywords"

Abstract. Followed by text of abstract.

Arial 8 bdc (lower case), bold for "Abstract", not bold for text of abstract - Justified -
Line spacing: 9.5 pt.

Keywords. Word - Word - Word.

Same style as abstract.

The first line of the abstract is topped by a 1/2-point rule, with a 6-point space above the text; the last line of the keywords is followed by a rule of the same thickness, with a 6-point space beneath the text.



3. Heading/subheading levels

Style "ArticleTitle_OM" **Title of the text**
Arial 16 bold bdc - Brown: left-hand column in the colour window, second from the top or CMJN 11/85/96/33 - Centred - simple line spacing - If it is too long, make part of it a sub-title: Arial 14.

"Title1_OM" **I - Example of title**
Arial 12 bold bdc - Dark blue: top line in the colour window, third from the right or CMJN 98/80/5/15 - Left flush - Line spacing: 18 pt - Spacing: 12pt before, 6pt after - hyphen between the number and the title.

"Title2_OM" **1. Example of title**
Arial 11 bold bdc - Left flush - Line spacing: simple - Spacing: 8pt before, 3pt after - period between the number and the title.

"Title3_OM" ***A. Example of title***
Arial 10 bold/italic bdc - Left flush - Line spacing: simple - Spacing: 6pt before, 3pt after - period between the number and the title - left margin: 15mm - negative indentation of first line: 4mm.

"Title4_OM" **a) Example of sub-title**
Arial 9 bold bdc - Left flush - Spacing: 5pt before, 2pt after - square bracket between the number and the title.

For lower levels, bullets and dashes are used.

"Normal_OM" Body of text
Arial 9 - Justified - Spacing: 2pt before, 4pt after.

"Reference marks" Reference mark
Arial 8 bold - Superscript.

"Note" 1. Example of text of note.
Arial 8 - Justified - Line space: 9.5pt - Margin 10mm, negative indent 5mm - Spacing: 2pt after.

The titles 'Acknowledgements' and 'References' do not have an automatic style and don't have to be numbered. They are in lower-case Arial bold. Space above: 8pt; space after: 3pt for Acknowledgements and 6pt for References. No new line before or after.

"ReferenceOM" This style is to be applied to the text of the bibliographical references:
Arial 8 - negative indentation of first line: 5mm
Name, first name, year are to be put in bold type.

4. Tables, figures, graphs, diagrams, flowcharts, maps, etc.

The titles of tables, figures, etc. have no automatic predefined style. They will be shaped as indicated below:

Tables. Title of table: Arial 8 bold - Left flush.
Column headers: Arial 8 bold - Centred in the column - Line spacing 9
Text of the table: Arial 8 - 1 Line spacing 12
Sources: Arial 8 - Line spacing 8 - Italic.

Insert a line before the title of the table, and after tables.

Technical tip: to number tables automatically in Word

- Place the cursor on the title of the table
- Click on the menu "Légende" and choose "Tableau"

This command can be used to automatically number graphs, etc.

Figure x. Title of figure: Arial 8 bold - Left flush

The title will be placed below the figure. Insert a line before and after figures.

Bibliographical references

For a book, we shall write, in the given order and style:

Name, Initial letter of first name, Year. *Title of book: sub-title*. Issue number. Place of publication: Editor. XX p.
(Collection, no in collection). Any notes.

For an article in an anthology we shall write:

Name of author of article, Initial of first name, Year. Title of article. In: author(s) of book. *Title of book*. Place of publication: Editor. pp. NN-XX.

For an article in a review we shall write:

Name of author of article, Initial of first name, Year. Title of article. In: *Title of review*, exact date, volume, number. pp. NN-XX.

For a statistical yearbook we shall write:

Title. Year. Author. No of edition. Year of instalment. Place of publication: Editor (Collection). Any notes.

For an electronic document we shall follow the same rules as for the hard copy, and we shall also:

- Indicate: [online] after the title of a book or the name of a review;
- Include a reference in square brackets to the dates on which the site was consulted: [Consulted in month year];
- Cite the electronic address exactly at the end of the reference;
Replace the publication date with the copyright date where appropriate.



Modèle d'article

Le marquage des terroirs par les indications géographiques

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Résumé. Signaler la qualité c'est se référer à des séries de construits historiques tant économique, que juridique ou politique. Les travaux de recherche conduits sur la Turquie, la Tunisie, l'Algérie et le Maroc dans le cadre d'un programme Européen, puis dans le cadre des activités du CIHEAM-IAM-M, montrent que les dynamiques nationales en cours sont propices à la diffusion de signes de qualité : les études de cas attestent que si l'Union Européenne en est l'axe historique, la Turquie et le Maroc notamment conduisent des politiques de protection qui facilitent l'émergence de nouveaux modes de gestion des produits du terroir. La Turquie, pays "ami des Indications Géographiques", au côté de 108 autres pays membres, fait pression sur l'OMC pour que ce droit de propriété intellectuelle soit étendu aux produits autres que les vins et spiritueux et pour que le registre international garantisse une protection élevée à tous les pays membres. Les Indications Géographiques deviennent des instruments de politiques économiques nationales dont les contours sont liés aux évolutions des négociations commerciales internationales : le marquage des terroirs se négocie à l'échelle globale.

Mots-clés. droits de propriété intellectuelle, signes de qualité, Méditerranée, OMC, dynamique dans la signalisation des terroirs, local-global.

The marking of terroirs by geographical indications: international policies and national strategies in the Mediterranean area

Abstract. *Indicating quality consists of referring to a series of historical constructs that can be economic, legal or political. Research conducted on Turkey, Tunisia, Algeria and Morocco within the framework of a European programme and then as part of the activities of CIHEAM-IAM-M shows that current national dynamics are propitious for the diffusion of quality indications: case studies reveal that although the European Union is the historical backbone, Turkey and Morocco in particular are applying protection policies that facilitate the emergence of new procedures for the management of terroir products. Turkey, a "friend of geographical indications", with 108 other member countries, is putting pressure on the WTO for intellectual property rights to be extended to cover products other than wines and spirits and for the international register to guarantee a high level of protection for all member countries. Geographical indications are becoming instruments of national economic policies whose contours are linked to changes in international trade negotiations, with the marking of terroirs negotiated at the global scale.*

Keywords. *intellectual property rights, quality indications, Mediterranean, WTO, dynamics in the indication of terroirs, local-global.*

I – Introduction

Les produits sous signes officiels de qualité signalent des approches diverses : démarche qualité du consommateur soucieux du produit étiqueté, démarche marketing de l'industriel à la recherche de nouveaux produits d'appel,

Options Méditerranéennes, A89, 2009 – Les produits de terroir, les indications géographiques et le développement local durable des pays méditerranéens

II – Cadre théorique

Ce programme s'est fondé sur une triple approche théorique, alliant l'économique, le stratégique et l'institutionnel.

1. Approche économique

Comme les marques commerciales, les indications géographiques (IG) sont des instruments de propriété intellectuelle.

A. D'un point de vue économique

Les unes et les autres sont des droits à la collecte de rentes de monopole dans un régime de formation des prix relevant de la concurrence monopolistique.....

B. Approche stratégique

Dans le cas d'une entreprise, les objectifs peuvent généralement se ramener à la création d'une rente, rejoignant ainsi la théorie économique.....

a] Dans un premier temps

Les fondements théoriques de cette discipline sont restés proches du paradigme de la concurrence¹, en proposant à l'entreprise d'adopter soit une stratégie de « domination par les coûts ».....

b] Un courant plus récent

Un courant plus récent de l'analyse stratégique fait le constat d'une saturation des marchés et de changements permanents dus aux rafales d'innovation. Dans ce contexte, il s'agit, non plus de partir du marché pour élaborer une stratégie, mais des ressources et compétences de la firme (*Resource Based View*)². L'idée centrale est que, sur un marché fortement concurrentiel, une entreprise, pour s'imposer et durer, doit développer des capacités (*Capabilities*)³

Références

- Audier J. (réd.), Commission Européenne. Direction Générale du Commerce. (2000).** *Indications géographiques*. Luxembourg : Office des publications officielles des Communautés européennes. 47 p.
- Barjolle D., Chappius J.M. (1999).** "Produits typiques dans des zones défavorisées et coordination des acteurs de filières : une approche par la théorie des coûts de transaction", SFER, 14-15 avril 1999.
- Bérard L., Marchenay P. (2007).** *Les produits de terroir : entre cultures et règlements*. Paris : CNRS. 229 p.

Notes

1. Cf. le concept « d'avantage concurrentiel » de M. Porter (1980), *Competitive Strategy*, the Free Press, Mc Millan
2. Wernerfelt B., *A Resource-Based View of the Firm*, in *Strategic Management Journal*, 5, 1984 : 171-180
3. Aptitude originale à combiner ressources et compétences.