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**TERRITORIAL VALORISATION MODELS THROUGH QUALITY LABELS:
SIAL IN COLONIA CAROYA VS. CLUSTER IN ONCATIVO**

Marcelo Champredonde (champredondemarcelo@gmail.com)

This paper analyzes and compares the trajectories and outcomes of two territorial valorization projects for charcuterie in the province of Córdoba: Colonia Caroya and Oncativo. Both communities share structural characteristics: their location along Route 9, Italian immigrant roots, and a deep-seated productive tradition. However, the processes differ in their conceptual frameworks and implementation methodologies. In Colonia Caroya (2008-2026), the project was based on the Localized Agri-food Systems (LAFS/SIAL) approach (Mucnik and Sautier, 1996), prioritizing territorial animation and heritage as a cultural construction (Bustos Cara R., 2008). In contrast, in Oncativo (2009-2026), the strategy was based on the Cluster model (Porter M., 1990), oriented toward competitiveness, added value, and origin as a strategic location (Bragachini M., 2009). The research methodology consisted of semi-structured interviews with producers professionals who supported the projects, and representatives of institutions, along with documentary analysis. The study employed the

valorization dimensions proposed by Champredonde and González Cosiorovski (2016): social-organizational, economic, identity-heritage, environmental, and technical. The results reveal significant contrasts. In the social-organizational sphere, the Geographical Indication (GI) of Colonia Caroya succeeded in identifying the typical salami and improving specific quality, but it created a segmentation that excluded a large portion of local businesses. In Oncativo, the Cluster model—comprised of public and private actors—promoted the creation of a swine cooperative and the Collective Trademark (CT) "Salames de Oncativo," favoring productive efficiency, genetics, and generic traceability. In both locations, local festivals were strengthened, albeit under different governance schemes (social clubs vs. municipal management). In conclusion, while the SIAL approach in Caroya delved deeper into identity and technical typicity, the Cluster model in Oncativo prioritized value chain integration and large-scale productive development.

Palavras-chave: valorisation models; local quality; labels; strategies; results.