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**Linking territoriality and the alignment hypothesis for the governance of agrifood chains:  
analytical framework and illustration with "Terroirs de Picardie"**

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New forms of organizations involving territorial development standpoint in agrifood sectors recently emerge. Unlike more classical agrifood chains based upon PDO, PGI or standardized practices, these initiatives are mainly developed by private actors and are highly innovative: new types of specification lists, new categories of partners (NGO, territorial bodies, farmers, consumers...), and new types of coordination mechanisms. But all of them follow the same basic idea: an objective of benefiting from "territorial" aspects in order to create value through the reference to different aspects of territoriality. But how should these actors organized themselves? Situating our research in the TCE tradition we propose a framework on the question of alignment between territory specificity and governance modes, in developing the different categories of asset specificity, from territory-based resources to coordination mechanisms developed locally. We mainly suggest that this question of alignment, if actors want to optimize their governance choices, should delineate precisely this territoriality concept and operationalize it in quality management systems. We illustrate this viewpoint through a stylized fact of "Terroirs de Picardie".

"Terroirs de Picardie" is a an original and innovative collective regional brand which combines the promotion of the local products in Picardy (Hauts-de-France Region), the regional know-how (craft, production) and new way of production, for example the proximity market called "Bienvenue à la ferme/welcome to the farm", but also organic production as "Terroirs de Picardie BIO Product". This initiative monitored by the Agricultural Chamber creates a regional dynamics and develops the circular economy in the region by creating meeting points and linking consumers with producers in one hand and producers with customers in another hand. The program is unique in this organization and its marketing strategy by investing various way of communication (web, social network, fair events, etc.) and investigating different markets composed by dedicated direct market and special shops for local products, traditional channel like regional supermarkets and some agreed distributors but also regional catering/restaurants and scholar catering.

The preliminary findings show the interaction mechanisms and partnerships between territorial players including farmers, economic operators, and institutional body (agriculture chamber, regional council)

that play a crucial role in the long term development of the program, which form the basis for a circular economy development through social coordination mechanisms. Terroirs de Picardie case also highlights the important place of the institutional guaranty in supporting the program. This network constitutes an innovative form of governance, with new forms of coordination and organization anchored in the territory.

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