The politics of terroir
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This research examines the character and political salience of a cultural phenomenon in France, the politics of *terroir*, as it has evolved over time. Additional forces, institutional, economic and political in nature, also drive market regulation in the wine sector, but the more intangible notion of *terroir* that is emphasized herein. While these four active forces often reinforce each other, their relationships with one another are erratic. Nonetheless, when these political factors are analyzed over time, certain patterns emerge. Outside pressures and the perceived cultural value of wines from the specific regions tend to determine how potent the politics of terroir are at any given time at the national level. To reach these conclusions, this paper takes an in-depth look at three distinct regions, Champagne, Bordeaux and the Languedoc-Rousillon.