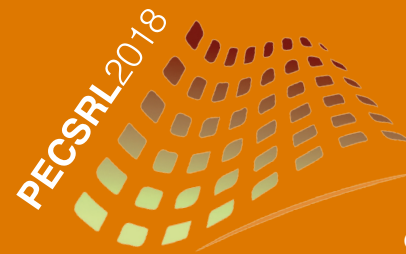


The volcanic plateau of Aubrac is well known for the coherence of public and private actions around a shared strategy in 3 axes:

- a breed (the Aubrac cow);
- products (Laguiole AOP cheese, Aligot d'Aubrac, quality meats);
- a territory (altitude plateau with typical landscapes whose inhabitants share a common culture).

The fieldtrip will make you discover this territory and its inhabitants.



European Landscapes  
for Quality of Life?

## Field Trip Aubrac – Quality of products, agro-eco-systems and landscapes

Field Trip # 4

8:00

**Departure from Clermont (Ecole Nationale Supérieure d'Architecture)**

10:00-12:00 **Visit of the «Jeune Montagne» cooperative in Laguiole (Aveyron)** 1

The first step will discover the cheese cooperative «Jeune Montagne». His former President and current President of the Regional Natural Park of Aubrac (André Valadier) will present the strategy adopted by the cooperative since its creation to anchor milk production in its territory.

The ever increasing requirements of the specifications (cow feed, processing conditions) ensure a satisfactory remuneration to farmers. The cooperative fully values in its communication strategy the specific assets (especially the quality of landscapes linked to the maintenance by farmers) to consumers (especially tourists).

14:00-16:00 **Visit of « Maison de l'Aubrac » in Aubrac (Aveyron)** 2

The second stage will take place in the small village of Aubrac, where a «house» built by local authorities is being set up in partnership with private actors, aiming at enhancing all the assets of the area: all of its agricultural products (cheese, meat, aperitifs, herbal teas, etc.), artisanal (knives); the panorama made up of an exceptional landscape (the summer pastures dotted with the famous «Aubrac» cows, the «burons», small farms of altitude where milk was formerly transformed, the preserved rivers). We will also walk along the «Chemins de St Jacques», which cross the Aubrac plateau following the «drailles» (dry stone walls): the «tourism» mission managers of the Regional Natural Park (Etienne Herault) will explain how the landscape represents a formidable vector of attractiveness for the thousands of hikers and the various types of action of local authorities in this field.

16:00-18:00 **Visit of a Natura 2000 site in Nasbinals (Lozère)** 3

The preservation of biodiversity is one of the important elements of the action of the Regional Natural Park: we will be able to discover the different actions carried out on a Natura 2000 site in Nasbinals with Gilles Trauchessec (RNP Aubrac ) who will present some original actions on a site Natura 2000. In a complementary way, on the same site, in order to preserve biodiversity, farmers have come together to produce and market the "Thé d'Aubrac" or "Tea of Aubrac" (Calamintha Grandifolia) in various forms (herbal teas, liqueurs). A young farmer, Cécile Ducoulombier, will present this initiative.

18:30-20:00 **Trip to Mende through cultural landscape of Aubrac** 4

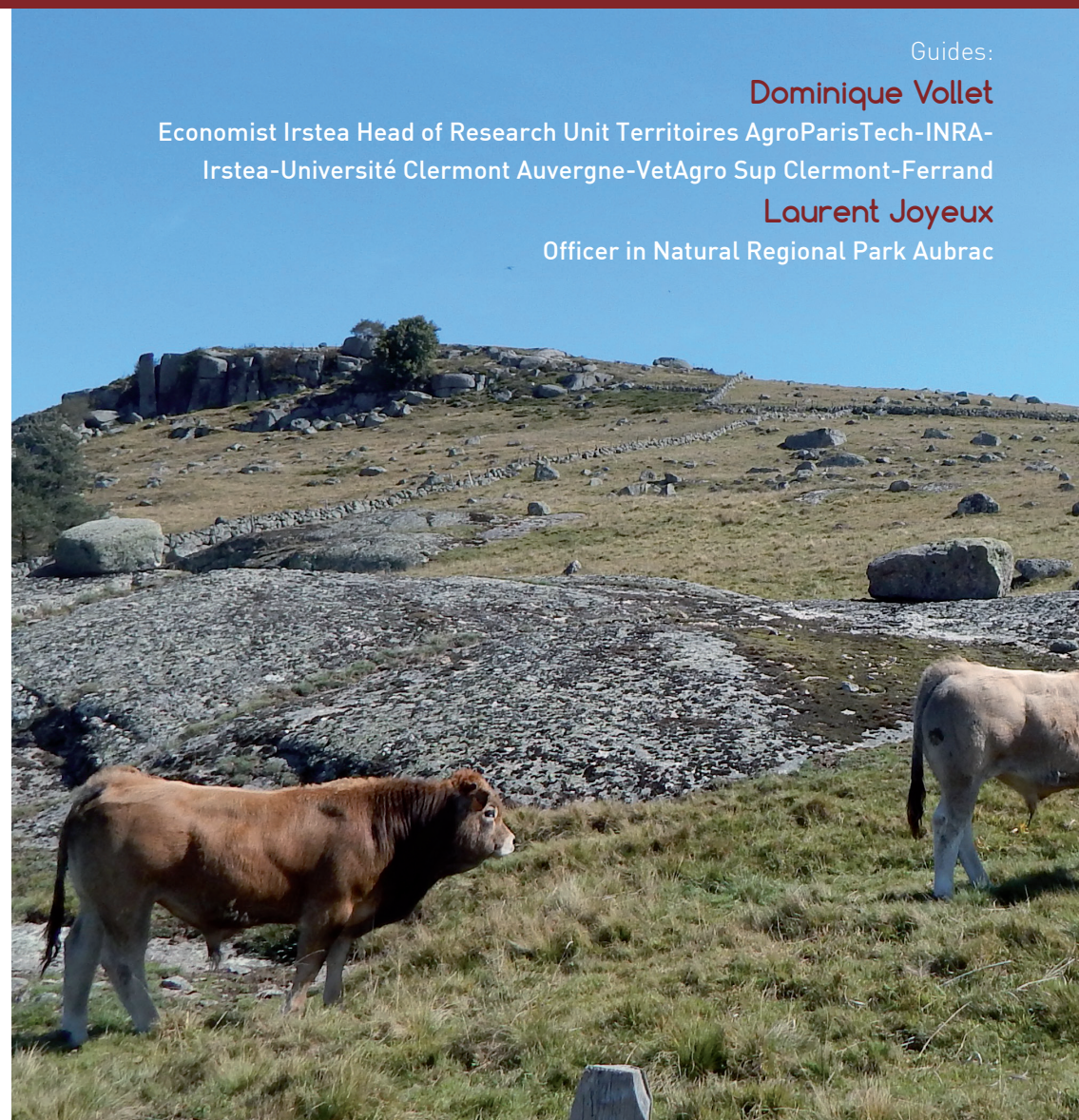
Guides:

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Aubrac – Quality of products,  
agro-eco-systems and landscapes



An old farm rebuilt in  
the mountain of Aubrac



The entrance of  
"Maison de l'Aubrac"



Aubrac cows in the pastures



Small River in the mountain  
of Aubrac



A cross along a path in  
the mountain of Aubrac

