



Can the market work for nature?



Examples of HNV farming where hygiene issue has been successfully surmounted:

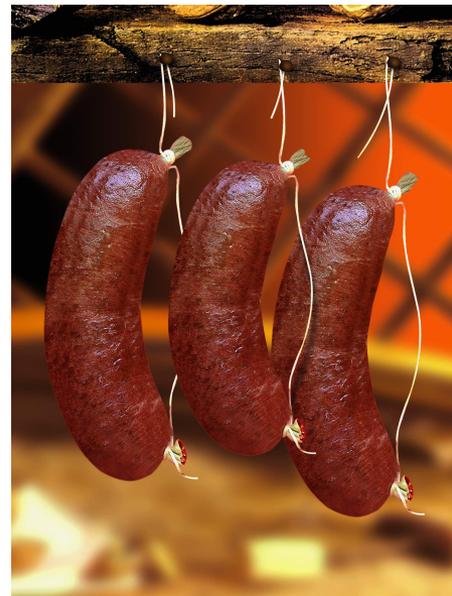
- 2 MOUNTAIN HAND MADEN PRODUCTS:
- **SARAS DEL FEN:** *a matured "ricotta"*
 - **MUSTARDELA:** a (blood) sausage



SARAS
DEL FEN 

The text 'SARAS DEL FEN' is written in a green, serif font. To the right of the text is a circular logo containing the letters 'SF' in a green, serif font, surrounded by a green, scribbled line.

The logo for 'Mustardela' features the word 'Mustardela' in a white, bold, serif font. The text is set against a dark red, curved banner that has small triangular flags at its ends.



- **Saras del Fen** and **Mustardela** are considered "HNV products" since they contribute to preserve the cultural and natural biodiversity of mountain areas.
- Now **Saras del Fen** and **Mustardela** are sold to the large-scale retail trade.
- **Saras del Fen** have been one of the products participating, as official supplier, to the Winter Olympic Games of Torino 2006.



Some data...

	Saras del Fen	Mustardela
N° of producers	14 farmers	4 butcher+1 factory/craftsman
Production period	All the year	October-May
Annual production	200 q (200.000 Kg)	400 q (400.000 Kg)
Weekly production	7 q	7,5 q
Price payed to producer (euro/Kg)	9 + 4% vat	5,5+10% vat
Yearly turnover	1,8 Meuro	2,2 Meuro
Production for Olympic WG	1 q	-

Saras del Fen

Manufacturing process (PDO)

Goat and/or sheep and/or cow whey



whey warmed 60/70°C, added milk (5-15%), warmed to 70/80°C



curdling, added acidulant



cooking 90/95°C



Dripping 24 hours in typical cotton clothes hanged up



pressing+salting



the "ricotta" is wrap up in dried alpine herb (*Festuca* spp.)



maturing 21 days-3 months in cellars or cold rooms



Saras del Fen



Mustardela

Manufacturing process

Pork Meat refrigerated (entrails, fat, head, bacon, pigskin) + salt, pepper, onion, scallion



cooked 30'-60' separately at 90/92°C or fried (vegetables)



pork meat minced



added blood (max 20%) and mixing all the ingredients



making into sausage (400 -500 g)



Mustardela sausage (1-2) is vacuum-packed
fresh or pre cooked
(2 months conservation)

Mustardela



Saras del Fen: problems and solutions

- **UE regulations:**

a problem of national/regional interpretation

- The application of "HACCP" concept
- Derogation for the "PAT" (Traditional Agrifood Products) list in the local market
- No big changes from the first period of EU regulation (DIR CE 92/59 and ministerial decree n.155/97) to the second (Reg. 178/2002 and UE Reg. 852 - 853/2004)

- **Rooms, equipment,**

structures:

A) funds

B) farming organisation

- Availability of funds (2000-2006

Rural Development Plan)

- Role of local authorities/health authority

Saras del Fen producers

- They have all the european authorisation to produce and sell everywhere (in the winter and/or summer farm)
- They delivered the product to the Olympic Winter games caterer and deliver now to the large -scale retail trade with any specific additional request
- The packaging is simple (paper sealed with a stamp)
- A distribution system has been implemented



Mustardela: problems and solutions

- The new european regulation (Reg. UE n.853/2004) impose 2 concepts:
 - B) The progression of operations must be constant
 - C) The lots must be separated then the rooms must be kept apart

..THEN problem of ROOM to find,
(and Financial resources).

- To find a new factory managed by all the producers with all the rooms needed
- To change the production organisation: from individual to collective
- To find money to support the producers: the Rural Dev. Plan (III axis?) (FEADER), the Structural Funds (FEDER)?
- Derogations (local markets) are not sufficient.

MUSTARDELA: new horizons..

- 1) to overcome the individualism: a cooperative?
- 2) to loose the handmaden product specificity? To loose "biodiversity"?
- No, if it is possible to have a calendar for the different producers to use the factory.

Some final consideration: hygiene standards

- 1) it is a problem of **INTERPRETATION** of UE regulations: role of national/regional authorities and local health authorities
- 2) it is a problem of technical support of farmers and craftsmans: the concept of HACCP
- 3) it is a problem of exchange of information and creation of lobbies: the importance of european networks (ex. Euromontana)



Some final consideration: to support investments

- *Rural Deveopment Plans (FEADER)*: more funds on III Axis
- *Structural Funds (FEDER)*: take care to craft productions (priorities?)
- *Watch out*: it is important not only the "hardware" but also the "software":
re-organisation of producers:
the role of local authorities (Counties, Mountain Communities) and technical support (public and/or private)