



EU legislation on labelling of farm products. How useful is this system for HNV ?

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Presentation

- 1/ Who is Euromontana and what is its activities on this topic?**
- 2/ EU legislation on labeling of farm products**
- 3/ How useful is it for HNV?**
- 4/ Euromontana proposal**

1/ Who is Euromontana and what is its activities on the topic?

- **An association comprising a wide network from East, West and Central Europe**
68 Organisations from 18 European Countries
- **A diverse and multi-sectoral field of competence**
regional development agencies, local authorities, agriculture organisations, environmental agencies, forestry organisation and research institutes.
- **Its mission: promoting sustainable development and quality of life in mountain areas**
Through exchanges of experience, dissemination of strategic information, studies and conferences

Activities

1999: First thoughts with working groups

3 seminars, 2nd European Convention on Mountain areas– DG Agri



2002 -2004: European project to characterise mountain food

Project with DG Research – 5th RTD programme



2005: Launch of the European Charter – European Parliament

Today 66 signatories from 11 countries in Europe – 3 governments

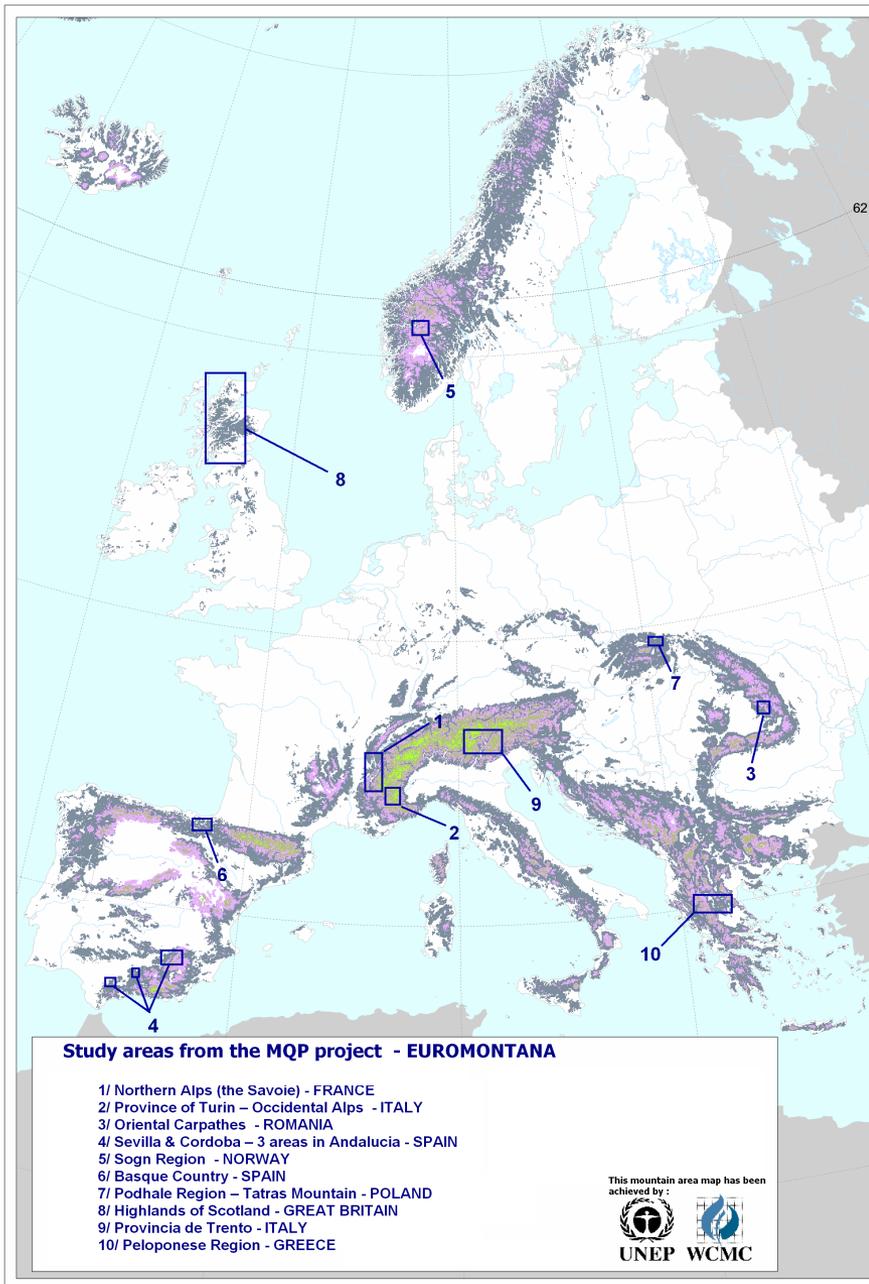


2006: European project on consumers / retailers

Preparation of DG Research project – 6th RTD– 2007 -2010 – 10 partners – 6 countries

Quality of products and local development...

- This initiative that aims at identifying the quality of products and ensuring its promotion as 'specific product' is built with **the objectives of creating added value and promoting local development.**
- This **strategy is relevant and adapted** to farming constraints and to richness of these territories. On top of that, **mountain products benefit from a positive image to consumers.**
- BUT the quality features of these products should not be a myth... common characteristics and criteria should be identified.



- **5th Framework Programme for Research and Technological Development (2002 to 2004)**
- **13 partners from 8 European countries**
- **10 study areas**
- **122 food products studied**

2/ EU legislation on labeling of farm products

Council Regulation (EC) No 510/2006



the ***PDO (Protected Designation of Origin)*** covers the term used to describe foodstuffs which are produced, processed and prepared in a given geographical area using recognised know-how.



in the ***PGI (Protected Geographical Indication)*** the geographical link must occur in at least one of the stages of production, processing or preparation. Furthermore, the product can benefit from a good reputation

Council Regulation (EC) No 509/2006



A ***TSG (Traditional Speciality Guaranteed)*** does not refer to the origin but highlights traditional character, either in the composition or means of production

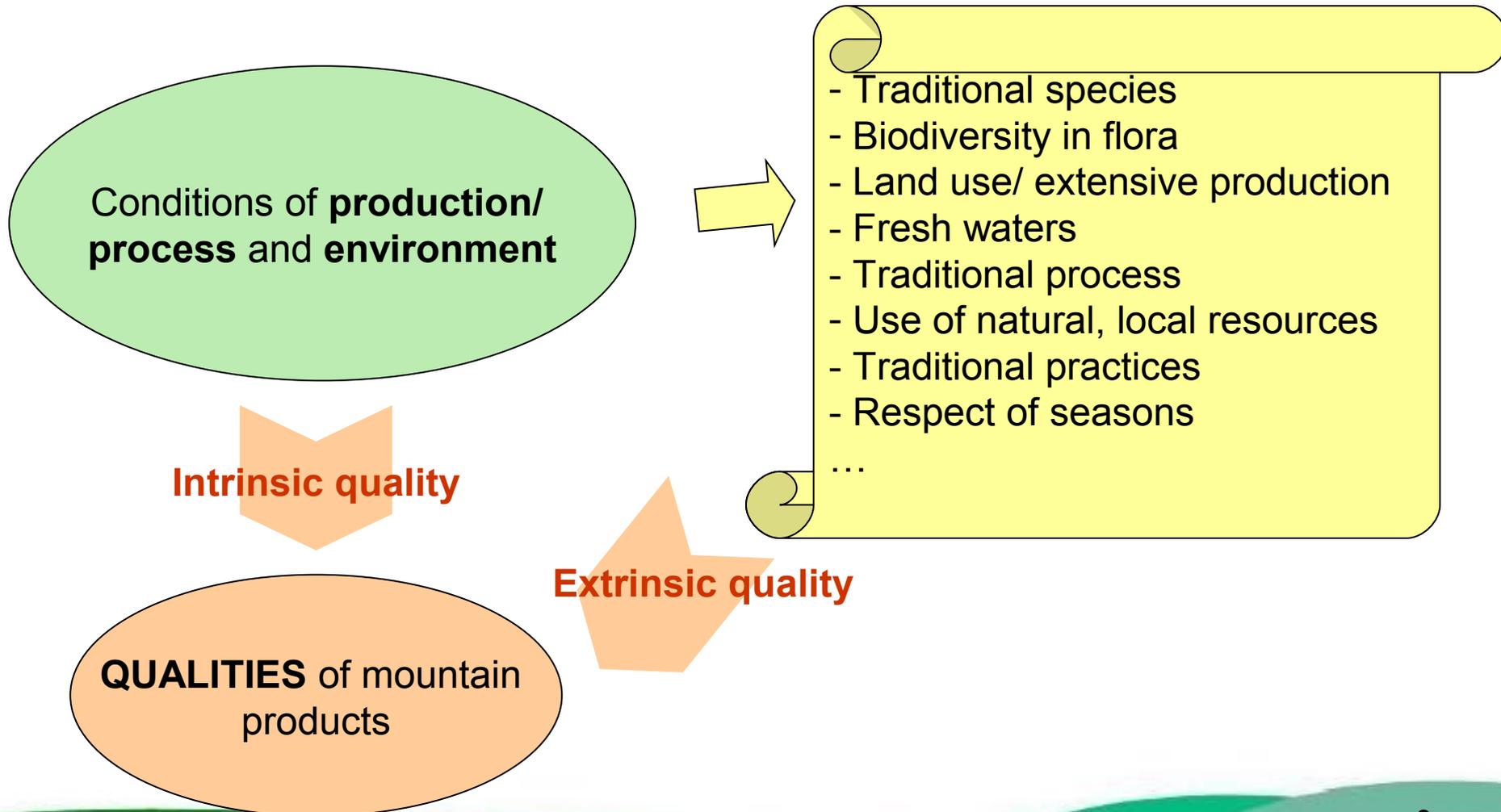
Council Regulation (EC) No 509/2006



Organic farming respects the environment's own systems for controlling pests and disease in raising crops and livestock and avoids the use of synthetic pesticides, herbicides, chemical fertilisers, growth hormones, antibiotics or gene manipulation. Instead, organic farmers use a range of techniques that help sustain ecosystems and reduce pollution.

3/ How useful is it for HNV?

Quality features of mountain products



2 main categories of strategies

Promise to the buyer:

« Unique product, Specific know how »

Promise to the buyer :

*« Natural conditions, Particular
environnement. »*

Idiazabal Cheese - Basque Country

The mountain

The milk used comes exclusively from local ovine breeds
(mountainous breeds Latxa and Carranzana)

Long period of grazing in mountains
(From May to October)
Long tradition

Area of production and processing coincides with the breed area
(CAPV and Navarra)

The product – Idiazabal cheese (PDO)

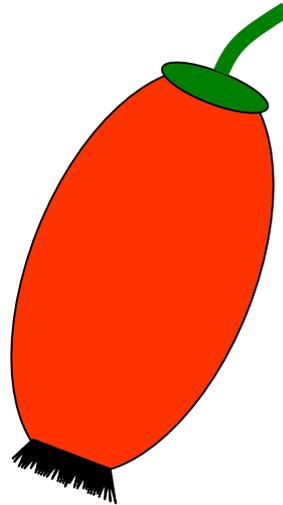


Rosehip tea

Larix® - Romania

Natural conditions

- mountain area of Mures and Harghita,
- altitude up to 700 m,
- much wooded volcanic mountains
- temperate and continental climate
- annual average temperature between 2 and 6°C
- rainfall between 519 - 700 mm/year



and particular practices

- short period of harvest
- unpolluted area certified as “natural area” by BCS Oko-Garantie Nurnberg since 2002
- selective harvesting on limited areas in order to protect the spontaneous flora
- protection of the shrubs during the harvest
- rota system of harvest areas

FACTORS FOR SUCCESS

Systematically
Observed

- Natural conditions
- Extensive use of local resources
- Historical occurrence
- Social links with the territory

- Collective Organisation
- Quality management and technical knowledge

- Support in project initiation
- Local public supports/ collective project

Quality features of mountain products...

- The quality features of mountain products have 2 origins:
 - **Human practices** for production and process adapted to mountainous constrains and conditions;
 - **Mountainous environment** and natural resources linked to climate, altitude and slopes – connections identified in 80% of the cases.
- Connections between local environments and the mountain practices and/or food products seem to be **the main factor for success** of development and adding value to mountain products

... and quality of the territories

- While intrinsic quality is the main point of entry into the project, it is not the only dimension of quality which mountain products can- and indeed should- leverage. Farming practices in this comparative harsher environments do have **positive effects on the territory** (in terms of multifunctionality)
- This probably means that **it is the combination of extrinsic characteristics and intrinsic quality** which products the set of values that provides the **foundation of the « mountain » identity of the products.**

PDO, PGI and mountain products

Some great success stories have been identified
BUT:

- Long and costly process
- Open to strong supply-chains (access to small/ remote farmers limited)
- Strong 'supply-chain' approach and not much 'territorial' approach
- 'traditional' products only => not innovative food and more adapted to processed food
- Communication not always efficient

4/ Euromontana proposal : the Charter

- The quality of products cannot be disassociated from that of the territories where they are produced. By characterising the conditions of production, the aim of the Charter is to influence not only the quality of products but also the harmonious integration and positive incidence of the economic activities carried out in fragile regions. Consequently, this initiative which specifically addresses products, targets greater satisfaction of the consumers of these products but also the local populations and tourists visiting these regions (**territorial “consumers”**).

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- **The Charter is based on the 5 following principles:**
 - » The **raw materials** must be derived from a mountain region;
 - » The **processing** must be carried in a mountain region;
 - » Production must take into account **local concerns relating to sustainable development**;
 - » Production must attempt to maintain **the biodiversity and heritage of mountain regions**;
 - » Production must be able to guarantee at all times the **transparency of information** to consumers.
 - **This charter and its principles are binding only on its signatories**



Conclusions

- Wide topic for Euromontana where we have gained a European recognition.
- Still work to be done to ensure a real benefit of the initiative in every European mountain areas to producers, territories, consumers and the populations.
- We intend to design a European tool shall it be a public or private tool.



**Thank you
for your
attention !**

FACTORS FOR SUCCESS

OTHER FACTORS

- Specific know-how
- Specific breeds or varieties

- PDO/ PGI
- Fairs and tradeshows

- Public supports
 - Certification
 - R & D