



Mountain Agrofood products in Europe –  
Their consumers, retailers and local initiatives



FOOD QUALITY AND SAFETY

Projet cofinancé  
par l'Union Européenne  
6ème programme cadre  
de recherche et développement



## EuroMARC Seminar

# The development of mountain quality food products : Consumption, Production, Distribution

November 06, 2008

Organisation: Euromontana

Delegation of the Languedoc-Roussillon region  
14 rond-point Schuman (metro Schuman). Brussels-Belgium.

Languages: English, French

The main objectives of the **Euro-MARC project** are **to assess the perceptions and interests of European consumers and retailers regarding mountain food products** in order to find ways of adding value to these products, hence contributing to the survival and management of mountain diversity - biological, rural, cultural and economic.

10 teams from 6 European countries are involved in this three-year project that started in February 2007.

The outputs of this project will refine the conditions for successfully applying the European Charter of Mountain Quality Food Products, particularly for:

- professionals (practical guidelines for development, promotion, and communication)
- policy makers (recommendations relating to a labelling policy in Europe).

As most of the primary research activities will have ended, the **conference on 6 November will allow EuroMARC partners to benefit from professional expertise, and therefore to develop a strong focus for the drafting phase of the guides. The partners of the project will present the first results of the project that will be discussed with a panel of professional experts and with as wide an audience as possible.**

We therefore invite you to share your views with us by participating to the seminar. You can already register online for the conference or obtain more information on the project on the websites:

[www.mountainproducts-europe.org](http://www.mountainproducts-europe.org) or [www.euromontana.org](http://www.euromontana.org)

**08.45**      **Registration**

**9.00**      **Opening session**

Brief welcome and introduction, Marie Guitton, Euromontana General Project coordinator.  
The importance of mountain quality food products, Alyn Smith, Member of European Parliament

### Session 1: The image of mountain quality food products

- 9.30**
- ✓ *Between lack of knowledge and strong expectations: A consumer approach of mountain quality products*, Virginie Amilien, SIFO
  - ✓ *The image of mountain quality food products along the supply chain*, Markus Schermer, UIBK
  - ✓ *Panelist opinions: EKPIZO – Athens; CNIEL, Bavarian State Ministry of Food, Agriculture and Forestry*

**10.30**      Discussion with the audience

**11.00**      **Coffee-break**

### Session 2: Adding value to mountain quality food products

- 11.15**
- ✓ *Premia for differentiated products at the retail level: can the market put a value on the mountain attribute?*, Philip Leat, Cesar Revoredo-Giha, SAC
  - ✓ *The influence of local initiatives on mountain product value-added chains*, Bernd Schue, ÖIR
  - ✓ *Panelist opinions: Országos Fogyasztóvédelmi Egyesület; Eco-innovation, COAG, FAO*

**12.15**      Discussion with the audience

**12.45**      **Lunch**

## Session 3: Which policies to enhance the development of mountain quality food products?

<b>14.00</b>	<ul style="list-style-type: none"><li>✓ <i>The mountain foods process: evaluation of the options offered by national and EU legislations and policies.</i> Robert Mac Morran, Martin Price, UHI</li><li>✓ <i>The evolution of labeling schemes,</i> Francis Fay, DG Agri</li><li>✓ <i>Panelist opinions:</i> Autonomous Province of Bolzano-Alto Adige, OFAG, CNIEL</li></ul>
<b>15.00</b>	Discussion with the audience
<b>15.30</b>	<b>Conclusions</b> , <i>EuroMARC work plan</i> , Georges Giraud, ENITA Clermont-Ferrand, EuroMARC Scientific coordinator; Closing by the President of Euromontana
<b>16.00</b>	<b>End of the day – closing</b>

### Additional information:

[www.mountainproducts-europe.org](http://www.mountainproducts-europe.org)

Or please contact Euromontana:

Pl. du Champ de Mars 2, B-1050 Brussels, Belgium

Phone: 0032 (0) 2 280 42 83

Fax: 0032 (0) 2 280 42 85

Marie.guitton@euromontana.org

Registration online: [www.mountainproducts-europe.org](http://www.mountainproducts-europe.org) and [www.euromontana.org](http://www.euromontana.org)

### The 10 partners of the project:



Euromontana



ENITA - Clermont  
France



UIBK - Innsbruck  
Austria



SAC  
Scotland



UM FK – Maribor  
Slovenia



OIR - Vienna  
Austria



ISARA - Lyon  
France



Perth College  
Scotland



ICDM - Sibiu  
Roumania



SIFO - Oslo  
Norway