



Final conference of the EuroMARC project

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

**December 3-4, 2009
Maribor, Slovenia**



Organisation: University of Maribor, Faculty of Agriculture and Life Sciences (UM-FALS);
Euromontana

Venue: University of Maribor, Maribor, Slovenia

Languages: Slovene, English, French, German

Information and registration online: www.mountainproducts-europe.org

Deadline for registration: 10th November

The conference is free of charge.

A participation fee of 40€ is required for the Thursday evening programme.





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

Mountain quality food products play vital roles in the sustainable development of mountain areas. The process of production brings added value to mountain areas, and the identity of the territory is reinforced because of its association with local products, with specific methods of production. However, the data on the potential of development of mountain quality food products is very limited. The EuroMARC project intends to fill in this knowledge gap.

The main objectives of the **Euro-MARC project** are **to assess the perceptions and interests of European consumers and retailers regarding mountain quality 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, which started in February 2007.

In order to translate the scientific results obtained by the EuroMARC project into practical information for direct use by stakeholders and policy-makers, **the project has produced:**

- **practical guidelines for the development, promotion, and communication** of mountain quality food products, to be used by all stakeholders in the supply chains (from primary producers to retailers)
- **recommendations relating to policies to enhance the development of mountain quality food products**, for policy-makers at European, national, and regional/local levels.

We invite you to participate in the final event of the EuroMARC project and to discuss how to implement the guidelines for stakeholders and the policy recommendations.

Additional Information

www.mountainproducts-europe.org

Or please contact Euromontana:

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PROGRAMME

THURSDAY 3 DECEMBER

08.30 Registration

Opening Session

Chair: Andreja Borec, UM-FALS, Slovenia

9.30 Opening session

Welcome and introductory speeches:

- ✓ Ivan Rozman, Rector of the Maribor University
- ✓ Joze Merkus, Mayor of Hoče
- ✓ State secretary from the Slovene Ministry of Agriculture Forestry and Food

Context of EuroMARC – presentation of the guidelines and introduction to the programme of the conference. Marie Guitton, Euromontana (EuroMARC project coordinator)

Session 1: What makes mountain quality food products so special?

The identity of mountain quality food products

Chair: Bernd Schuh, ÖIR, Austria

- 10.00
- ✓ *The identity of mountain products through the perception of consumers? How do the consumers see mountain products?* SIFO, Norway
 - ✓ *Mountain food as a local identity marker – The products from Tavarna Mare (Romania).* Jim Turnbull, Director of ADEPT Foundation
 - ✓ *The identity of Mountain quality food products throughout the supply chain – how do the actors see the products? The example of Bio vom Berg (Austria).* Björn Rasmus, director of Bio vom Berg.

10.40 Comments from the Project Implementation Board
Discussion with the audience

11.20 Coffee break

Session 2: What marketing strategies for mountain quality food products?

Chair: Virginie Amilien, SIFO, Norway

- 11.50
- ✓ *Key issues for developing the retailing of mountain quality food products.* SAC, Scotland
 - ✓ *An integrated supply chain: Laqueuille water (France)*
 - ✓ *Mountain quality food products marketed as local products: Zgornjesavinjski želodec - The Upper Savinja dried meat (Slovenia).* Joze Tlaker, Association of Zgornjesavinjski želodec producers

12.30 Comments from the Project Implementation Board
Discussion with the audience

13.10 Lunch

**Session 3: How can tourism support mountain quality food products -
and vice versa?**

Chair: Markus Schermer, UIBK, Austria

- 14.30**
- ✓ *Opportunities offered by tourism – Introduction with cases encountered in the EuroMARC project.* Markus Schermer, UIBK, Austria
 - ✓ *Experiences of the establishment of cheese trails as tourist products in Slovenia.* Davorin Koren, leader of department for agriculture, forestry and RD, Triglav national Park
 - ✓ *Tourism and mountain quality food products – an example of Cairngorms Farmers Market (Scotland).* Fiona Young, Cairngorms Farmers Markets Organiser

15.10 Comments from the Project Implementation Board
Discussion with the audience

15.50 Coffee break

Session 4: How to promote mountain quality food products?

Chair: Martin Price, UHI, Scotland

- 16.20**
- ✓ *Is a mountain quality food label expected? Comparative conclusions from the project.* ENITA, France and UHI, Scotland
 - ✓ *A regional label: the Lactofarm Sibiu (Romania).* Rusu Dumitru, Marketing Manager
 - ✓ *The various promotion strategies of Björli products (Norway)*

17.00 Comments from the Project Implementation Board
Discussion with the audience

Conclusion of the day

André Marcon, President of Euromontana

18.00 *Evening programme: wine tasting, common diner, cultural programme (registration required)*

FRIDAY 4 DECEMBER

Session 5: What policies can better support and develop mountain quality food products?

Chair: Philip Leat, SAC, Scotland

- 9.00**
- ✓ *The Mountain Foods Process: evaluation of the options offered by national and EU legislation and policies.* UHI, Scotland
 - ✓ *What roles can local initiatives play? Some conclusions from the analysis of LEADER-like initiatives.* ÖIR, Austria
 - ✓ *Political context: the evolution of the European policy of quality of products.* Vincent Cordonnier, Agricultural Product Quality Policy Unit, DG Agriculture and Rural Development, European Commission
 - ✓ *The Swiss "mountain" and "alpage" labels.* Jacques Henchoz, responsible of PDO/PGI register, Federal Office of Agriculture, Switzerland
 - ✓ *Conclusions drawn from EuroMARC: recommendations for policy.* Ancuta Pasca, Euromontana

10.30 **Coffee break**

Session 6: Round table discussion - Mountain food products and policy instruments

Chair: Olivier Beucheurie, ISARA-Lyon, France

11.00 Questions to be discussed: How can policies foster development of mountain quality food products and facilitate successful marketing strategies at European, national, regional and local levels? What policy instruments? What tools?

Participants:

- Rareş-Lucian NICULESCU, Member of the European Parliament, Vice-President of the Agriculture Commission
- Vincent Cordonnier, Agricultural Product Quality Policy Unit, DG Agriculture and Rural Development, European Commission
- Mira Kos-Skubic, State secretary of the Slovene Ministry of Agriculture Forestry and Food
- Alenka Lipuscek-Miklavcic, director of Planika dairy
- Livia Dömölki, Consumer's association of Hungary (OFE), member of BEUC
- Jean Gault, SARD-M coordinator, FAO

Conclusions

- 12.40**
- ✓ *Lessons from EuroMARC and future research needed.* Georges Giraud, ENITA Clermont-Ferrand, France (EuroMARC scientific coordinator)
 - ✓ Closing remarks by Ivan Rozman, rector of the Maribor University
 - ✓ Closing remarks by André Marcon, President of Euromontana

13.00 **Lunch**

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