



**REPORTS 6 AND 7
PUBLICATION 3**

OLK5-CT-2002-30276

MOUNTAIN FOOD PRODUCTS IN EUROPE:

RESULTS, FINDINGS AND OUTPUTS

OF THE PROJECT *

Spain



Norway



Arne Hjeltnes

Poland



France



* « Strategic information for the development of agricultural quality products in European mountain areas »

Fifth framework Programme for RTD – DG Research – Oct. 2002—Sept. 2004

EUROMONTANA is the European multisectoral association for co-operation and development of mountain territories. It embraces regional and national mountain organisations throughout greater Europe, including regional development agencies, local authorities, agriculture organisations, environmental agencies, forestry organisations and research institutes.

Euromontana's mission is to promote living mountains, integrated and sustainable development and quality of life in mountain areas.

In order to achieve this, Euromontana facilitates the exchange of information and experience among these areas by organising seminars and major conferences, by conducting and collaborating in studies, by developing, managing and participating in European projects and by working with the European institutions on mountain issues.

GLOSSARY

P.D.O.: Protected Designation of Origin – Community Designation for quality food products (EC 2081/92)

P.G.I.: Protected Geographical Indication - Community Designation for quality food products (EC 2081/92)

T.S.G.: Traditional Specialities Guaranteed - Community Designation for quality food products (EC 2082/92)

O.F.: Organic farming – Community Designation for quality food products (EC 2092/91)

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RESULTS ON THE PROJECT ON MOUNTAIN QUALITY PRODUCTS

The 2-year Euromontana study programme was undertaken in partnership with 13 organisations from 8 different European countries. Its aim was to generate strategic information for the development and exploitation of mountain quality products in European mountain areas. This strategic information will provide the basis for proposals for future action by Euromontana with the support of the project Steering Committee. Proposals address both policy and cooperation.

In order to collect and compile the information, two sets of questionnaires were developed in the 10 surveyed areas with the support of regional relay institutes. Collected data was then analysed by the steering committee composed of experts from eight different countries.

1/ Ten Survey Areas

The Study programmes addresses the wide diversity of European mountain areas, whether in terms of geological formations and climates: both Savoie departments in the Northern Alps—France; the Provinces of Turin and Trento, Western and Eastern Alps—Italy; Pindos and Cholorondas Regions—Greece; Western Carpathians—Romania; 3 mountain areas of Andalusia and the Basque Country—Spain; the Sogn Region—Norway; the Tatras mountains—Poland; the Scottish Highlands—UK (See appended map).

The mountain definitions used for the identification of surveyed areas are either definitions used by the Member States pursuant to regulation CE n°1257/1999—which defines criteria for the identification of mountain areas within the framework of the Common Agricultural Policy—or, in the absence of such definitions, national or regional definitions.

2/ Three Research Themes

The survey addressed three different themes:

Theme 1 dealt with the intrinsic characteristics of quality products from mountain areas (i.e. raw materials production and/or processing methods, geographical locations and their connection with products). The link between agricultural products and local tradition and culture was also discussed.

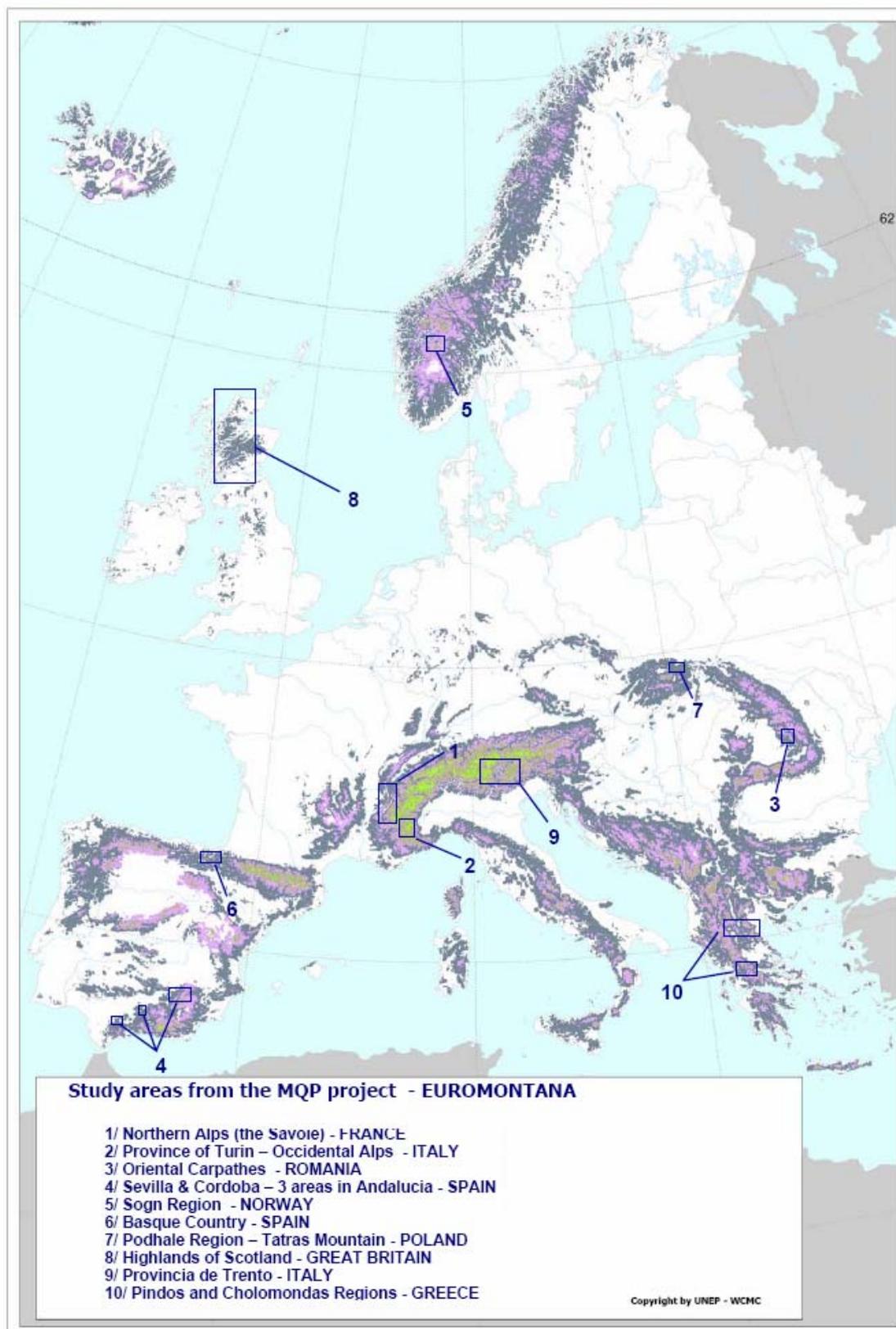
Theme 2 spoke to strategies for the development of existing quality initiatives and marketing approaches for the diversity of mountain products. The collection of information will permit the analysis of and comparison between successful and failed initiatives.

Theme 3 addressed policies and regulations governing quality identification initiatives at European, national and regional level (types of available markings, control systems, etc.). This part of the survey will provide an updated snapshot of the diversity of existing official or private systems for recognition of quality products in the various European countries involved in the project.

3/ Three-Stage Field Study

The first stage leveraged information on 122 products from the 10 surveyed areas. Those products are specific of mountain areas because of notions including tradition, culture, consumer representation and/or measurable impact on local economy and development. An initial quantitative analysis was carried out on all 122 products, followed by a qualitative analysis performed by some of the experts of the project Steering Committee on 97 of them (*see appended product list*).

The second stage was conducted in the form of case studies on 18 products, 17 of which were had already been studied within the framework of the first stage. This selection was made with optimum sample representativity in mind, to ensure coverage of the various types of products identified from the first questionnaire (label type, trade supply chain, organisation, etc.). Finally, the third stage focused on regulations, measures and quality designations developed at Community, national and/or regional level, and also on private initiatives launched to promote and support mountain products and/or quality food products in general.



I - MAIN FINDINGS ABOUT SURVEYED PRODUCT CHARACTERISTICS

The 122 surveyed products include 12 fresh vegetables, 23 fresh animal products and 87 processed goods (including 34 varieties of cheese).

A – GEOGRAPHICAL CONNECTION (WITH THE MOUNTAIN ENVIRONMENT)

The analysis of the 122 surveyed food products reveals a strong connection between products and the mountain environment. The latter impacts both on products as such and on production methods, and those interactions stem from very similar characteristics in the different mountain areas of Europe.

The study reveals that natural conditions in mountain areas bear an impact on 97 out of 122 products. Quoted effects namely include:

✓ in animal products: distinct taste, aroma, strong muscle build, better distribution of fat, firm texture, absence of parasites, reduced risk of disease, etc.

✓ in vegetal products: absence of viruses, nice colour, good taste, comparatively better texture and consistency, absence of pollution in organic products, etc.

In general, these quality features stem from the following quoted conditions: fresh air, quality pastures exempt from chemical fertilizers, industry-free area/region, altitude, flora diversity and richness, clean temperate water of high oxygen content, presence of a microclimate, type of soil, etc.

On the other hand, when it comes to delicatessen and bread (six surveyed products), natural conditions do not have any effect on products.

Furthermore, it was noted in some cases that natural conditions prevailing in the mountain environment can also be the source of low quality pastures and a lack of natural shelters resulting in slow animal growth.

Generally speaking, the direct impact of natural conditions prevailing in the mountain environment on process is negligible.

B – TRADITIONAL / TYPICAL PRODUCT FEATURES

1/ Varieties and Breeds

Most animal breeds and vegetal varieties are traditional or typical of their respective areas.

- This aspect is particularly relevant in vegetal products. Indeed, variations between regions in the case of these products are considerable. Vegetal varieties are either cultivated or wild.
- In the case of animal breeds, different situations are in evidence: in some cases, animals are wild endemic (i.e. strictly local) species while in others they are local and typical and in others still they are not originally typical but are bred locally and have adjusted to the mountain environment. Finally, some herds include a mixture of endemic and other breeds.
- While pastry and confectionary is not typical, some of the ingredients used in manufacturing them are local and typical, which does bear an impact on distinctive food qualities.

2/ Production and Processing Traditions and Know-How

There is a wealth of traditions and know-how relating to food production and processing in mountain areas.

A degree of homogeneity is discernible as far as production methods are concerned, especially when it comes to animal husbandry. Examples of specific traditional mountain farming features include: extensive rearing, feeding from comparatively large free-range pastures, preference for natural food, longstanding traditional know-how (pastoral systems, transhumance, etc.).

On the other hand, the vast majority of processing systems—while quite often considered traditional or even specific to individual areas—are more diverse when it comes to processing types and methods.

Traditional varieties and breeds, specific practices in production and process in mountain areas have an effect on the final features of the product.

C - IDENTIFICATION AND BRANDING OF SURVEYED PRODUCTS

1/ Use of the Term “Mountain” and the image perceived by consumers

There is a wide diversity of claims on products, but precious few that clearly communicate on their mountain dimension. The term “mountain” appears only on a few cheese labels. On the other hand, the identification of the specific area as mountainous is more often used than the term “mountain” itself and its generic image.

Positive claims appearing on labels vary greatly across the range of products: “farm product”, “traditional farm product”, “non-pasteurised milk”, “traditional product”, “natural”, “organic product”, “extra”, “typical”, “without preservatives”, “without artificial flavourings”, “without colourings”, geographical origin, nutritional information, or even the lack of any specific mention.

Mention of geographical origin (and where appropriate, of mountain origin) on products almost systematically impacts very significantly on consumers’ positive perception. This is true even in products whose raw materials are not wholly obtained in mountain areas.

2/ Types of Quality Designations

• Typology of Quality Designations

There is a wide variety of existing types of identification in Europe. Such a wide diversity in fact, that clearly distinguishing between official schemes and brands—which, while private, enjoy the recognition and support of public authorities—has sometimes been a challenging task.

In addition, it should be emphasised that the 122 mountain products were initially selected on the basis of the following criteria:

- 1/ all products from individual surveyed areas enjoying protection under an official quality identification scheme were surveyed;
- 2/ as representative as possible a sample of products covered by private specifications developed within the framework of collective initiatives were included;
- 3/ finally, relevant examples of products sold under private brand names were incorporated.

So, the different types of identification schemes include 9 official denominations (four of which are Community-wide schemes) and 48 individual or collective private marks.

• Distribution of Quality Designations

The following distribution of designations emerged from the quantitative analysis performed on the 122 products:

- 1/ *Official designations*: 39 products (including 6 beverages) are protected by 9 different official designations:

- ✓ EU level: 14 P.D.O.s, 4 P.G.I.s, 2 T.S.G. and 4 O.F. (Organic Farming) products (nevertheless, organic products from the Province of Trento were excluded from this analysis because there were simply too many);
- ✓ National level: 15 designations (strong representation of “traditional products” in Italy);
- ✓ Thirty-one products are currently seeking protection under national or community designations.

2/ *Private brands*: 48 private brands, representing a total of 60 products; Many brands (some 29) are product-specific; the remainder (19) are “umbrella” brands covering a wide range of products.

⇒ Identification is totally absent in the case of 21 (mostly Romanian and Polish) food products. Also in evidence are unpacked products as well as products targeting specific local markets.

Therefore, in all products except beverages, we note that:

- ✓ there is a predominance of collective or individual brands;
- ✓ while few official community designations exist, there is a comparatively stronger representation of PDOs. However, there is substantial variation across survey areas and products. For example, official EU designations are quite widely used for cheese products while private brands are comparatively more strongly represented among meat products. These two types of identifications are equally distributed among vegetal products and beverages.

D – GEOGRAPHICAL ORIGIN OF RAW MATERIALS AND PRODUCTS

1/ Raw Material Production Locus

• Animal products

About 3/4 of all surveyed raw materials of animal origin are wholly obtained in mountain areas, and substantially all of them do when livestock reared “partly in mountain areas” is incorporated. The latter category identifies products obtained from animals belonging to herds either subjected to transhumance or parked in pastureland not entirely situated in mountain areas. However, more than 90 % of animals spend their entire life in mountain areas. Lastly, the raw materials of only three meat products are not wholly obtained in mountain areas.

In addition, while trout farms are all situated in mountain areas, other fish or shellfish farms are not systemically located in mountain areas.

• Vegetal products

Eighty-five percent of surveyed fresh and processed vegetal products are produced in mountain areas.

• Other products

In most cases, the origin of the raw materials of beverages is mixed. Cereals used for delicatessen predominantly come from lowlands and as for honey—where particular and traditional transhumance paths are specified—, it does not exclusively originate in mountain areas.

2/ Location of Processing Units

Out of 87 food products, 57 (i.e. 65%) are entirely processed within individual mountain areas, while only three are totally produced outside mountains.

⇒ A definite predominance of mountain area processing for cheese, meat and vegetable products is discernible: almost 85% of cheese processing industries operate exclusively from mountain areas and almost all animal products are wholly produced in units located in mountain areas.

⇒ Conversely, processing of delicatessen, bread, sweets and alcohol, tends to be either mixed (both within and outside mountain areas) or completely external.

3/ Location of Supply Chain (Production and Processing)

- Forty-nine processed and 23 unprocessed products (representing 59% of all surveyed products) are wholly obtained and/or processed exclusively in mountain areas;
- Eight out of 122 products (i.e. 6% of the sample) are obtained or processed completely outside mountain areas;
- Seventeen products are processed in multiple units, some of which are located outside mountain areas.
- Finally, 38 products are manufactured from raw materials obtained in multiple farms, not all of which are located in mountain areas, or are meat products obtained from animals not wholly bred in mountain areas (i.e. not spending their entire life in mountain areas or staying there only part of the year). Transhumance is considered among a multiplicity of factors.

E – ECONOMIC ASPECTS

Production of unprocessed goods mostly takes place in small units situated in mountain areas.

Geographical market specialisation and product value added vary considerably, primarily according to market organisation as well as marketing and commercial strategies developed for individual products. The full range of different organisational formats and product chain lengths is in evidence.

F – CONSUMER SURVEYS ON MOUNTAIN PRODUCTS

The project made no specific provision for conducting a Europe-wide consumer survey. Still, an attempt was made to identify existing national or European surveys by contacting consumer organisations in Europe via BEUC (the European Bureau of Consumer Unions) but to no avail: no such survey seems to exist. A short questionnaire was subsequently circulated to BEUC members, but with little success (possibly because of both the indirect nature of contacts with these organisations and the fact that no reminder was sent). The few returns contained valuable information, however. Answers from Austria, Belgium and Hungary indicated a need to clarify the meaning of the term "mountain" used in association with food products and a willingness to investigate the matter further so as to reduce the amount of misleading information circulated to consumers.

II - TYPOLOGY OF MOUNTAIN PRODUCTS AND KEYS TO SUCCESS IN DEVELOPMENT STRATEGIES DEPLOYED FOR SURVEYED PRODUCTS

A – CONTEXT: SPECIFIC MOUNTAIN FOOD PRODUCTION, PROCESSING AND MARKETING ISSUES

1/ Production and Processing Conditions

Mountain areas face specific constraints relating to elevation and climate. Vegetation cycles are shorter and natural conditions are harsher, which translates into lower vegetal yields, slower animal growth and higher production costs.

In some mountain areas, aging farming populations experience difficulties in transferring their estates to younger generations.

2/ Supply Chain Characteristics

Until recently, mountain areas were isolated and protected from the effects of in-depth restructuring in the food industry:

1- Processing often remains traditional;

2- Product variability is still high because of seasonal differences, diverse practices and individualised processing.

3- Commodity chains are often fragmented and spread widely over individual territories in which a great number of operators are active.

4- Businesses are small and deal with correspondingly small volumes, with a double consequence:
✓ at technical level, product quality is extremely variable—i.e. not all products achieve the expected standard of quality, irrespective of either the existence of such a definition in technical specifications or of P.D.O. or P.D.I. protection.
✓ in economic terms, financial support for research, technical assistance and quality control is limited, even though these activities—and especially the latter—are very expensive.

3/ Mountain Product Distribution and Trade

Production and consumption are often far removed, resulting in higher trading costs.

Products are identified in many different ways (trade marks, collective marks, official national or regional designations) and specific awareness of mountain products among consumers is low.

High production, processing and marketing costs combined with small volumes mean that consumer prices of mountain food products are high.

B – AIM OF THE SECOND SURVEY

This Euromontana survey confirms that the mountain area segment of the agro-food industry faces specific difficulties, taking the form of obstacles to the production and development of mountain products. Therefore, the aim of the second enquiry was notably to identify key factors that explain the comparatively good results and relative success of certain initiatives initiated to leverage mountain products.

C – TYPOLOGY OF SURVEYED MOUNTAIN PRODUCTS

Two broad categories of mountain products were identified, which are differentiated compared to competing products, and notably to products of non-mountain origin.

1 – In the first category of products, the sales claim is “**produced naturally in a specific protected mountain environment**”. This product category includes:

- ✓ Highlands lamb (Scotland);
- ✓ Highlands bovine meat (Scotland);
- ✓ mountain pork (France);
- ✓ apples and pears from Savoie (France);
- ✓ Basque bovine meat (Basque Country, Spain);
- ✓ rosehip tea (*Rosa canina*, Romania).

These products undergo little or no processing.

These food products also tend to be sold on abundantly served and therefore highly competitive national or international markets: meat, fruits, etc.

• Besides the claim (“produced naturally”), the other two key factors are:

1/ operators’ management of and control over the different stages of the commodity chain (collection, slaughtering, and conditioning) as well as enterprises or their federations’ quality control systems;

2/ proper management and trading by firms involved with products.

2 – In the second category of products, the sales claim is “**unique product not to be found elsewhere because it calls upon specific know-how shared among productive system stakeholders in a restricted production area**”. This product category namely includes:

- ✓ *Tome des Bauges* cheese (France);
- ✓ *Mustardela* sausage (Italy);
- ✓ *Undredal* cheese (Norway);
- ✓ *Idiazabal* cheese (Basque Country);
- ✓ *Oscypek* cheese (Poland);

These are products in which, conversely, local processing and know-how play a very important role.

These food products adopt a niche market strategy: looking for a premium price on a very small market segment.

• The two key success factors are:

1/ exceptionally tasty typical product manufactured according to specific—i.e. local— know-how;

2/ collective structure of the supply chain, facilitating support in fields including research and development, technical assistance, quality control and product promotion—as protecting trade names is essential.

D – KEYS TO SUCCESS IN MOUNTAIN PRODUCT DEVELOPMENT INITIATIVES

In addition to product characteristics as such, the focus of this second survey also lay on initiatives of and resources invested by stakeholders.

The following notions featured prominently in development projects that arguably delivered value added for products:

Product characteristics and connection to mountain areas	<ul style="list-style-type: none"> ⇒ Product quality relates to specific natural and environmental conditions prevailing in production areas. ⇒ Products are deeply rooted in the history of individual production areas. ⇒ In social and cultural terms, there are close ties between individual products and production areas. ⇒ Production is based on extensive utilisation of natural resources.
Commodity chain organisation	<ul style="list-style-type: none"> ⇒ Stakeholders have set up an organisation whose double aim is to disseminate the know-how and technical knowledge associated with food products and deliver quality control. ⇒ Stakeholders are united in a collective organisation acting in a variety of fields including product name protection, technical advice, quality control, advertising, etc.
Public and external support	<ul style="list-style-type: none"> ⇒ Regional authorities provide economic support to cooperatives and other collective bodies. ⇒ Regional authorities play a key role in initiating and building cooperatives and other collective bodies.

Other success factors frequently (but not systematically) quoted includes:

Intrinsic product characteristics	<ul style="list-style-type: none"> ⇒ Products are very specific or manufactured using area-specific technology or know-how. ⇒ Product identity rests on unique—i.e. purely local—plant or animal species/breeds.
Initiative taken by the food chain	<ul style="list-style-type: none"> ⇒ Leveraging fairs and other events in and outside production areas for marketing and sales purposes. ⇒ Use of specific, institutionally-controlled labels or EU labelling and quality control systems.
Public and external support	<ul style="list-style-type: none"> ⇒ Support from public or local authorities in: <ul style="list-style-type: none"> - Deploying certification and quality control systems; - Delivering research and technological development.

Besides, the analysis of surveyed products reveals that success does not rest on individual product market shares of the local economy.

In some cases only can success be explained mainly by the following factors:

Intrinsic product characteristics	<ul style="list-style-type: none">⇒ Traditional (i.e. "craft-like") dimension of production.⇒ Products manufactured in regional or national parks.⇒ Promoting a specific impact of products, for instance on sustainable development and the preservation of the local environment, or on consumers health.
Trade	<ul style="list-style-type: none">⇒ Synergies with the tourism industry and direct sales to tourists, notably through restaurants.⇒ Strong local consumption.⇒ The promotion of direct sales or sales through dedicated networks of points of sale.

III - EXISTING LEGISLATION AND EXAMPLES OF RELEVANT BRANDS FOR THE PROMOTION OF MOUNTAIN PRODUCTS

Brief inventory

The following inventory covers community and national (eight countries surveyed) as well as regional/provincial levels in decentralised countries (in which surveyed areas are situated). Quoted private brands are ones that are considered relevant for the project and mountain food product development in general.

1/ Definitions of Mountain Areas in Europe

- At Community level, it is Directive 75/268—adopted pursuant to Council Regulation 1257/1999 and transposed into national legislation by the different Member States—which in most cases provides the basis for national definitions in the field of agriculture.
- Next to this legislation, there are several national definitions applying in very specific contexts.

2/ Specific Legislation on the Development of Mountain Areas and Their Agriculture

- At Community level, based on zoning provisions under Council Regulation 1257/1999, EU Member States may make compensatory payments to mountain farmers. Most Member States with mountain areas do.
- At national level, only France (under the Mountain Law of 1985), Italy (under Law 1994/97) and Poland (Law of 21 January 1985) have included special provisions for mountain farming in national legislation as well as specific national support measures for mountain farmers.

3/ Official Protection of the Term “Mountain”

Such protection does not exist at community level and only 2 countries from the EU have passed legislation in this field: France and Italy. In France, identification refers to the origin and is available to all food products obtained AND processed AND packed in mountains. In Italy, the Decree of 30 December 2003, not been implemented yet, propose the access to “mountain denomination” to products protected by a P.D.O. or P.G.I. but part of the productive chain [production AND/OR processing] may be located outside mountain areas.

4/ Procedures for Access to Community Protection

In Italy, Greece and Spain, no certification under a national identification scheme is required prior to applying for P.D.O.s or P.G.I.s (European level). In Norway, P.D.O.s, P.G.I.s and T.S.G.s have only recently been mainstreamed into national legislation. In Poland, all national geographical identifications will have to apply for P.D.O.s and P.G.I.s in order to preserve geographical protection following the enlargement. In France only, access to P.D.O.s and P.G.I.s is subject to prior registration of food products under an official national quality certification scheme; access to OF (Organic Food) and T.S.G. identification is direct.

5/ Official National or Regional Quality Schemes

In Spain and Italy—decentralised countries—, official product identification schemes are registered at national level and individual autonomous regions have the right to develop their own regional application. Italy has set up a national register of “traditional products”. Being a centralised State,

France has four official national quality schemes. Conversely, Greece, Poland, Rumania, Norway and the UK have no experience with comparable legislation.

6/ Collective Schemes Launched Jointly With or Recognised By Public Authorities

Available cases of such collective schemes were initiated at provincial/regional or local level. They are mostly to be found in Italy and Spain. They often effectively integrate productive systems downstream and are geared toward communication and the emergence and conveyance of an image for entire regions.

7/ Private Brands and Initiatives

These are either individual or collective and are comparatively more heavily represented among surveyed mountain area products in Scotland and Norway.

SUMMARY OF FINDINGS

A - QUALITY OF MOUNTAIN FOOD PRODUCTS

The study programme states that the food products surveyed within the framework of the project have a set of specific features attributable to the mountain and local conditions prevailing in the different areas. The combination of the **intrinsic characteristics** (characteristics attributable to the products and measurable) varies depending of the product. Examples of such features worth noting are specific tastes, firmer textures and particular nutritional value as well as reduce incidences of stress and disease.

The source of the apparent complexity and diversity of intrinsic mountain product quality features revealed by the survey is twofold:

- **the mountain environment and its natural resources**, with its varied altitude, climate and gradient (low temperature variation and high oxygen contents of water, the effect of temperature variation between nights and days, lushness and density of pastures, fresh air, rich and specific flora, etc.); such relationships were apparent in 80% of the cases (gathering further scientific evidences of these would be desirable); and
- **human production and processing practices** adapted to mountain conditions and constraints (selection of suitable breeds and varieties reflecting environmental requirements, extensive use of farmland, feeding based on local natural resources, husbandry and farming practices that adjust to seasonal change, pastoralism, traditional processing methods, use of local resources—including wood—, etc.).

The links between these two aspects and the products appear to be the number one key to success in the development and the adding of value to mountain products.

The survey further reveals that 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 these comparatively 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 produces the set of values that provides the foundation of the “mountain” identity.

B - PRODUCT ORIGIN AND PROCESSING

The majority (59%) of surveyed products are wholly sourced and processed in mountain areas. Only eight out of the 122 products (i.e. 6%) are processed either outside mountain areas or from raw materials obtained outside them. Finally, 35% of sample products are obtained and/or processed both within and outside mountain areas (either due to the fact that some of the farms or processing units manufacturing individual products are located outside mountain areas or because of the practice of transhumance).

C - STRATEGIES TO ORGANISE AND LEVERAGE PRODUCTIVE SYSTEMS

Analysis reveals two broad categories of products seeking differentiation from competition— notably products not originating in mountain areas:

- products whose sales claim to consumers is **“produced naturally in a specific protected environment”**, which are often unprocessed or lightly processed products marketed in a highly competitive market. Success factors in this case relate to operators’ mastery of, and control over, the productive system, the effectiveness of quality control schemes, efficient management and marketing.
- products whose sales claim to consumers is **“unique product, specific know-how shared among productive system stakeholders in a restricted production area”**, resting on niche market strategies. Key success factors include product typicality resulting from specific know-how and the organisation of the productive system into collective structures supporting improvements arising from research and development, technical advice, quality control and product advocacy.

On the other hand, the following three criteria were identified as being systematically present in surveyed products and arguably contributing very substantially to success in the development of mountain schemes:

- **the general features** of products and the “legitimacy” of their production in the mountain areas (related to environmental and natural conditions, to the history and tradition, to the close links with social and cultural fabrics, to practices relying on extensive uses of natural resources);
- **the mobilisation of stakeholders to set up bodies** to promote the dissemination of know-how and knowledge, facilitate quality management, unite and motivate operators into acting in different fields including quality, research, commercial development, communication, advertising... or the development of Community-wide certification schemes; these support chains, often shorter, place the producers and processors at the core of the initiative and its control and therefore give them a sense of responsibility;
- **support and assistance to projects** by public authorities—especially at development and start-up—with both financial support for collective organisations (material and immaterial investment) and technical assistance with the deployment of specific schemes.

While markets and distribution chains for these products vary in size, continued predominance of comparatively short chains—based on local consumption, direct sales (leveraging an influx of tourists in some mountain areas) and in some cases even self-consumption—is in evidence in certain countries. Mountain products distributed on national or international markets are mostly sold by specific private brands or protected by official Community denominations. Small farms are still well represented in the fabric of the farming sector in mountain areas.

This study highlighted that it is not possible to address the issue of the development of mountain food products with only one approach. The conditions vary considerably from one region to another.

D - IDENTIFICATION, PROMOTION AND COMMUNICATION STRATEGIES

There is a wide variation in the marketing communication in relation to mountain food products.

On the whole, Community denominations (P.D.O., P.G.I., O.F.) are comparatively under-represented, but this is against a highly variegated background of surveyed areas and productive systems. All in all, organic farming quality marks are little used in some countries, though certain products could potentially meet certification requirements.

However, private certification and umbrella marks operated at regional level with the backing of local authorities provide considerable support downstream of productive systems (on aspects including promotion, communication and sometimes even retail strategies). These schemes are often relevant at the level of individual regions and have comparatively strong unifying potential.

In Poland and Romania, where public or private product identification schemes exist, they are few and often relate to products sold unpacked as part of short chains.

It is worth mentioning however that within the sample of surveyed products, while the generic term "mountain" is seldom used, some regions indirectly make reference to mountains through the association of their territory with the mountain environment.

E - PUBLIC SCHEMES IN FAVOUR OF THE SPECIFIC IDENTIFICATION OF MOUNTAIN FOOD PRODUCTS

Two public schemes have been found respectively in France and Italy that seek to identify mountain products. However, they lack homogeneity and no formal quality policy has been adopted to supervise the use of the term "mountain". Nothing has been developed at the European level.

F - CONSUMERS

It is apparent from contacts with consumer organisations that no consumer survey of mountain products has to date been conducted at either national or regional levels. However, a number of consumer organisations contacted through BEUC (the European Bureau of Consumer Unions) have indicated a willingness to further investigate this issue.

OUTPUTS OF THE PROJECT

A - THE EUROPEAN INFORMATION WEBSITE ON MOUNTAIN PRODUCTS

Address: www.mountainproducts-europe.org

1/ Background

Mountains and their agri-food products attract growing attention and many regional, national and transnational projects, research efforts and surveys are being undertaken in Europe. While networks and co-ordinated initiatives may exist within individual mountain massifs or regions, there is unfortunately a lack of exchange of information among these at European level.

2/ Website and User Characterisation

The different discussions held as part of the project have provided the general framework for the development of this website dedicated to the exchange of information about and cooperation on mountain food products. **The objectives** are to stimulate initiative and creativeness among mountain area stakeholders and to improve efficiency and effectiveness in handling issues shared by European mountain areas. To this end, **a number of proposals** were made, including:

- to disseminate the overall data and results from the project on mountain quality product (named on the website, project 2002-2004)
- to provide access to a European network of experts, practitioners, researchers, technicians and political players;
- to facilitate and promote cooperation by identifying dedicated conferences, seminars and workshops as well as regional, national or European projects and innovative schemes;
- to provide information on state-of-the-art research, relating in particular to regional/local agro-food production systems and their close link with mountain areas and environments.

While the target audiences of this website are essentially professionals (scientists, development practitioners, businesspersons and professional agents of non-governmental organisations), it is accessible to all internet users.

B - THE EUROPEAN CHARTER FOR MOUNTAIN QUALITY PRODUCTS

1/ Background

It is possible to draw several conclusions about mountain products in Europe:

- 1/ The vast majority of EU Member State lack a definition of "mountain products" and where they exist (France and Italy), such definitions are unfortunately inconsistent.
- 2/ In a sense, a promise is made to consumers whenever the term "mountain" is used in association with a food product. Consumer expectations should not be frustrated, and they are currently high, as consumers have a largely positive bias towards the term "mountain".
- 3/ Mountain area food and food products cost more in terms of both production and distribution. It is therefore essential, within the present economic context, to create additional value added for mountain production.
- 4/ Farming contributes to the preservation and development of mountain area heritage in terms of biology, the environment, culture, landscape, traditions, etc.

2/ Draft for a Political European Charter for Mountain Quality Food Products

Early in its work and as a complement to its surveys, the project Steering Committee expressed a desire to consider drawing up a European Charter for Mountain Products. In both the short and long terms, such a Charter would provide a policy tool to bring national and local situations in Europe closer together and create synergies between them, and should serve the development of mountain products according to the principles it specifies.

This charter is not a "product" charter and aims in the first place to become a reference system in Europe about mountain products and their value for producers, consumers and society.

When it was presented at the Final Conference in Cordoba in June 2004, the Charter—along with its principles—met with unanimous support from the participants.

3/ Charter Contents

The Charter contains several sections, i.e.:

- preamble,
- objectives,
- recitals,
- principles, which the Charter is intended to promote compliance with (five principles),
- list of signatories.

The five essential principles are:

- 1/ raw materials must originate from mountain areas;
- 2/ processing must take place in mountain areas;
- 3/ production must mainstream social, environmental and health concerns;
- 4/ production must contribute to the preservation and development of mountain area biodiversity and heritage;
- 5/ producers must provide assurances of permanent transparency in consumer information.

C - PROPOSALS

1/ Policy proposals

Following the present study, the programme Steering Committee recommends:

- Initiation of a discussion at European level (including the EU and candidate countries as well as Switzerland, Norway, etc.) on the identification and promotion of mountain products with a view to coherence and a genuine commitment by national and/or Community authorities to develop legislation. In the longer run, there is a need to consider Community recognition of "mountain" as a separate denomination supported by a framework for the sustainable development of mountain areas;
- Communication on and advocacy of the "European Charter of Mountain Quality Products", a first draft of which was submitted by the Steering Committee and will be supported by Euromontana. The existence of this political Charter should facilitate a European discussion, rally practitioners around a set of shared "mountain" values and lead to political commitments at different levels;
- Adaptation, pending progress on the creation of a European regulation of the "European Charter of Mountain Quality Products" through a "product" charter, that is to say applicable by enterprises wishing to indicate and communicate through their food products on their commitment and to the values of the policy charter;

- Strengthening of financial support to mountain farms food enterprises with the aim of establishing official Community denominations and achieving more homogeneous access to such denominations among Member States;
- Enhancement of specific support and supervision available to small mountain farms and production units in order to mediate their necessary progressive adaptation to changing food production and processing legislation;
- Promotion and support of federative projects initiated by mountain area producers and food enterprises with the dual aim of drawing up joint quality and distribution development schemes and organising themselves in order to access efficient advice and communication.
- Development and deployment of schemes in both the new EU Member States and candidate countries to preserve the uniqueness of the mountain land and pastures at existing levels in the face of the grave danger represented by the conversion of these economies to free market principles;

2/ Scientific and technical proposals

In order to further the study of mountain food products in Europe initiated as part of the present project, the Steering Committee identified the following avenues:

- strengthening of knowledge on the "links" between mountain conditions and the intrinsic characteristics of food products from these regions, and also the relations between mountain products and their territory, particularly from the point of view of the "positive externalities" of these products in terms of landscape, the rural economy and the environment as well as the preservation of know-how, cultural heritage, local breeds, etc.;
- European Consumers' perception and interest of mountain products and the perspective of examining different types of possible unifying communication strategies;
- Community-wide identification of mountain areas, with the proviso that it must be more relevant to consumers of mountain products in Europe, than the one that could be provided at the present time (regulation CE 1257/99) that addresses the issue of compensation benefit within the framework of agricultural supports.

The steering committee also solicits:

- the focusing of some future priorities of Community research programme on the specific topic of mountain and food products in order to promote economically sustainable development and a quality of life in those territories.

Proposals in Terms of Cooperation and Exchange

In view of the importance of open-mindedness and exchange among practitioners when it comes to promoting the emergence of policy and private initiatives relating to mountain products, the Steering Committee recommends:

- the facilitation and support of the emergence of a single web-based information network, which tool has been developed by Euromontana and to disseminate the latest news about miscellaneous mountain food production policies, events and science in Europe;

- the support of the dissemination of information about mountain products in as many different languages as possible of countries with mountain areas for the purpose of making this information available directly in mountain areas (in particular on Euromontana Website on mountain products);
- the encouragement and promotion of the organisation of scientific and technical gatherings of practitioners in Europe, addressing specific themes in connection with mountain food products;
- the encouragement and favouring of the carrying out of study visits and thematic exchanges by practitioners in European mountain areas and also the development of financial frameworks for their preparation. The topics addressed should focus on the entirety of food chain (from production to trading) and all the professionals from the supply-chain.

D - PUBLICATIONS

The data collections and analyses conducted within the framework of the project lead to the following publications:

- Mountain Food Products in Europe: Case studies describing 18 initiatives within the framework of the European project – English – Report 4 – Publication 1 – Project: Mountain Quality Products– Vth RTD Framework Programme, European Commission – EUROMONTANA – February 2004 – 197 p.
- Mountain Food Products in Europe: Existing legislation and examples of relevant brands for their promotion – English and French – Report 5 – Publication 2 – Project: Mountain Quality Products– Vth RTD Framework Programme, European Commission – EUROMONTANA – September 2004 – 78 p.
- Mountain Food Products in Europe: Results, conclusions and outputs of the project – English, French, Spanish, Italian, Greek, Rumanian, Polish and Norwegian – Report 6 and 7 – Publication 3 – Project: Mountain Quality Products– Vth RTD Framework Programme, European Commission – EUROMONTANA – November 2004 - 26p.
- Mountain Food Products in Europe: Presentation of the information Website www.mountainproducts-europe.org - English and French – CD-Rom - Project: Mountain Quality Products– Vth RTD Framework Programme, European Commission – EUROMONTANA

ANNEXES



MOUNTAIN QUALITY PRODUCTS IN EUROPE:

LISTS OF THE AREAS AND PRODUCTS FROM THE STUDY

1/ List of the 10 Territorial Relay

Internal number	Name of the partner organisation	Country	Study areas	Study products
03	SUACI Montagne Alpes du Nord	France	Northern Alps (the Savoie)	21
06	Province of Turin	Italy	Occidental Alps	21
07	Centre Méditerranéen de l'Environnement	Greece	Pindos and Cholomondas Regions	6
08	Fundatia pentru Promovarea Agriculturii si Economiei Alimentare (FAER)	Rumania	Oriental Carpathes	15
09	CIFA cordoba y Sevilla	Spain	3 areas in Andalusia	9
10	Western Norway Research Institute	Norway	Sogn Region	13
11	IKT SA	Spain	Basque Country	8
13	Agenzia per la Garanzia della Qualita in Agricoltura	Italy	Province of Trento	17
14	KPPZ AR – University of Agriculture of Cracow	Poland	Tatras mountain	5
15	Highland and Island Enterprise	U.K.	Highlands of Scotland	7

2/ List of the 97 products (on the 122) on which the qualitative study has been conducted

	Partners	Products type	Products code	Products name
1	3 - SUACI	1 - Animal origin	15 - beef meat	Viande "Saveurs des pâturages" / meat "tastes of pastures"
2	3 - SUACI	1 - Animal origin	16 - lamb meat	Viande "Agneaux d'alpage" / lamb meat from mountain pasture
3	3 - SUACI	1 - Animal origin	17 - beef meat	Viande du Beaufortain / meat of Beaufortain
4	3 - SUACI	1 - Animal origin	18 - beef and lamb meat	Viande de Maurienne / meat of Maurienne
5	3 - SUACI	1 - Animal origin	19 - honey	Miel de Savoie / Savoy honey
6	3 - SUACI	2 - Vegetal origin	14 - Apples and pears	Pommes et poires de Savoie / apples and pears of Savoy
7	3 - SUACI	3 - foodstuff	1 - reblochon cheese	Reblochon
8	3 - SUACI	3 - foodstuff	10 - tamié cheese	Tamié
9	3 - SUACI	3 - foodstuff	11 - cider	Cidre de Savoie / Cider of Savoy
10	3 - SUACI	3 - foodstuff	12 - dry ham	Jambon sec de Savoie / Savoy ham
11	3 - SUACI	3 - foodstuff	13 - dry sausage	Saucisson sec de Savoie / Savoy sausage
12	3 - SUACI	3 - foodstuff	2 - beaufort cheese	Beaufort
13	3 - SUACI	3 - foodstuff	20 - bier	Bières de la Brasserie des Cimes / beers of the Summits Brewery
14	3 - SUACI	3 - foodstuff	21 - wine	Vins de Savoie / Savoy wines
15	3 - SUACI	3 - foodstuff	3 - Abondance cheese	Abondance
16	3 - SUACI	3 - foodstuff	4 - chevrotin cheese	Chevrotin
17	3 - SUACI	3 - foodstuff	5 - tome des bauges cheese	Tome des Bauges
18	3 - SUACI	3 - foodstuff	6 - tomme de savoy cheese	Tomme de Savoie / Tomme of Savoy
19	3 - SUACI	3 - foodstuff	7 - emmental de savoy cheese	Emmental de Savoie / Emmental of Savoy
20	3 - SUACI	3 - foodstuff	8 - chevraillon des savoie cheese	Chèvrailon des Savoie / Chèvrailon of Savoy

	Partners	Products type	Products code	Products name
21	3 - SUACI	3 - foodstuff	9 - tomme de chèvre des savoie cheese	Tomme de chèvres des Savoie / goat cheese of Savoy
22	6 - Turin	2 - vegetal origin	VE1 – Chestnuts from Susa Valley	Marrone della Val di Susa
23	6 - Turin	2 - vegetal origin	VE2 - Chestnuts from Pellice Valley	Marrone della Val Pellice
24	6 - Turin	2 - vegetal origin	VE3 - Old apples	Antiche Mele Piemontesi
25	6 - Turin	3 - foodstuff	LC1 – Ricotta	Saras del Fen
26	6 - Turin	3 - foodstuff	LC2 – Toma	Toma del lait brusc
27	6 - Turin	3 - foodstuff	LC3 - fresh cheese	Tuma 'd Trausela
28	6 - Turin	3 - foodstuff	LC4 – tomme cheese	Toma di Lanzo
29	6 - Turin	3 - foodstuff	LC5 - Cheese from cow and goat	Cevrin di Coazze
30	6 - Turin	3 - foodstuff	LC6 – Cheese	Murianengo
31	6 - Turin	3 - foodstuff	LC7 - Cheese with red rind	Fromaggio a crosta rossa / Cheese with red rind
32	6 - Turin	3 – foodstuff	TV3 – Wine Canavese	Canavese
33	6 - Turin	3 – foodstuff	TV4 – Wine canavese	Carema
34	6 - Turin	3 – foodstuff	TV5 – Wine Pinerolese	Pinerolese
35	6 - Turin	3 - foodstuff	OPF – Pastry	Focaccia di Susa
36	6 - Turin	3 - foodstuff	TV2 - Wine Caluso	Caluso o Erbaluce di Caluso
37	7 - CME	1 - Animal origin	P1 - Trout	pestrofa = trout
38	7 - CME	2 - vegetal origin	K2 - Saffron	krokos= saffron
39	7 - CME	3 - Foodstuff	K1 - Katiki cheese	Katiki Domokou = Katiki from Domokos
40	7 - CME	3 - Foodstuff	P2 - Prosciuto	Prosuto Evritanias = Prosciuto d' Evritania
41	7 - CME	3 - Foodstuff	S1 - Sausages	loukaniko xoriatiko Evritanias = village sausages from Evritania
42	8 - FAER	1 - animal origin	MS04 - Trout	Pastrav/ Trout
43	8 - FAER	2 - Vegetal origin	HR08 - Potato seed	Cartof de samanta de Harghita / Seed potato from Harghita
44	8 - FAER	3 - foodstuff	HR01 - Deer salami	Salam de caprioara / Deer salami
45	8 - FAER	3 - foodstuff	HR02 - bread	Kürtoskalács
46	8 - FAER	3 - foodstuff	HR03 - mineral water	Apa minerala Borsec / Borsec mineral water
47	8 - FAER	3 - foodstuff	HR04 - horse meat	Carne tocata de cal / minced meat from horse
48	8 - FAER	3 - foodstuff	HR05 - blackcurrant syrup	Sirop de coacaze negre/ Blackcurrant syrup
49	8 - FAER	3 - foodstuff	HR06 - Fir Bud Syrup	Sirop din mugur de brad /Fir bud syrup
50	8 - FAER	3 - foodstuff	HR07 - Boar pemmican	pastrama de mistret/ Boar pemmican
51	8 - FAER	3 - Foodstuff	HR09 - probiotic yogurth	Iaurt probiotic / Probiotic yoghurt
52	8 - FAER	3 - foodstuff	HR10 - Bucolic bread	Paine taraneasca / Bucolic bread
53	8 - FAER	3 - foodstuff	MS01 - tea	Ceai (Tea)
54	8 - FAER	3 - foodstuff	MS02 - rosehips tea	Ceai de macese (Rosehips tea)
55	8 - FAER	3 - foodstuff	MS03 - blueberry jam	Gem de afine/ Blueberry jam
56	8 - FAER	3 - foodstuff	MS05 - Ewe cheese	Cas de oaie / Ewe cheese
57	9 - CIFA	1 - Animal Origin	2 - Honey	Sierra de Segura Honey
58	9 - CIFA	1 - Animal origin	3 - Lamb	Segureño Lamb
59	9 - CIFA	2 - Vegetal origin	5 - Quince	Membrillo de Priego-Carcabuey. Quince tree of Priego-Carcabuey
60	9 - CIFA	3 - Foodstuff	7 - Christmas cake	Dulces de Navidad de Rute / Rute christmas cake
61	9 - CIFA	3 - foodstuff	9 - cheese	Quesos de la Sierra de Cádiz/ Cheeses from "Sierra de Cádiz"
62	10 - WNRI	3 - foodstuff	FM - Must / Mout	Balhom naturmost
63	10 - WNRI	3 - foodstuff	K1 - smoked sausage	Sognemorr (smoked sausage)
64	10 - WNRI	3 - foodstuff	K2 - rib meat	Pinnekjøt (rib meat)
65	10 - WNRI	3 - foodstuff	K3 - rib meat	Pinnekjøt (rib meat)

	Partners	Products type	Products code	Products name
66	10 - WNRI	3 - foodstuff	K4 – leg ham	Fenalår (leg ham)
67	10 - WNRI	3 - foodstuff	K5 – lam meat	Lammerull (lamb meat for sandwiches)
68	10 - WNRI	3 - foodstuff	KO1 - cripy bread	Flattbröd
69	10 - WNRI	3 - foodstuff	KO2 - sweet bread	Lefsekling
70	10 - WNRI	3 - foodstuff	M1 – Old cheese	Gamalost (Old Norwegian cheese))
71	10 - WNRI	3 - foodstuff	M2 - Goat cheese	Ekte geitost (Real goat cheese)
72	10 - WNRI	3 - foodstuff	M3 - White goat cheese	Kvit geitost (white goat cheese)
73	10 - WNRI	3 - foodstuff	M4 - milk soup	Brun Mylsa (Brown milk soup))
74	10 - WNRI	3 - foodstuff	M5 - whey cheese	Brun blandingsost (whey cheese)
75	11 - IKT	1 - Animal Origin	1 - Honey	Euskal Eztia (Miel del País Vasco), Basque Honey
76	11 - IKT	1 - Animal origin	4 - Basque Suckling Lamb	Esneko Euskal Bildotsa (Cordero Lechal del País Vasco), Basque Suckling Lamb.
77	11 - IKT	1 - Animal origin	8 - organic cattle products	Products (raw materials) of organic cattle raising.
78	11 - IKT	2 - Vegetal origin	6 - Basque Beans	Euskal Babarrunak (Alubias del País Vasco), Basque Beans
79	11 - IKT	3 - foodstuff	2 - Wine	Txakoli (There is no translation, it is a type of wine, see description in D1_2)
80	11 - IKT	3 - foodstuff	3 - Idiazabal Cheese	Idiazabal Gazta (Queso Idiazabal), Idiazabal Cheese
81	11 - IKT	3 - foodstuff	5 - Basque Bovine Meat	Euskal Okela (Carne de Vacuno del País Vasco), Basque Bovine Meat
82	11 - IKT	3 - foodstuff	7 - Chilli Peppers	Ibarrako Piparrak (Guindillas de Ibarra), Chilli Peppers from Ibarra
83	13 - AQA	1 - Animal Origin	TR8 - Trout	Trote/ Trouts
84	13 - AQA	3 - Foodstuff	CS3 - Dry meat	Carne Salada
85	13 - AQA	3 - Foodstuff	MV3 - Mortandela	Mortandela affumicata della Val d Non
86	14 - KPPZ AR	1 - Animal origin	5 - Lamb meat	Lamb meat
87	14 - KPPZ AR	3 - foodstuff	1 - Smoked cheese	Oscypek
88	14 - KPPZ AR	3 - foodstuff	2 - Fresh soft cheese	Bundz
89	14 - KPPZ AR	3 - foodstuff	3 - Matured soft cheese	Bryndza -
90	14 - KPPZ AR	3 - foodstuff	4 - Whey/ Whey cheese	Żętyca
91	15 - HIE	1 - Animal origin	1 - Salmon	Scottish farmed salmon
92	15 - HIE	1 - Animal origin	3 - langoustines	Langoustines
93	15 - HIE	1 - Animal origin	4 - deer	Venison
94	15 - HIE	1 - Animal origin	5 - lamb meat	Scotch Lamb
95	15 - HIE	1 - Animal origin	6 - beef meat	Scotch Beef
96	15 - HIE	3 - foodstuff	2 - smoked salmon	Scottish smoked salmon
97	15 - HIE	3 - foodstuff	7 - whisky	Scotch Whisky

3/ Other products added to the previous list for the quantitative analysis

	Partners	Products type	Products code	Products name
98	6 - Turin	1 - animal origin	TC4 - Frabosana Lamb	Lamb of Frabosana
99	6 - Turin	1 - animal origin	TV1 - Honey	Honey from the Val Pellice and Val di Susa
100	6 - Turin	3 - foodstuff	TC1 - blood sausage Mustardella	Mustardela
101	6 - Turin	3 - foodstuff	TC2 - Raw ham	Prosciutto crudo dell'Alta Val Susa
102	6 - Turin	3 - foodstuff	TC3 - Saussages with potatoes	Salampata del Canavese
103	6 - Turin	3 - foodstuff	TV - Genepy	Genepy
104	7 - CME	3 - Foodstuff	M1 - Ouzo	ouzo Mountovina= alcohol
105	9 - CIFA	3 - foodstuff	1 - Olive oil	Extra Virgin Olive Oil DOP Sierra de Segura

	Partners	Products type	Products code	Products name
106	9 - CIFA	3 - Foodstuff	4 - olive oil	Aceite de oliva DOP PRIEGO DE CÓRDOBA. Olive oil DOP PRIEGO DE CÓRDOBA
107	9 - CIFA	3 - Foodstuff	6 - anise liquor	Anís de Rute / Anise liquor
108	9 - CIFA	3 - foodstuff	8 - Olive oil	Extra Virgin Olive Oil DOP Sierra de Cádiz
109	13 - AQA	1 - Animal Origin	MI7 - Honey	Miele/ Honey
110	13 - AQA	2 - Vegetal origin	CA11 - Chestnuts	Marone / Sweet Chestnut
111	13 - AQA	2 - Vegetal origin	MA15 - Maize	Mais / Maize
112	13 - AQA	2 - Vegetal origin	ME11 - Apples	Mela / Apple
113	13 - AQA	2 - Vegetal origin	PF11 - Small fruits	Fragola, Mirtillo, Lampone, Ribes, Mora / Strawberry, Blueberry, Raspberry, Red/ Blackcurrant, Blackberry
114	13 - AQA	3 - Foodstuff	CA1 - Casolet cheese	Casolet
115	13 - AQA	3 - Foodstuff	CC14 - cabbage	Crauti/sourcroust/Sauerkraut
116	13 - AQA	3 - Foodstuff	GP1 - Grana Padano	Grana Padano -Trentino / Grana Padano Trentino
117	13 - AQA	3 - Foodstuff	MO1 - Mozzarella	Mozzarella/ Mozzarella
118	13 - AQA	3 - Foodstuff	OO10 - Garda Olive oil	Garda -Trentino / Garda – Trentino
119	13 - AQA	3 - Foodstuff	PU1 - Puzzone cheese	Puzzone di Moena
120	13 - AQA	3 - Foodstuff	SP1 - hard cheese	Spressa delle Giudicarie
121	13 - AQA	3 - Foodstuff	TE27 - Teroldego wine	Teroldego
122	13 - AQA	3 - Foodstuff	VE1 - Vezzena cheese	Vezzena

4/ 18 case studies (products coming from the previous list, except one)

	Partners	Products type	Products code	Products name
1	3 - SUACI	2 - Vegetal origin	14 - Apples and pears	Pommes et poires de Savoie / apples and pears of Savoy
2	3 - SUACI	3 - foodstuff	5 - tome des bauges cheese	Tome des Bauges
3	6 - Turin	3 - foodstuff	TC1 - blood sausage Mustardella	Mustardela
	Partner	Type of product	Product code	Product name
4	7 - CME	3 - Foodstuff	S1 - Sausages	loukaniko xoriatico Evritanias = village sausages from Evritania
5	8 - FAER	2 - Vegetal origin	HR08 - Potato seed	Cartof de samanta de Harghita / Seed potato from Harghita
6	8 - FAER	3 - foodstuff	MS01 - tea	Ceai (Tea)
7	9 - CIFA	3 - foodstuff	1 - Olive oil	Extra Virgin Olive Oil DOP Sierra de Segura
8	9 - CIFA	3 - Foodstuff	4 - olive oil	Aceite de oliva DOP PRIEGO DE CÓRDOBA. Olive oil DOP PRIEGO DE CÓRDOBA
9	9 - CIFA	3 - foodstuff	8 - Olive oil	Extra Virgin Olive Oil DOP Sierra de Cádiz
10	10 - WNRI	3 - foodstuff	M1 - Old cheese	Gamalost (Old Norwegian cheese))
11	10 - WNRI	3 - foodstuff	M2 - Goat cheese	Ekte geitost (Real goat cheese)
12	11 - IKT	3 - foodstuff	3 - Idiazabal Cheese	Idiazabal Gazta (Queso Idiazabal), Idiazabal Cheese
13	11 - IKT	3 - foodstuff	5 - Basque Bovine Meat	Euskal Okela (Carne de Vacuno del País Vasco), Basque Bovine Meat
14	13 - AQA	2 - Vegetal origin	ME11 - Apples	Mela / Apple
15	14 - KPPZ AR	3 - foodstuff	1 - Smoked cheese	Oscypek
16	15 - HIE	1 - Animal origin	5 - lamb meat	Scotch Lamb
17	15 - HIE	1 - Animal origin	6 - beef meat	Scotch Beef
18	ISARA	National Mountain Pork Initiative in France		

THE PROJECT ON QUALITY MOUNTAIN FOOD PRODUCTS IN EUROPE involved 13 partners including 10 mountain study areas from 8 European countries (France, Spain, Italy, Greece, Romania, Poland, Norway and Scotland).

This two-year project was divided into two phases:

- ☞ the first one, which lasted one year, aimed at collecting various strategic data from the field through two waves of enquiries focussing on 10 study areas and at analysing them;
- ☞ the second one is a consultation stage within Euromontana network and also with a wider public by means of two major events (the scientific seminar in Turin – February 2004 and the final conference in Cordoba- June 2004).

The outputs of the programme are of two types:

- ✓ the wide dissemination of information through the establishment of a website in order to provide the relevant data to various actors, policy makers and researchers involved in this field;
- ✓ the identification of strategic proposals for the development of mountain food products at the European level, relevant to the professionals responsible for policy design and policy implementation at European, national or regional levels.

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