

**Definitive Version – 20/03/2003**

STRATEGIC INFORMATION FOR THE DEVELOPMENT OF THE  
AGRICULTURAL QUALITY PRODUCTS IN THE EUROPEAN MOUNTAIN  
AREAS

Questionnaire 1 :  
Overview of quality initiatives in the  
Mountain study areas

# Methodological guide

This guide has to be used for the completion of questionnaire 1 and it consists of :

- I - Reminder of the aims of the programme
- II - A quality approach presentation in mountain areas in the project framework
- III - Presentation of questionnaire 1's objectives: overview of quality initiatives in Mountain study areas
- IV - Explanation of questions from questionnaire 1

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# I - Reminder of the programme's aims

This programme, coordinated by Euromontana<sup>1</sup> (European association for mountain areas), is carried out with a consortium of research and development centres in 8 countries from the greater Europe. This project is financed by the European Commission, within the Fifth Framework Programme for RTD on the theme of "Quality of life and Management of Living Resources".

The focus of this programme will be to facilitate the development of the agricultural quality products throughout European mountain areas. In this objective the project will provide a strategic and technical database available and is intended to be useful to various actors involved on this topic.

## 1/ Objectives

This database dealing with agricultural products of mountain areas, will have to be organised in a resources centre and the gathered information will be put at the disposal of Euromontana's network..

⇒ **This project has to promote :**

- experience exchanges within the network on mountain quality products ;
- the setting up of programmes and discussions on quality product topics ;

⇒ **In a broader way, this resource centre must provide a tool:**

- to promote an awareness campaign targeted to society and consumers;
- to develop strategic proposals on a European scale.

## 2/ Methodology

The information's collection on mountain quality products will be divided into 3 axis :

Axis 1 deals with intrinsic characteristics of the quality products in mountain areas : methods for production and processing, geographical areas and their links to the products, ...

Axis 2 refers to strategies for development of existing quality initiatives and marketing approaches for the various mountain products. The collection of the information will ensure the analysis and the comparison between successful and failed initiatives.

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<sup>1</sup> Euromontana is an non profit association

Axis 3 concerns policies and regulations which control the initiatives of quality designation on the European, national and/or regional scales (type of label available, systems of control,... ). This part of the study will also specify the impact of regional, national and European policies in the attribution of quality Marks and in the setting up of initiatives.

### 3/ Means of data dissemination

#### ① Two consultative seminars are planned in the project framework.

→ The first one, in January 2004, will be the opportunity to check the first results of the study against the point of view of a limited professional audience, wider than the one directly involved in the project.

→ The second one, in May 2004, will have to submit the results and analysis of the programme to a wider audience and to specify the means of dissemination chosen. However, prospects of valorisation and presentation of the work mentioned during this conference will be taken into account. Strategic proposals on European scale could emerge at this occasion.

#### ② The database's information, results, analysis and interpretations will be available in 3 different media: a report, a CD-Rom and a Internet website

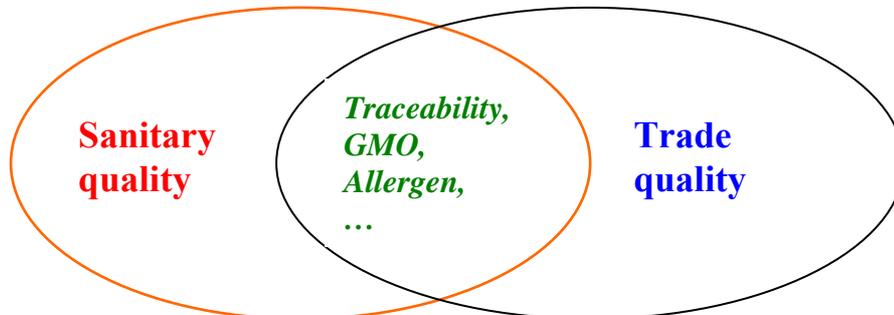
→ The final report on the project will state the methodology used, the partners involved, the results, analysis and conclusions taken as well as the presentation of the means of dissemination and the future prospects of the work.

→ The database will be disseminated through a CR-Rom and an Internet website (together with a practical guide for the use of the database).

## II - A quality approach presentation in mountain areas in the project framework

### 1/ Positioning of the quality

The overall quality of a product = sanitary quality + trade quality



① **Sanitary quality of the product** = public health = legislative area.

This is an obligation for producers and the information is not communicated to the consumers (except in case of crisis). It involves implicit expectations for consumers (for instance: that the product is healthy).

☑ **this quality is not under review in this study**

② **Trade quality of the product** = the quality offered by the product has to meet consumers' demand (explicit expectations). That implies :

☞ an **intrinsic quality, measurable and controllable** of the product, this implies organoleptic quality, visual quality, price, accessibility, ...

☞ an **“ethical” quality** which is the actual trend in industrialised countries

- environmental values : sustainability of production systems (organic, integrated crop production, ...), maintaining of a natural diversity and of landscapes, ...
- socio –economical values : solidarity, wealth of human resources, employment conditions, maintaining of the social fabric, appropriate incomes to producers, ...
- socio-cultural values : liberty, respect of identity, respect of tradition and history, cultural heritage aspect, ...
- Animal welfare : respect of farm animals (short and local transport of living animals), ...

BUT, this quality can only be guaranteed to consumers through :

- traceability, or particularly short supply chain ;
- an independent system of control or supply chains have to be short and transparent (or open).

☑ **this quality is under review in this study**

③ The **quality which can exist between « sanitary » and « trade » quality** consists of all the points upon which the consumer wishes to be reassured (explicit demand so “trade” quality), but that mainly refers to its health (“civic” quality ). A few examples might be mentioned such as : GMO, allergens, and the traceability of the elements referring to that quality.

☑ **These elements are under review in this study**

## 2/ Positioning of the problematic dealing with quality and mountain products

### 2 levels : Economic + sustainable development

#### ① Economical level : cost effectiveness

This project aims to identify alternatives ways (throughout quality) to remunerate agricultural production in mountain areas so as to improve producers' incomes. The project will have to highlight criteria considered to be of quality for consumers and for which those consumers are ready to pay more. This economical level has to be approached in 3 steps :

- 1/ What are the **strong and weak points** that distinguish mountain production from standard production? (in terms of image, accessibility of the products, volumes of production, costs of production ...)
- 2/ For consumers, what are the **added values** of the mountain products ? (bibliographic criteria given by the territorial relay has to be quite broader. Ideally, this criteria should be submitted to consumers approval).
- 3/ How this **added value could be promoted** and enhanced to the consumer in order to get **better incomes in the upstream of the supply chain** ? (This question will have to be treated through the aspect of communication, distribution types, packaging, and marketing,)

#### ② Sustainable development (environmental, economic and social constituents)

Throughout the project, quality which will be enhanced to consumers will have to comply with sustainable development expectations. This implies the necessity to get an impact of the mountain products on :

- **environment** (already well specified) ;
- a **social** level (social fabric, but also re-enhancing producers activity with products they are proud of and on which they communicate throughout fairs, local events, ... These events contribute to the improvement of towns'/ mountains' relations.)
- an **economic** level (maintaining economical activity, but also promoting technology transfer, maintaining the transport links, or even the settlement of SMEs in activities attached to the supply chain such as packaging, printing, transport, ...)

These 3 constituents are treated in 3 steps :

- **observable elements** since several decades, recognized and that we wish to retain ;
- **elements transferred** in specifications and their impact on sustainable development. Comparison with the targeted impacts.
- **communication** to the consumer : to which elements is he receptive? How and by which means can they be passed to him ?

### III - Presentation of questionnaire 1's objectives : overview of quality initiatives in Mountain study areas

Questionnaire 1 will describe what exist in the study area in respect of those quality product selected by territorial relays.

Caution, this questionnaire is not an exhaustive list of quality products from the study territory. Each territorial relay will have, as an expert, to select a range of products relevant of the general situation of the territory. In that, each studied product will have to be significantly different. Territorial relay will have, as well to make sure not to quote only “success story” products.

In this questionnaire, **quality of information** and data collection is preferred to quantity of products reviewed.

This first questionnaire will be focused on qualitative description of products and their link to territory (axis 1) and will tackle very quickly axis 2 (strategy and dynamism of product development). Axis 3 will be totally developed.

The analysis of that questionnaire will allow us to identify the important trends through the combination of the different data. These trends will be studied more in depth through the establishment and the achievement of questionnaire 2. This last questionnaire will be targeted on relevant products, identified in questionnaire 1. Some points of the global programme will be studied more in depth (in particular, points from axis 2) with selection of a smaller number of products.

⇒ **To summarise, questionnaire 1 has the 2 following main functions :**

1/ to draw up an overview representative of mountain quality products and their regulations in the study areas;  
2/ to collect the information necessary for a sound selection of quality products, and of criteria for their analysis, to be used in drawing-up questionnaire 2.

## 1/ Description of questionnaire 1

### ① Study area form

This form, which is the first part of questionnaire 1, will have to be completed only once for the overall questionnaire 1 as well as for questionnaire 2

### ② Product form

This form has to be completed for each product and consists of 3 different parts:

- product description ;
- axis 1 : intrinsic characteristics of the quality products in mountain areas
- axis 2 : strategies for development of existing quality initiatives and marketing approaches
- axis 1 + 2 : General question on product

### ③ Regulations form

The last form has to be completed by the territorial relay on a national, regional and local scale and by Euromontana on the European scale. Local or national applications/ transcriptions of European directives will be studied by the territorial relay (those data are not available on a European scale).

When two territorial relays belong to the same country, the national collection of data will have to be done just once.

This regulation form should normally not exist in questionnaire 2

## 2/ Universe of products:

### ① Which product ?

- ⇒ products : • foods + drinks (alcoholic and non alcoholic)
- ⇒ process level : • unprocessed products : raw materials ;  
 • processed products (ex : cheese, cooked pork meat, ...) ;  
 • dishes (when they are sold as products to consumers and not if they are sold as services in restaurants for examples)
- ⇒ *included : medical and aromatic foods*  
 ⇒ *excluded : animal feeding products, and non-foodstuffs*

### ② Types of quality products ?

- ⇒ **all the quality products with an official quality sign/designation**, that is to say:
- European, national and local official quality designations
- or
- system or enterprise's certification (ISO, EN, ...)
- ☞ **This list has to be EXHAUSTIVE** (except for some countries that have on their territory more than 200 products corresponding to this category; to refer the to Chapter 3 on questionnaire 1 products selection)
- ⇒ **products with non official specifications**, which are often collective initiatives
- ☞ **this list has to be as representative as possible**

⇒ **products with a private mark which indicates a quality simply complying with the law in force (sanitary and consumption)**, but that have a high quality potential that bring value added to the product (they can be individual's initiatives but numerous in the area, e.g. honey, some farm products, ...)

☞ **this list cannot be exhaustive. Relevant examples have to be mentioned in this list.**

⇒ **Products to exclude from the project:**

- All products that would not respond to EU legislation in terms of chemical products residue, level of radioactivity, etc.

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## MUST HAVE

⇒ **Territorial link of the product:** for each products, the TR will have to identify that:

- the **product is specific** of the study area ;
- or
- the **product has a real impact** on the local economy and development (case mentioned of the carrots in Italy)

### 3/ A few internal definitions

#### ☞ Definition of FOODSTUFF

In Q1, has to be considered as foodstuff all products which are not sold to the consumer in its original state. The information regarding the process way and location is important.

E.g.

Agricultural products	Foodstuffs
Fresh fruits and vegetables, fresh meat, ...	On top of mixed products you have: fruit juice, wine, oil, tea, cheese... Even fresh meat if TR considers that slaughtering and carving conditions are somehow typical.

#### ☞ Definition of KEY CHARACTER INGREDIENTS

The key character ingredients are ingredients that give its main features to the product.

e.g. Anis alcohol:

→ main ingredients : alcohol (43%), Water (56%)

BUT → key character ingredient, which gives the particularity of the product : Anis (2%).

Nevertheless, if the alcohol used in this Anis alcohol is a typical local alcohol that makes the difference between this anis alcohol and an other one, it could then become key character ingredient. In the same way, the case could occur for water.

#### 4/ The pattern of the questionnaire

	<b>Description + breeding/ cultivation</b>	<b>Relation Mountain/ product</b>	<b>Relation Know how / product</b>	<b>Consumption</b>
Animal agricultural product	E1 - E5	E7	E8 - E10	E11 - E13
Vegetal agricultural Product	F1 – F4	F7	F8 - F10	F11 – F13
Animal key character ingredient	G1 - G5	G7	G8 - G10	
Vegetal key character ingredient	H1 – H4	H7	H8 - H10	
Foodstuff	I3 – I4	I7	I8 – I10	I11 – I13

## IV - Explanation of questions from questionnaire 1

### Study area form (Area form on Excel)

A 3	A European map will be circulated by Euromontana, ideally on Internet in order to specify each studied area (in an approximate way)
A4	Identification of the mountain area according 3 criteria (see annexe 1): 1/ <u>Type of mountain</u> : mountain high, middle, dry, humid, ... 2/ <u>Altitudes</u> maximum and minimum of the study area 3/ <u>Type of climate</u> : temperate, Mediterranean, continental, Nordic, Atlantic, ...
A5	Each territorial relay will have to locate more precisely its study area on a road map on the scale of 1/250 000 The aim is to quickly see the context of the area (roads networks, urban places, culture areas, industrial areas, ...)
A7	<b>For counties from EU.</b> <b>NUTS = Territorial Units for Statistics</b> We want to know if the area corresponds to an administrative identity.  For information : NUTS 2 :     → Comundidades autonomas in Spain → Région in France → Regioni in Italy NUTS 3 :     → Nomoi in Greece → Provincias in Spain → Département in France → Provincie in Italy  other NUTS → Demoi/ koinotite in Greece → Municipios in Spain → Communes in France → Comuni in Italy → Wards in United Kingdom
A8	<b>LFA : Less Favourable Area</b>  This question can only be completed by countries from the EU or the ones where this identification means something.
A10	Indicate the percentage of increasing / diminution of population on the area between 1990 and 2000 is asked, (in order to get an idea of the area dynamism)

A11	<p>Working population includes unemployed people. That's the reason why this figure is asked (at the end of the question A26).</p> <p>The percentage of working population in agriculture +in industry + in service industries = 100%</p> <p>Working population in tourism is included in the service industry.</p> <p>% of unemployed people partly represents the dynamic of work in the area.</p> <p>% of tourism gives indication on promotion and marketing of quality product from the area.</p>
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B1	Indicate the approximate number of farmers (which includes process farms)
B2	Indicate, when possible, the approximate number of total agricultural working population (farmers, spouse, workers, ...)
B3	Indicate the approximate number of process industries and craftsmen (process farms are not included)

(to complete in the word document)

C3	<p>This place is intended for adding information by territorial relays on <b>Internet sites, studies, publications</b>, ... relating to the project and dealing with either the study territory or related to various mountain products.</p> <p>It would also be interesting to inform Euromontana as well as the steering committee of strategic contacts for the project (<b>such as organisations, unions, information centres, producers or consumers associations, etc.</b>) on a local or national scale and linked to mountain products.</p> <p>These references are necessary to <b>set-up the resource centre</b> on mountain quality products, which is one of the main aims of the project.</p> <p>The project needs to strengthen its <b>consumer approach</b>. Mention of studies or contacts dealing with this aspect is highly desirable.</p>
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## Product form

(Global characteristics form on Excel)

D1	<p>⇒ First, indicate the name used to commercially specify the product</p> <p>⇒ secondly describe in a few words what is the product (very simply, just to give an idea to people who are going to analyse Q1)</p>
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D2	List all the quality identifications that are mentioned on the product package. Examples of quality identifications: farm/ free-range products, traditional/ cottage industry products, mountain products, geographical identification, made in/ at ..., etc.
D3	<p>⇒ <b>Untransformed product</b>: rough products or lightly transformed (fresh cut meat, packaged fruits, ...). If the studied product belongs to that category, it will refer to case <math>\alpha</math> or <math>\beta</math> of axis 1 (question E0).</p> <p>⇒ <b>Transformed product</b>: products made of one or more raw materials (e.g. cheese, cooked pork meat, prepared dishes, ...)</p>
D4	<p><b>Products category:</b></p> <ul style="list-style-type: none"> <li>1 – Cheese</li> <li>2 - Other milk products</li> <li>3 - Products made of meat</li> <li>4 – Meat (and fresh offal)</li> <li>5 – Eggs rough</li> <li>6 – Eggs transformed</li> <li>7 – Honey</li> <li>8 – Fishes, molluscs, shellfishes fresh</li> <li>9 - Products made of Fishes, molluscs, shellfishes</li> <li>10 – Oil and other fat materials/ olive oil</li> <li>11 – Fruits rough</li> <li>12 – Fruits transformed</li> <li>13 - Vegetables rough</li> <li>14 - Vegetables transformed</li> <li>15 – Cereals rough</li> <li>16 – Cereals transformed</li> <li>17 – Products of the bakery, of the pastry, of the confectionery, biscuit factory</li> <li>18 – Chocolate and other food preparation that includes cocoa</li> <li>19 – Pastas</li> <li>20 – Mixed dishes</li> <li>21 – Salsa, soups or brothes</li> <li>22 – Ice creams and sorbets</li> <li>23 – Essential oils</li> <li>24 – Beers</li> <li>25 – Beverages made of plant extracts</li> <li>26 - Liquors made of plant extracts</li> <li>27 - Wine</li> </ul>
D5	<p>☞ Case 1: case of identification or protection by means of a quality identification or an official procedure, that is to say <b>recognized by the public authorities</b></p> <p>☞ Case 2: case of identification by means of a collective or individual local mark, not certified by the authorities <b>but supervised by specifications (cahiers des charges)</b>. Those specifications can be public (easily consultable) or private. In this last case, it can be less easy to access that information, but the territorial relay will have to meet Q1 requirements in gathering as much data as possible by whichever means of collections he chooses.</p>

	☞ Case 3: case of products directly recognized by consumers and without real identification and <b>without specifications</b> .
D10	<p>⇒ This question refers to the whole of the collective mark that can be used on one or more products, different from the one studied in questionnaire 1. Therefore, this question is different from Axis 2 questions, which are dealing with the studied product.</p> <p>⇒ Indicate the approximate number of farmers (which includes on-farm processing)</p> <p>⇒ Indicate the approximate number of process industries and craftsmen (on-farm processing, not included)</p>

## Axis 1

### (Axi\_1 animal form on Excel )

E0	<p>☞ <b><math>\alpha</math></b> / Case of agricultural rough products, no or little transformed, of animal origin (meats, milk for consumption, etc..),</p> <p>☞ <b><math>\beta</math></b> / Case of agricultural rough products, no or little transformed, of vegetal origin (fruits, vegetables, cereals etc.),</p> <p>☞ <b><math>\gamma</math></b> / Case of foodstuffs made from one or various agricultural rough products (cheeses, olive oil, mixed dishes, ...)</p>
E1 G1	Species : Cattle, sheep, goats, horses, poultry, pigs, etc.
E3 F3 G3 H3 I3	<p>⇒ <b>This indication is useful for all questions E,F,G,H,I – 3</b></p> <p>➤ <b>Traditional</b> : comes from tradition, that is to say something, or some way to make or to act that are inherited from the past.</p> <p>➤ <b>Typical</b> : that constitutes a type, a symbol, a characteristic example.</p> <p>In questionnaire 1, those 2 notions (traditional and typical) are voluntarily associated, because the aspect of time does not really matter. Indeed, the product can have a strong link with the territory either because it has been made in this territory for many generations, or because it is carried along by a strong local dynamism (with a recent history in the territory).</p> <p>⇒ <b>This indication is useful for all questions that refer to the origin of products</b></p> <p>➤ <b>“mountain area of the study territory of other mountain areas”</b> : in the whole of questionnaire 1, this expression is used to identify mountain origin (of products, rough materials and process places). This expression ensures the differentiation between mountain areas and other areas inside the study territory. It also brings</p>

	<p>together other mountain areas outside of the study area (in the same mountain region or an other one).</p> <p>This expression needs a clear identification of the term “<b>mountain area</b>”. The territorial relay shall refer to the definition applied on national or local scale. This definition will be the subject of one question in axis 3 of Q1.</p>
E7 F7 G7 H7 I7	<p>⇒ <b>This indication is useful for all questions E,F,G,H,I – 7</b></p> <p>The aim of this question is to estimate if <b>natural conditions</b> of mountain areas have direct effects on the product or its production/ husbandry conditions or even on transformation conditions (in I7), that are not found outside mountain areas. We try here to identify links between <b>mountain territory</b> and <b>product or production/ transformation conditions</b>. Caution : link between know-how and product is in questions E, F, G, H, I - 10</p> <p>The answer of the expert is required here! It is possible that most of the products don't have a positive answer to that question.</p> <p>Example of this link : mountain apples in France are more coloured that others because of high variation of temperature between day and night.</p>
E8 F8 I8	<p>⇒ <b>This indication is useful for all questions E,F,I – 8</b></p> <p>In this question, “characteristic” means “particular, own of the product”</p>
E9 F9 G9 H9 I9	<p>⇒ <b>This indication is useful for all questions E,F,G,H,I – 9</b></p> <p>➤ <b>Traditional</b> : comes from tradition, that is to say something, or some way to make or to act, that are inherited from the past. ➤ <b>Typical</b> : that constitutes a type, a symbol, a characteristic example.</p> <p>In questionnaire 1, those 2 notions (traditional and typical) are voluntarily associated, because the aspect of time does not really matter. Indeed, the product can have a strong link with the territory either because it has been made in this territory for many generations, or because it is carried along by a strong local dynamism (with a recent history in the territory).</p>
E10 F10 G10 H10 I10	<p>⇒ <b>This indication is useful for all questions E,F,G,H,I – 10</b></p> <p>The aim of this question is to establish if conditions of production/ husbandry and transformation or know-how have direct effects on product We try here to identify links between <b>Human work</b> and <b>product</b> that are not found outside mountain areas. Caution : link between natural conditions and product is in questions E, F, G, H, I - 7</p> <p>The answer the expert is required here !</p> <p>⇒ In this question, “<b>characteristics</b>” means “criteria”. This characteristics can be for example sensory, nutritional, ...</p>

E12 F12 I12	<p>⇒ <b>This indication is useful for all questions E,F,I – 12</b></p> <p>➤ <b>Traditional</b> : comes from tradition, that is to say something, or some way to make or to act, that are inherited from the past.</p> <p>➤ <b>Typical</b> : that constitutes a type, a symbol, a characteristic example.</p> <p>In questionnaire 1, those 2 notions (traditional and typical) are voluntarily associated, because the aspect of time does not really matter. Indeed, the product can have a strong link with the territory either because it has been made in this territory for many generations, or because it is carried along by a strong local dynamism (with a recent history in the territory).</p> <p>⇒ Territorial relay is once again stimulated as expert to establish a hierarchy in an objective way, this consumption in: yes, a lot ; moderately o no, not at all.</p>
E13 F13 I13	<p>⇒ <b>This indication is useful for all questions E,F,I – 13</b></p> <p>The impact of an image on consumers is a very subjective notion. The territorial relay will have as far as possible to rely on literature (articles, consumers studies) and mentioned in question K3 (if it seems to him relevant and interesting for the overall project).</p> <p>For lack of literature, the territorial relay will have as far as possible to establish a hierarchy in an objective way.</p>

## (Axi\_1 veget form on Excel )

F3	See E3
F7	See E7
F8	See E8
F9	See E9
F10	See E10
F12	See E12
F13	See E13

## (Axi\_1 foodstuff form on Excel )

γ 0	<p>⇒ In this question, “<b>characteristics</b>” means “particular criteria”.</p> <p>⇒ At this point, “<b>key character ingredients</b>” have to be mentioned that is to say the ingredients or raw materials which give the distinguishing character to the final product.</p> <p>These ingredients will have to be precisely studied in the following questions (G if they are of animal origin and H if they are of vegetal origin).</p>
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	E.g. in an “alcohol of anis”, the ingredient that gives the characteristics to the final product is the Anis, that’s all. Neither alcohol nor water used for the process is interesting, except if it is a local production and/ or provide a typical aspect or taste to the product, different to an other alcohol of anis. Territorial relay will have to deem which are the main raw materials.
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G1	See E1
G3	See E3
G7	See E7
G10	See E10

H3	See E3
H7	See E7
H10	See E10

I3	See E3
I8	See E8
I9	See E9
I10	See E10
I12	See E12
I13	See E13

## Axis 2 (Axi\_2 form on Excel )

J1	In this question, volumes of product sold under identification of quality studied (that refers to question D5) are considered.  For official quality designations, only volumes sold with label are expected.
J3	This number includes on-farm processing
J4	This number includes all process industries and process craftsmen. On-farm processing is not included
J5	When possible, indicate the number of retailers, wholesalers, any structure that is selling and distributing the final product
J7	<ul style="list-style-type: none"> <li>➤ Direct : fair, local markets, farm visiting, ...</li> <li>➤ Distribution through specialised traders : delicatessen, ..</li> <li>➤ Distribution through supermarket</li> </ul>

## Axis 1 + 2 (to complete in the word document)

K1	This question can either be completed with a synthesis of elements from Q1, in <b>underlining criteria</b> that according to you are the more important, or with <b>new elements</b> not mentioned in Q1.
K2	This space is free to communicate any information that the territorial relay estimates necessary to mention for the fair analysis of the product and that is not expressed in questionnaire 1.

K3	<p>This place is intended for adding information by territorial relay on <b>Internet sites, studies, publications, contact of organisms</b> ... regarding to the project and dealing with either the study territory or related to various mountain products.</p> <p>These references are necessary to <b>set-up the resource centre</b> on mountain quality products, which is one of the main aims of the project.</p> <p>The project needs to strengthen its <b>consumer approach</b>. Mention of studies or contacts dealing with this aspect is highly wished.</p> <p>Any references common to several products will have to be mentioned in C3</p>
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## Axis 3

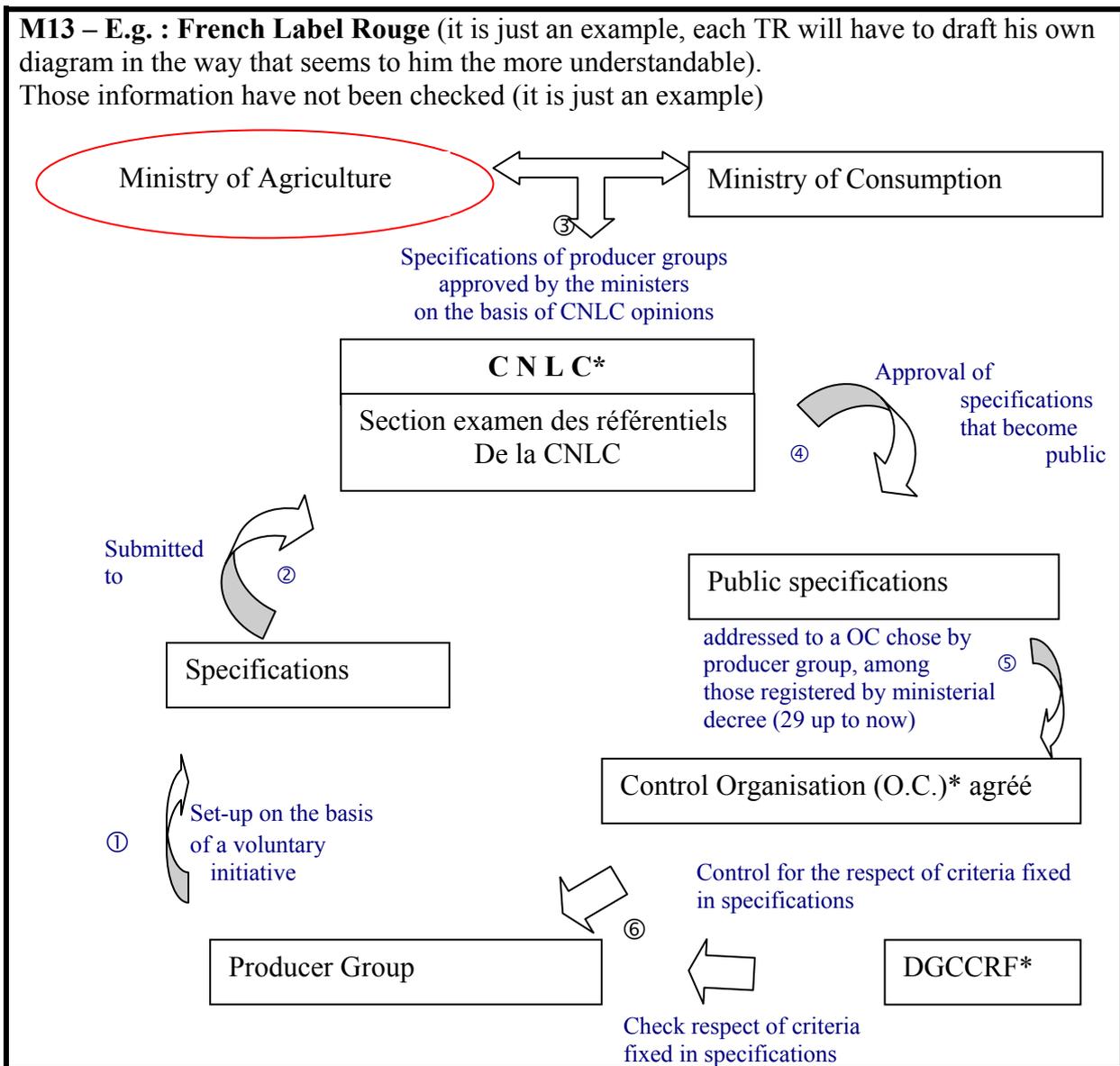
*The research of document regarding Axis 3, dealing with European regulations is undertaken by Euromontana*

*On national level, pay attention that 2 Territorial Relays from a same country share Axis 3 study.*

L0	<p><u>Cas 1</u> : national/ regional governmental politics or international standards dealing with global quality of production and/or origin of products. Those ones do not regards products but are directly linked to production system or tools of production. (e.g. National or local enterprise certification based on ISO 9000, ISO 14000, etc)</p> <p><u>Cas 2</u> : national or regional governmental politics on official quality marks and designations, (product certification, official marks, ...)</p> <p><u>Cas 3</u> : System of quality development through a market recognition only (private and in particular collective marks, on-farm products with marks and when it is deemed interesting, supermarket marks,...). Each TR will have to choose marks that according to him have significant territorial strategies, particularly focussed on</p>
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	mountain areas or on the study territory. Marks described in this part of the questionnaire will have to be quoted through one or more of its products in the “product form” axis 1 and 2 of questionnaire 1.
M5 N5	<p>In this question, the first(s) type(s) of quality that comes into consumers mind is expected or the one directly targeted by the quality policy. E.g. in France, the Label Rouge is promoting a higher organoleptic quality, even if other qualities could belong to the specifications).</p> <p>More than one answer is possible</p> <ul style="list-style-type: none"> <li>• <u>Organoleptic, sensory quality</u> ⇒ caution that the level reached has to be significantly high</li> <li>• <u>Quality of tradition, history</u> ⇒ local know-how, that is the type of quality involved in STG mark for instance</li> <li>• <u>Quality of tradition, terroir</u> ⇒ that comes from interaction between a particular local environment and know-how, that is the type of quality involved for instance in PDO</li> <li>• <u>Environmental quality of production, transformation systems and products</u> ⇒ again, this quality has to reach level significantly high in comparison with the other products</li> <li>• <u>Ethical and sustainable quality</u> ⇒ this quality is dealing with for instance animal welfare, maintaining of a social fabric, includes social, environmental and economics notions</li> <li>• <u>Hygienic and sanitary quality</u> ⇒ has to be more demanding than the law</li> <li>• <u>Quality of transparency of information communicated to consumers</u> ⇒ e.g. transparency on production, transformation dates, on locations, ... without necessary a reel significant level in one of the quality named above</li> <li>• <u>Landscape amenities</u> ⇒ local development and looking after landscapes.</li> </ul>
M9 N9	<p>In that question we try to know if the identification of the quality mark on product can be associated with <b>supplementary geographical identification</b>.</p> <p>Either if the answer is positive or negative, TR will have to specify the legal system that manage this aspect.</p>
M10 N10	<p>This question is close to question M9, except that we focus here on the <b>supplementary « mountain » identification</b> or any equivalent words, or technical terms making references to mountain (such as mountain pasture, ...).</p> <p>See question M9.</p>
M11	Percentage of population, (national or regional) that has heard about quality mark.

**M13 – E.g. : French Label Rouge** (it is just an example, each TR will have to draft his own diagram in the way that seems to him the more understandable).  
 Those information have not been checked (it is just an example)



**Ministry of Agriculture** ⇒ Official body that establish the regulation texts for Label Rouge

☑ **CNLC : Commission Nationale des labels et des Certifications de produits agricoles et alimentaires** ⇒ This permanent commission comes from ministries of agriculture and consumption

☑ **OC : Control Organisation** ⇒ Private structure.

☑ **La DGCCRF : Direction Générale de la Consommation, Concurrence et de la Répression des Fraudes** ⇒ It is the public body that control the respect of regulation application (labels, raw materials origins).

N1	<ul style="list-style-type: none"> <li>• The mark owner : indicate if it is a private organisation, a public, local body, an Union or a retailing chain, etc.</li> <li>• Geographical boundary of the mark: When geographical boundaries are imposed to the mark, (e.g. a county) it has to be quoted.</li> </ul>
N5	See M5
N9	See M9
N10	See M10
N11	See M11
M23	<p>Some State Members have established a rule for accession to the different Community quality marks. When existing, explain this system.</p> <p>In France, for instance, to access to PDO (European level) you have to obtain the national quality mark AOC ; in the same way, product registration to PGI is accessible to products labelled with national quality marks such as Label Rouge and CCP.</p>
P1	<p><b>It is an important question.</b></p> <p>Indeed, all along questionnaire 1, the identification of the “mountain area of the study territory or other mountain areas” has been required. This expression needs the precise definition of the word “mountain area” to be given. That is the goal of this question.</p>

END.

## ANNEXE 1 : Synthesis area table

N°	Réseau régional	Zone d'étude	Dénomination abrégée	Pays
1	Montagnes  sèches  méditerranéennes	Vardousia mountains, Central Greece	Vardousia	Greece
2		Juchtas-Strubulas mountain, Island of Crete	Crète	Greece
3		Pyrénées méditerranéennes / Massif central Sud	Meditfr	France
4		Area di raccordo fra Parchi e montagna interna, Abruzzes	Abruzzes	Italie
5		Montagna interna Lucana, Basilicate	Basilicata	Italie
6		Penibética, Andalousie	Penibetica	Espagne
7		Terra Quente e Alto Douro	MeditPo	Portugal
8	Régions  nordiques	Cairngorms Area	Cairngorms	Ecosse
9		Vindeln	Vindeln	Suède
10		North Savo	Nsavo	Finlande
11	Alpes  centrales et  orientales	Tyrol Oberland	Tyrol	Autriche
12		Parc national de Triglav	Triglav	Slovénie
13		Val di Cembra - Bacino idrographico dell'Avisio, Trentino	Trento	Italie
14		Canton d'Appenzell	Appenzell	Suisse
15		Oberallgäu (and Rosenheim), Bavière	Obrallgäu	Allemagne
16	Alpes  occidentales	Zone « Beaufort », Savoie	Beaufort	France
17		Vallée d'aoste	Aoste	Italie
18		Canton du Valais	Valais	Suisse
19		Vercors, Isère et Drome	Vercors	France
20		Haut-Plateau du Jura, Franche-Comté	Jura	France
21	Régions  océaniques	Zone de Picos de Europa et ses alentours, Massif Cantabrique	Cantabrique	Espagne
22		Montagne et côteaux du Pays-Basque	Basquefr	France
23		Diverses montagnes Basques classées en Objectif 5b	Basquees	Espagne
24	Pyrénées centrales	Haut-Couserans	Couserans	France
25		Haut-Sobrarbe	Sobrarbe	Espagne

N°	Nom	Climat	Pente <sup>2</sup> (%)	Altitude <sup>1</sup> (min-max)	Fôrets (surface forêt / surface totale)	Orientations productives dominantes
1	Vardousia	<b>méditerranéen-sec</b> avec des influences continentales en Italie, Grèce et Espagne  subatlantiques au Portugal	5-120	600-2400	>40%	élevage / cultures
2	Crète		5-100	500-1900	<25%	cultures (vignes, olives) / élevage
3	Meditfr		5-80	300-2800	not available	Elevage extensif (bovin, ovin, caprin) / cultures (vignes, arboriculture, cultures maraîchères)
4	Abruzzes		20-50	500-3000	not available	cultures fourragères / élevage ovin
5	Basilicata		40-50	800-2000	not available	cultures céréalières / élevage bovin laitier
6	Penibetica		3-80	600-1600	>25% <40%	cultures (oliviers)
7	MeditPo		plateau+coteau	200-1200	<25%	cultures (oliviers, vignes, amandiers) / Elevage ovin
8	Cairngorms	<b>continental subarctique</b> avec des influences océanique en Ecosse	plateau valloné	100-1300	<25%	élevage ovin / élevage bovin laitier
9	Vindeln		plateau+vallée	100-500	>40%	dairy farming / hay / cereals
10	Nsavo		collines	100-200	>40%	dairy farming / beef production
11	Tyrol	<b>montagnard</b> <b>continental-humide</b> avec des influences maritimes en Autriche et en Slovénie		700-3700	25%	élevage ovin / bovin laitier
12	Triglav		0-100	200-2800	>40%	élevage bovin / élevage ovin
13	Trento		10-45	200-2500	>40%	cultures (fruitiers, vignes, légumes)
14	Appenzell		0-90	500-2500	>25% <40%	élevage bovin laitier / élevage bovin viande et porcine
15	Oberallgäu		900-2700		<25%	élevage bovin laitier
16	Beaufort		<b>montagnard-froid</b> de type continental pour les zones Jura	0-60	400-3900	<25%
17	Aoste	0-80	300-4700	<25%	élevage bovin laitier / vignoble de qualité	
18	Valais	0-130	400-4600	<25%	cultures (vignes, fruitiers, légumes, céréales) / élevage bovin laitier	
19	Vercors	Valais et Aoste et océanique pour les autres	0-100	200-2300	>40%	élevage bovin laitier / élevage bovin viande
20	Jura	600-1500		>40%	élevage bovin laitier	
21	Cantabrique	<b>océanique</b> de type tempéré	5-60	100-2600	>25% <40%	élevage ovin / élevage bovin
22	Basquefr		forte-vallées en V	100-2000	>25% <40%	élevage ovin laitier / élevage bovin
23	Basquees		humide	0-50	0-1500	>40%
24	Couserans	<b>montagnard</b> <b>humide</b>	0-100	500-2900	not available	élevage bovin viande
25	Sobrarbe		0-100	800-3400	not available	élevage ovin / élevage bovin

<sup>2</sup> Remarque : Les altitudes et les pentes sont là pour donner une idée générale de la topographie des zones. L'altitude des surfaces cultivées sera précisée dans les analyses ultérieures.