

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

### **At the end of 2004, a data base will be set up on :**

- **S p e c i f i c characteristics of mountain products**
- **Organisation of the quality supply-chains**
- **Standards and types of control**
- **Promotion and development strategies**
- **C o n s u m e r s ' expectations**
- **European and national regulations and their regional applications**
- **Innovative initiatives, keys to success and reasons for failure**

### **Contact**



#### **EUROMONTANA**

(European association for mountain areas)

Project (oct 2002-2004) :  
Mountain Quality Products

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### **A resource centre for mountain quality products development**

In the context of the opening of markets and increasing competition, agricultural and food products must compete in the same market, whatever are the systems and areas of production. This price based trading system is not favourable to **mountain agriculture characterized by its natural handicaps**.

However, this agriculture represents a **reservoir of diversity of food products** for European consumption. Furthermore, its **multifunctionalities** are essential to a sustainable rural development in mountain areas.

The **Common Agricultural Policy** aims to promote a **multifunctional agriculture as well as quality products**. Within the framework of the mid-term review of the CAP, a new accompanying measure is envisaged, which would encourage and help producers to become involved in quality assurance and certification

### **Results, analyses and emerging proposals**

At the end of the project in october 2004, several forms of **information supports** will be available. A **web site, a CD-rom and a publication** will allow the efficient dissemination of the database.

schemes.

It therefore appears necessary to enforce the development of agricultural quality products in European mountain areas.

The main aim of this programme is to **provide a strategic and technical database** to various actors within the field of mountain agriculture for the development of their quality supply-chains.

This work will also constitute a tool for communication, adding value and the **promotion of mountain quality products**.

The information will be widely disseminated in order to **increase the public and distributors' awareness** of the quality of mountain products.

To achieve this, a network of **13 territorial relays in 7 European countries** will be responsible for gathering information by

means of field surveys.

The processing and analysis of local data completed by **the inventory of existing European and national regulations** will be undertaken at the European level.

The programme will include in particular the following 3 tasks :

- to analyse the **quality products in mountain areas** ;
- to identify the dynamics of supply-chains, the reasons for success and failures in the existing **innovative initiatives** ;
- to estimate the **impact's level of European policies** in the national management of quality and the way they are implemented in the different European countries.

organised.

**Feel free to contact us !**