

## TECHNICAL CONSULTATIVE SEMINAR



# Mountain food products in Europe: What assets and what strategies ?

With participation and support of:



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## TURIN

12 AND 13 FEBRUARY 2004

CENTRO CONGRESSI LINGOTTO  
VIA NIZZA 280, 10126 TORINO

ROOM BERLINO (PLENARY SESSION)  
ROOMS ATENE, COPENHAGEN, DUBLINO (WORKSHOPS)

FIRST SEMINAR OF  
THE RESEARCH  
PROGRAMME



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

Fifth framework Programme RTD - DG Research - Oct. 2002-Sept. 2004

And special support of Highlands and Islands Enterprise- Scotland

## What are the 2 main objectives of the project?

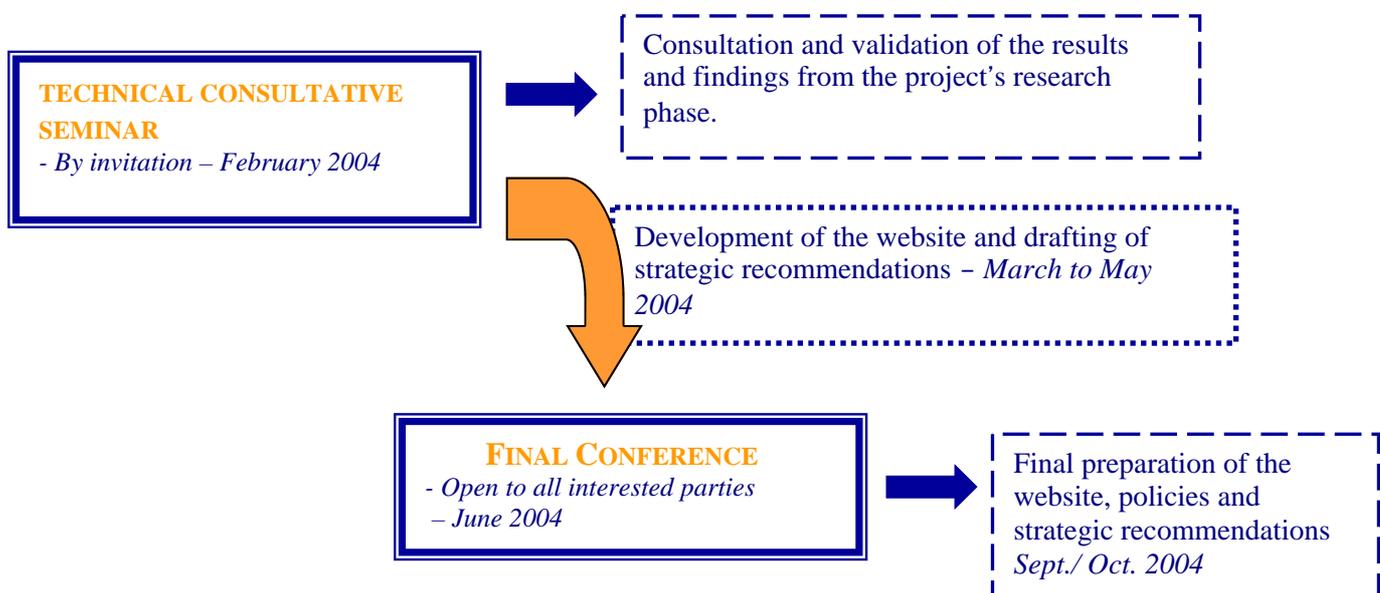
Since October 2002, and within the framework of its general mission for cooperation in mountain areas, Euromontana has been leading a European-wide research programme on quality mountain food products. The mission of the project is to identify successful strategies to add value to mountain food products, as part of achieving sustainable development in mountain territories.

### To meet this mission, the project has two main objectives:

- ⇒ Establish a **WEB BASED STRATEGIC INFORMATION SYSTEM** on quality mountain food products to be a valuable tool for professionals working in the mountain areas of Europe;
- ⇒ Put forward **STRATEGIC PROPOSALS FOR THE DEVELOPMENT OF MOUNTAIN FOOD PRODUCTS AT A EUROPEAN LEVEL** to the professionals responsible for policy, and its implementation, at European, regional and local levels. This should include the development of a European charter for mountain products.

## How are the consultation and validation of the results and proposals of the project to be organised?

During the first year, the local project partners, together with the steering committee, have gathered and analysed data from 10 mountain areas in Europe. This research programme now requires external input through consultation at a technical level with other professionals working in the field, to develop relevant and coherent proposals for mountains and their quality food products at the end of the project.



## How will the two-day seminar be organised?

This seminar marks a crucial step in the project, as it will provide relevant and necessary elements to develop concrete and relevant proposals at the end of the research programme. These outputs will focus on the website and the European proposals and recommendations.

### The two days of the seminar will cover the following:

☞ **1<sup>ST</sup> DAY:** Presentation (plenary) and discussion (in workshops) of the research findings under two headings:

- ✓ the characteristics of mountain food products;
- ✓ current strategies being used to develop quality mountain food products.

This will be followed by short presentations of three other related research projects on quality products.

☞ **2<sup>ND</sup> DAY:** Presentation (plenary) and discussion (in workshops) focusing on the two key outputs of the project:

- ✓ a web based strategic information system relating to quality mountain products;
- ✓ analyses of possible proposals/ recommendations for the sustainable development of quality mountain food products.

The objective of this day will be to provide necessary elements to the steering committee to refine the two missions of the project.

Conclusions of those workshops will be reported during the last half-day in front of a wider public.

**8.45–9.00 Registration**

**9.00–9.10 Welcoming address**

*Marco BELLION - Assessor for Mountain and Agriculture, Province of Turin*

**9.10–9.20 Introduction**

*Frank GASKELL, President of Euromontana*

**9.20–9.40 Project presentation and objectives of the seminar**

*Cécile LEVRET, project manager, Euromontana*

**9.40 - 11.00 Plenary session: Key conclusions emerging from the project research**

*Chairman: Marco BELLION - Assessor for Mountain and Agriculture, Province of Turin*

- **Findings on characteristics of mountain food products**

*Clara ICARAN - IKT SA, Agricultural studies and analyses Unit (Basque Country– Spain)*

- **Conditions for sustainable economical development of mountain food products**

*Karl HOYER – Head of research - WNRI, Western Norway Research Institute (Norway)*

- **Review of existing schemes and policies for mountain and quality products**

*Isabelle GUICHARD – SUAIA, Pyrenean Agricultural Institute (France)*

**11.00–11.10 Presentation and organisation of the workshops A**

*Tiberiu STEF, FAER, Agricultural Development Institute (Romania)*

**11.10–11.30 Coffee break**

**11.30–12.45 Workshops A: Development of the outputs of the project**

- **Workshop A.1/ A2: How can quality mountain food products be characterised? (in English/ French/ Italian)**

*Moderator: Olivier BEUCHERIE – ISARA-Lyon, Higher Agricultural Education Institute (France)*

- **Workshop A.3: What are the existing strategies for development of quality mountain food products? (in English/ Italian)**

*Moderator: Federico BIGARAN – Provincia di Trento (Italy)*

- **Workshop A.4: What are the existing strategies for development of quality mountain food products? (in French/ Italian)**

*Moderator: Emmanuel MINGASSON – SUACI, Rural Development Institute in Savoy (France)*

**12.45–14.30 Buffet of products from « Paniere » from the Province of Turin and other typical products**

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**Mountain food products in Europe: What assets and what strategies?**

**14.30 - 15.45 Plenary Session: Reports from the workshops A**

*Chairman: Gaëlle LHERMITTE – General Secretary of Euromontana*

• **Reporters:**

*Gabriella VALLER - Province of Trento (Italy)*

*Elena DI BELLA – Province of Turin (Italy)*

*Luis NAVARRO GARCIA - CIFA Cordoba & Sevilla, Agricultural Research and Training Centre (Andalusia - Spain)/ Cécile LEVRET - project manager, Euromontana*

**15.10 Debate**

**15.45–16.15 Break**

**16.15–17.30 Plenary session: Other research studies on quality products**

*Chairman: Frank GASKELL – President of Euromontana*

• **Main findings of Dolphins programme, recommendations to the European Commission: political and economical aspects**

*Bertil SYLVANDER, Head of Research – INRA, National Agricultural Research Institute (France)*

• **Quality products and their impacts on territorial/ rural development**

*Jan Douwe van der PLOEG, Head of Rural Sociology Unit - Wageningen University (Netherlands)*

• **Research on mountain products in Italy**

*Sergio GRASSO - INRM – National Mountain Research Institute (Italy)*

• **Presentation of FAO study: “Promoting and Protecting Local Products as a Means for Sustainable Development in Mountain Regions”**

*Alexia BALDASCINI, Mountain Group, in the Forest Resources Division, Forestry Department of FAO*

**17.30 – 19.00 Meeting with representatives from the “Paniere” initiative in the Province of Turin**

**19.00 End of the first day**

**20.00 Dinner**

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**9.00–9.45 Plenary session: Presentation of two policies relating to mountain products identification**

**Chairman: Marco BELLION - Assessor for Mountain and Agriculture, Province of Turin**

- **What considerations led to the Italian government's involvement in support of mountain products?**

*Teresio DELFINO - Vice Minister - Italian Ministry for Agriculture policy*

- **What are the anticipated effects of the French Mountain Decree on mountain area economies?**

*Marie-Lise MOLINIER - Head of Unit on quality designations and organic production—French Ministry of Agriculture*

**9.45 - 10.30 Plenary session: To develop further the outputs from the project**

**Chairman: Frank GASKELL - President of Euromontana**

- **An online information resource for the development of mountain food products**  
*Kevin GRUER - Highlands and Islands Enterprise (UK—Scotland)*

- **Outline of strategic options for the development of quality mountain food products in Europe**  
*Emmanuel MINGASSON - SUACI, Rural Development Institute in Savoy (France)*

**10.30 - 11.00 Coffee break**

**11.00–13.00 Workshops B: Key outputs of the project**

- **Workshop B.1- B2: Online resource: What information for what users?** *(in English/ French Italian)*

*Moderator: Kevin GRUER - Highlands and Islands Enterprise (UK—Scotland)*

- **Workshop B.3: Analysis of strategic options for the development of quality mountain food products in Europe** *(in English/Italian)*

*Moderator: Jan Douwe van der PLOEG, Head of Rural Sociology Unit - Wageningen University (Netherlands)*

- **Workshop B.4: Analysis of strategic options for the development of quality mountain food products in Europe** *(in French/Italian)*

*Moderator: Bertil SYLVANDER, Head of Research - INRA, National Agricultural Research Institute (France)*

**13.00 - 14.30 Buffet of typical products from the Province of Turin**

PUBLIC SESSION

**Towards better communication and promotion of mountain food products in Europe?**

**14.30–15.00 Plenary session: Workshop reports**

*Chairman: Frank GASKELL – President of Euromontana*

- An online resource for European quality mountain food products: What information for what users?

*Reporter: Cécile LEVRET, Project Manager, Euromontana*

- Analysis of strategic options for the development of quality mountain food products in Europe

*Reporter: Gaëlle LHERMITTE, General Secretary, Euromontana*

**15.00 – 16.30 Plenary session: Intervention**

*Chairman: Frank GASKELL – President of Euromontana*

- Isabelle PEUTZ, Head of Unit Agricultural Product Policy – DG Agri
- Marco BELLION, Assessor for Mountain and Agriculture, Province of Turin
- Roberto VAGIONE, Assessor from the Piedmont Region

**16.00 Debate**

**16.30 - 17.00 Conclusions**

*Frank GASKELL – President - Euromontana*

**17.00 End of the seminar**

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## THE PROJECT

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

## What is the methodology used?

The project on Quality Mountain Food Products involves 14 partners from various mountain areas of geographical Europe. It concentrated last year on defining the overall methodology for data collection in 10 study areas in 8 European countries, to be carried out in two phases of research.

**THE FIRST PHASE**, which began in February 2003, collected information on 120 products with regard to various aspects of their production and quality. The products selected (food and beverage) have a strong connection with the territory, either through the link of the product with its local environment, or through the economic impact it has on its area.

**THE SECOND PHASE** started in August 2003, and took the form of case studies (20 in all) of products identified in the first phase as being of prime importance in their mountain region. The bottom line of this second questionnaire is: What conditions make a mountain quality product economically sustainable? A published version of these case studies should be available at this seminar.

## The project partners



## Further information :

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