

Definitive Version– 20/03/2003

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

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

Questionnaire

Questionnaire 1 has to be completed
with the methodological guide :

For any further information, please contact :
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Study area form

I – GEOGRAPHICAL LOCATION AND DESCRIPTION OF THE STUDY AREA(S)

A, B - Global presentation of study area

The study area chosen and described here will remain identical in questionnaire 1 and questionnaire 2

◆ : this sign indicates that important question details are brought in the methodological guide and must be read to the interviewee before answering the question

Questions	Answer type expected
A1 – Name of the mountain region in which the study area is located	- <i>Name</i>
A2 – Name(s) of the study area(s)	- <i>Name</i>
A3 – Identification of the study area on a map of Europe ◆	- <i>No answers expected – identification apart on a map</i>
A4 – Type of mountains where the study area is located ? ◆	A4_1- <i>Type of mountains</i> A4_2- <i>Maximum altitude</i> A4_3- <i>Minimum altitude</i> A4_4- <i>Type of climate</i>
A5 – Physical area ◆	- <i>Surface area :</i> - <i>Location on a road map</i>
A6 – Name of the main urban centre/ settlement and its population of settlement	A6_1- <i>Name</i> A6_2- <i>Population</i>
A7 – When possible, administrative identification ◆	A7_1- <i>name</i> A7_2- <i>NUTS level :</i>
A8 – Is the study area classified as mountain area in the European framework of the LFA ? ◆	A8_1 <input type="checkbox"/> <i>Yes, entirely</i> <input type="checkbox"/> <i>No, not at all</i> <input type="checkbox"/> <i>Yes, partly</i> A8_2- <i>If partly, which percentage?</i>
A9 – Population density of the area	- <i>Number in inhabitants / km²</i>
A10 – Change in population between 1990 and 2000 ◆	- <i>Percentage of change</i>
A11 – When possible, working population of the area : ◆ - in agriculture - in industry - in service industries (included tourism) - unemployed :	- <i>Percentage in comparison with total population :</i> A11_1- <i>% in agriculture</i> A11_2- <i>% in industry</i> A11_3- <i>% in services (including % in tourism)</i> A11_4- <i>including % unemployed</i>
A12 – Existing regional or national natural parks	<input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i>

B1 – Total number of farms (approximate number) ◆	- <i>Number</i>
B2 – Total agricultural working population (approximate number) ◆	- <i>Number</i>
B3 – Total number of process industries (approximate number) ◆	- <i>Number</i>
B4 – Number of employees / enterprises	<i>Percentage</i> B4_1- % enterprises < 10 employees B4_2- % enterprises from 10 to 49 employees B4_3- % enterprises > 50 employees

C - Synthesis questions

<p>C1 – How agricultural and food processing sectors of the area could be defined compared with the overall region?</p> <p><i>Open question</i></p>
<p>C2 – Why this study area have been chosen?</p> <p><i>Open question</i></p>
<p>C3 – Quote any reference literature or contacts of organisations regarding the mountain area, or products, interesting in the context of the project (internet sites, scientific studies, articles, revues, contacts...)</p> <p>Bibliographic list (if possible in French and/or English)</p>

Product form

II – PRODUCT CHARACTERISTICS - AXIS 1 AND 2

Product description

◆ : this sign indicates that important question details are brought in the methodological guide and must be read to the interviewee before answering the question

D - Global characteristics of the product

D1 – Denomination of the product ◆	<i>D1_1- Name (in local + English language)</i> <i>D1_2- description (in a few words)</i>	
D2 – Quality identification on the product ◆ packaging ?	- <i>transcription of quality identification</i>	
D3 – Type of product ? ◆	<input type="checkbox"/> <i>Untransformed products</i> <input type="checkbox"/> <i>Transformed products</i>	
D4 – Category of product (see the list in ◆ the methodological guide)	<i>D4_1- number of the list</i> <i>or</i> <i>D4_2- other (if not in the list)</i>	
D5 – Type of identification of quality (see the ◆ 3 cases description in methodological guide)	<input type="checkbox"/> <i>Case 1 (complete D6 + D7)</i> <input type="checkbox"/> <i>Case 2 (complete D8 to D11)</i> <input type="checkbox"/> <i>Case 3(complete D12)</i>	
Case 1:	D6 – What is the name of the official identification of the product ?	- <i>Name(in local + English language)</i>
	D7 –How long has this identification been used for that product ?	- <i>year</i>
Case 2:	D8 – What is the name of the individual or collective mark ?	- <i>Name</i>
	D9 – Is it an individual or a collective mark?	<input type="checkbox"/> <i>Individual Mark</i> <input type="checkbox"/> <i>Collective mark</i>
	D10 – In the case of a collective ◆ mark , how many farms and process enterprises are using this mark ?	<i>D10_1- number of farms :</i> <i>D10_2- number of process enterprises :</i>
	D11 – Is there a process of official identification under way? → Which one?	<i>D11_1</i> <input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i> <i>D11_2- If yes : name (in local + English language)</i>
Case 3:	D12 – Is there a process of official identification or setting-up of a collective or individual mark under way? Which one?	<i>D12_1</i> <input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i> <i>D12_2- If yes : name (in local + English language)</i>

Axis 1

E, F, G, H, I - Intrinsic Characteristics of the quality products and identification of the origin and location of production, transformation

E0 - Type of products ◆ (see the description of the 3 cases in methodological guide)	<input type="checkbox"/> Case α (complete questions E) <input type="checkbox"/> Case β (complete questions F) <input type="checkbox"/> Case γ (complete questions G and/or H and I)
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CASE α **α – Case of agricultural rough products, no or little transformed, of animal origin**

E1 – What is the animal species concerned ? ◆	- Name (in local + English language)
E2 – When possible, what breed is concerned ?	- Name (in local + English language)
E3 – Is it a traditional breed either of mountain area of the study territory or of other mountain areas ? ◆	<input type="checkbox"/> Yes <input type="checkbox"/> No
E4 – Are the livestock farms located either in the mountain area of the study territory or in other mountain areas ?	<input type="checkbox"/> Yes, totally <input type="checkbox"/> Yes, partly <input type="checkbox"/> No, not at all
E5 – Do the animals concerned spent all their life either in the mountain area of the study territory or in other mountain areas? → If no, explain (time, location of husbandry, etc)?	E5_1 <input type="checkbox"/> Yes <input type="checkbox"/> No E5_2- if no, explain:
E7 – According to you (expert), do positive relations between particular natural conditions of mountain areas and the product exist ? → If yes, what are the impacts on the product or the breeding? → From what particular natural mountain conditions do they come? → Are they proved or at least scientifically recognised? ◆	E7_1 <input type="checkbox"/> Yes <input type="checkbox"/> No E7_2- If yes, what are the impacts? E7_3- what are natural conditions of mountain? E7_4 <input type="checkbox"/> Yes <input type="checkbox"/> No
E8 – What are the 2 or 3 main characteristic features of the product, in relation to breeding throughout the life of the animal? ◆	Open question on the 2 or 3 points

<p>E9 – One or more of the features described in ✦ E8 are typical or traditional either of mountain area of the study territory or of other mountain areas? If yes, which point(s) from E8?</p>	<p>E9_1 <input type="checkbox"/> Yes <input type="checkbox"/> No E9_2- <i>If yes, which point(s)?</i></p>
<p>E10 – According to you (expert) do one or ✦ more features described in E8 give particular characteristics to the marketed product ? → If yes, what are the characteristics of the product? → From which points in E8, these characteristics come from? → Are they proved or at least scientifically recognised?</p>	<p>E10_1 <input type="checkbox"/> Yes <input type="checkbox"/> No E10_2- <i>What are the characteristics of the product?</i> E10_3- <i>which points of E8?</i> E10_4 <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>E11 – Are the production and consumption seasonal?</p>	<p>E11_1- production : <input type="checkbox"/> Yes, <input type="checkbox"/> No E11_2- commercialisation <input type="checkbox"/> yes ; <input type="checkbox"/> No</p>
<p>E12 – Is consumption of the product ✦ traditional and/or typical either in mountain area of the study territory or in other mountain areas ?</p>	<p><input type="checkbox"/> Yes, a lot <input type="checkbox"/> Moderately <input type="checkbox"/> Not at all</p>
<p>E13 – The impact of this geographical origin ✦ on the image of the product to consumers is?</p>	<p><input type="checkbox"/> Strong <input type="checkbox"/> Weak <input type="checkbox"/> Nil</p>

<p>E14 – Remarks, comments on questions E1 to E13</p> <p><i>Open question</i></p>

CASE β

β – Case of agricultural rough products, no or little transformed, of vegetable origin

<p>F1 – What is the vegetable species concerned?</p>	<p>- Name <i>(in local + English language)</i></p>
<p>F2 – When possible, what is the variety?</p>	<p>- Name <i>(in local + English language)</i></p>
<p>F3 – Is it a traditional and/or typical species ✦ either from the mountain area of the study territory or from other mountain areas?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>

F4 – Are the farming areas located in the mountain area of the study territory or in other mountain areas?	<input type="checkbox"/> Yes, totally <input type="checkbox"/> Yes, partly <input type="checkbox"/> No, not at all
F7 - According to you (expert), do positive relations between particular natural conditions of mountain areas and the product exist? ♦ → If yes, what are the impacts on the product or culture? → From what particular natural mountain conditions do they come? → Are they proved or at least scientifically recognised?	F7_1 <input type="checkbox"/> Yes <input type="checkbox"/> No F7_2- What are the impacts? F7_3- Which natural conditions of mountain? E7_4 <input type="checkbox"/> Yes <input type="checkbox"/> No
F8 – What are the 2 or 3 technical features of this product, and in relation to the culture, throughout the production of the product ? ♦	Open question on the 2 or 3 points
F9 – One or more of the features described in F8 are typical and/or traditional either from mountain area of the study territory or from other mountain areas? ♦ If yes, which point(s) from F8?	F9_1 <input type="checkbox"/> Yes <input type="checkbox"/> No F9_2- Which point(s)?
F10 – According to you (expert), do one or more features described in F8 give particular characteristics to the marketed product ? ♦ → If yes, what are the characteristics of the product? → From which points in F8, these characteristics come from? → Are they proved or at least scientifically recognised?	F10_1 <input type="checkbox"/> Yes <input type="checkbox"/> No F10_2- What are the characteristics of the product? F10_3- Which points from F8? F10_4 <input type="checkbox"/> Yes <input type="checkbox"/> No
F11 – Are the production and consumption seasonal ?	F11_1- production : <input type="checkbox"/> Yes, <input type="checkbox"/> No F11_2- commercialisation <input type="checkbox"/> Yes ; <input type="checkbox"/> No
F12 – Is consumption of the product traditional and/ or typical either in mountain area of the study territory or in other mountain areas?	<input type="checkbox"/> Yes, a lot <input type="checkbox"/> Moderately <input type="checkbox"/> Not at all
F13 – The impact of this geographical origin on the image of the product to consumers is? ♦	<input type="checkbox"/> Strong <input type="checkbox"/> Weak <input type="checkbox"/> Nil

F14 – Remarks, comments on questions E1 to E13 <i>Open questions</i>

CASE γ **γ – Case of foodstuffs made from one or various agricultural rough products** **γ 0 – Type of transformed products**

What are the raw materials or ingredients ✦ which give the distinguishing character to the final product? (key character ingredients)	- list the key character ingredients (in local + English language)
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☞ For each main raw material of animal origin, → complete questions G1 to G10 and I1 to I13 ☞ For each discriminating raw material of vegetal origin, → complete questions to H1 to H10 and I1 to I13
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Key character ingredient or raw material of animal origin

G0 – Name and description of this key character ingredient	GH0_1- Name (in local + English language) GH0_2- Description (in a few words)
G1 – What is the animal species concerned? ✦	- Name (in local + English language)
G2 – When possible, what breed is concerned?	- Name (in local + English language)
G3 – Is it a traditional and/ or typical breed ✦ either of the mountain area of the study territory or of other mountain areas?	<input type="checkbox"/> Yes <input type="checkbox"/> No
G4 – Are the livestock farms located either in the mountain area of the study territory or in other mountain areas ?	<input type="checkbox"/> Yes, totally <input type="checkbox"/> Yes, partly <input type="checkbox"/> No, not at all
G5 – Do the animals concerned spent all their life either in the mountain area of the study territory or in other mountain areas ? → If no, explain (time, location of breeding, etc.)?	GH5_1 <input type="checkbox"/> Yes <input type="checkbox"/> No GH5_2- if no, explain:

<p>G7 – According to you (expert), do positive relations between particular natural conditions of mountain areas and the product exist ?</p> <p>→ If yes, what are the impacts on the product or the breeding?</p> <p>→ From what particular natural mountain conditions do they come?</p> <p>→ Are they proved or at least scientifically recognised?</p>	<p><i>GH7_1</i></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><i>GH7_2- If yes, what are the impacts?</i></p> <p><i>GH7_3- what are natural conditions of mountain?</i></p> <p><i>GH7_4</i></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
<p>G8 – What are the 2 or 3 main characteristic features of the product, in relation to breeding throughout the life of the animal?</p>	<p><i>Open question on the 2 or 3 points</i></p>
<p>G9 – Is the breeding type typical and/ or traditional either from mountain area of the study territory or from an other mountain area ?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
<p>G10 – According to you (expert), do one or more features described in G8 give particular characteristics to the marketed product ?</p> <p>→ If yes, what are the characteristics of the product?</p> <p>→ From which points in G8, these characteristics come from?</p> <p>→ Are they proved or at least scientifically recognised?</p>	<p><i>GH10_1</i></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><i>GH10_2- What are the characteristics of the product?</i></p> <p><i>GH10_3- Which points from G8?</i></p> <p><i>GH10_4</i></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>

<p>G14 – Remarks, comments on questions G1 to G10</p> <p><i>Open questions</i></p>
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DISCRIMINANTE raw material of vegetal origin

<p>H0 – Name and description of this key character ingredient</p>	<p><i>GH0_1- Name (in local + English language)</i></p> <p><i>GH0_2- Description (in a few words)</i></p>
<p>H1 – What is the vegetable species concerned ?</p>	<p><i>- Name (in local + English language)</i></p>
<p>H2 – When possible, what is the variety ?</p>	<p><i>- Name (in local + English language)</i></p>

H3 – Is it a traditional and/or typical species ♦ either from mountain area of the study territory or from other mountain areas?	<input type="checkbox"/> Yes <input type="checkbox"/> No
H4 – Are the farming areas located either in the mountain area of the study territory or in other mountain areas ?	<input type="checkbox"/> Yes, totally <input type="checkbox"/> Yes, partly <input type="checkbox"/> No, not at all
H7 - According to you (expert), do positive relations between particular natural conditions of mountain areas and the product exist? ♦ → If yes, what are the impacts on the product or culture? → From what particular natural mountain conditions do they come? → Are they proved or at least scientifically recognised?	<i>GH7_1</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>GH7_2- What are the impacts?</i> <i>GH7_3- Which natural conditions of mountain?</i> <i>GH7_4</i> <input type="checkbox"/> Yes <input type="checkbox"/> No
H8 – What are the 2 or 3 technical features ♦ of this product, and in relation to the culture, throughout the production of the product ?	<i>Open question on the 2 or 3 points</i>
H9 – One or more of the features described in ♦ F8 are typical and/or traditional either from mountain area of the study territory or from other mountain areas? If yes, which point(s) from F8?	<i>GH9_1</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>GH9_2- Which point(s)?</i>
H10 – According to you (expert), do one or ♦ more features described in H8 give particular characteristics to the marketed product ? → If yes, what are the characteristics of the product? → From which points in H8, these characteristics come from? → Are they proved or at least scientifically recognised?	<i>GH10_1</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>GH10_2- What are the characteristics of the product?</i> <i>GH10_3- Which points from H8?</i> <i>GH10_4</i> <input type="checkbox"/> Yes <input type="checkbox"/> No

H14 – Remarks, comments on questions H1 to H10

Open questions

Process of the foodstuff considered

<p>I3 – Is the know-how, referred in the product specifications and used for the processing of the foodstuff, traditional and/ or typical either from mountain area of the study territory or from other mountain areas?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>I4 – Are the various stages of the foodstuffs process located either in mountain area of the study territory or in other mountain areas?</p>	<input type="checkbox"/> Yes, totally <input type="checkbox"/> Yes partly <input type="checkbox"/> No, not at all
<p>I7 - According to you (expert), do positive relations between particular natural conditions of mountain areas and the product or its transformation exist? ♦ → If yes, what are the impacts on the product or transformation? → From what particular natural mountain conditions do they come? → Are they proved or at least scientifically recognised?</p>	<p>I7_1 <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>I7_2- What are the impacts?</p> <p>I7_3- Which natural conditions of mountain?</p> <p>I7_4 <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>I8 – What are the 2 or 3 main technical features, typical of the foodstuff, in relation to its process and know-how ? ♦</p>	<p>Open question on the 2 or 3 points</p>
<p>I9 – One or more of the features described in I8 are traditional or typical of the mountain area of the study territory or other mountain areas? ♦ → If yes, which points from I8?</p>	<p>I9_1 <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>I9_2- if yes, which points?</p>
<p>I10 – According to you (expert), do one or more features described in I8 give particular characteristics to the marketed product ? ♦ → If yes, what are the characteristics of the product? → From which points in I8, these characteristics come from? → Are they proved or at least scientifically recognised?</p>	<p>I10_1 <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>I10_2- What are the characteristics of the product?</p> <p>I10_3- Which points from I8?</p> <p>I10_4 <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>I11 – Is the consumption of the foodstuff seasonal?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>I12 – Is the consumption of this foodstuff traditional and/or typical either in the mountain area of the study territory or in any other mountain areas? ♦</p>	<input type="checkbox"/> Yes, a lot <input type="checkbox"/> Moderately <input type="checkbox"/> Not at all

I13 – The impact of this geographical origin
♦ on the image of the product to
consumers is?

Strong
Weak
Nil

I14 – Remarks, comments on questions I3 to I13

Open questions

Axis 2

J - Strategies for development of existing quality initiatives and marketing approaches

J1 – Current volume of product sold to ◆ consumers?	<i>J1_1- number</i> <i>J1_2- Unit</i>
J2 – Average selling price to consumers (in € kg or € liter)	<i>- number</i>
J3 – Current number of agricultural farms ◆ involved? (which includes on-farm processing)	<i>- number</i>
J4 – Current number of industries and ◆ craftsmen involved?	<i>- number</i>
J5 – Current number of retailers, wholesalers, ◆ involved ?	<i>- number</i>
J6 – Spread of market product :	<input type="checkbox"/> <i>Local</i> <input type="checkbox"/> <i>Regional</i> <input type="checkbox"/> <i>National</i> <input type="checkbox"/> <i>CEE</i> <input type="checkbox"/> <i>Europe</i> <input type="checkbox"/> <i>world</i>
J7 – Percentage per method of sale to ◆ consumers	<i>J7_1- Direct sale : %</i> <i>J7_2- Distribution through specialised traders, delicatessen: ... %</i> <i>J7_3- Distribution through traditional traders: ... %</i> <i>J7_4- Distribution through supermarket : ... %</i> <i>J7_5- Distribution through hotels and restaurants: ... %</i>

J8 – Remarks, comments on questions J1 to J7

Open question

Axis 1 + 2

K - General questions

K1 - Why can this product be specified as characteristic of mountain territory ?

Open question

**K2 – Free space to express any elements or criteria not mentioned in the questionnaire
✦ but necessary according to you for the correct and precise analysis of this
product**

Open question

**K3 – Quote any literature or contacts of organisations regarding the product,
✦ interesting for the project (internet sites, scientific studies, articles, revues, ...)**

Bibliographic list (if possible in French and/or English)

Regulation form

III – AXIS 3 : POLICIES AND REGULATIONS OF QUALITY INITIATIVES DESIGNATIONS

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 - Type of systems or politics developed for quality and/ or products origin

◆ (Read description of various cases in the methodological guide)

- ☞ Case 1: • complete questions L1 to L4
- ☞ Case 2: • Complete questions M1 to M14
- ☞ Case 3: • Complete questions N1 to N14

Then general questions will have to be completed only once.

Questions M20 to M23 deal with Case 2 (point of view on the whole of official quality marks)

Questions N20 to N21 deal with Case 3 (description of the whole of private marks)

And questions P1 to P2 deal with other regulation aspects ⇨ **important**

L – Global politics for quality management

(to be completed for each politic to be described)

L1 – Identification of the politic	L1_1- Name L1_2- date of application, setting-up L1_3- number of regulation reference (when necessary)
L2 – Is its implementation:	<input type="checkbox"/> International <input type="checkbox"/> European <input type="checkbox"/> National <input type="checkbox"/> Regional
L3 – Is this politic come from a European directive? If yes, which one?	L3_1 <input type="checkbox"/> Yes <input type="checkbox"/> No L3_2- Which one?
L4 – Describe this politic in terms of: → objectives; → strategies developed; → measures involved; → when possible, impacts; → This politic in the context of your study area and more widely mountain areas.	
Open question	

M – Official quality marks and designations*(to be completed for each quality mark to be described)*

M1 – Identification of the quality mark	<i>M1_1- Name</i> <i>M1_2- date of application, setting-up</i> <i>M1_3- number of product using that quality mark on the national scale</i> <i>M1_4- official basis text reference</i>
M2 – Is its implementation?	<i>M2_1</i> <input type="checkbox"/> <i>European</i> <input type="checkbox"/> <i>National</i> <input type="checkbox"/> <i>Regional</i> <input type="checkbox"/> <i>Other</i> <i>M2_2- If other, which one?</i>
M3 –Does this quality mark come from a European directive/ regulation? If yes, which one?	<i>M3_1</i> <input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i> <i>M3_2-If yes, which one?</i>
M4 - This quality mark implies a guaranty of:	<i>M4_1</i> <input type="checkbox"/> <i>A typical quality of the product</i> <input type="checkbox"/> <i>A source or an origin</i> <input type="checkbox"/> <i>Both together</i> <input type="checkbox"/> <i>other</i> <i>M4_2- If other: ...</i>
M5 – What type of quality is particularly reached with this quality mark? ♦ <i>Nb. Several choices are possible</i>	♦ <i>Please read carefully the methodological guide to understand what is expressed in these different qualities</i> <i>M5_1- <input type="checkbox"/> Organoleptic, sensory quality</i> <i>M5_2- <input type="checkbox"/> Quality of tradition, history</i> <i>M5_3- <input type="checkbox"/> Quality of tradition, terroir</i> <i>M5_4- <input type="checkbox"/> Environmental quality (of production, transformation systems, ...)</i> <i>M5_5- <input type="checkbox"/> Ethical and sustainable quality</i> <i>M5_6- <input type="checkbox"/> Hygienic and sanitary quality</i> <i>M5_7- <input type="checkbox"/> Quality of transparency of information communicated to consumers</i> <i>M5_8- <input type="checkbox"/> Landscape, territories amenities</i> <i>M5_9- <input type="checkbox"/> Other</i> <i>M5_10- If other? Which one?</i>
M6 - Is there an obligation for external control by a third body? If yes, is it?	<i>M6_1-</i> <input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i> <i>M6_2</i> <input type="checkbox"/> <i>a public organisation</i> <input type="checkbox"/> <i>a private organisation</i> <input type="checkbox"/> <i>independently one or the other</i>

If private organisation	M7 – Shall this private organisation be certified according to the EN 45011 standard?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Indifferent <input type="checkbox"/> In transition for certification
	M8 – What type of official identification on product and on various communication media, this quality mark gives the right to use?	M8_1- <input type="checkbox"/> a logo M8_2- (Describe / supply one) M8_3- <input type="checkbox"/> one/ some particular indications M8_4- precise which one: M8_5- <input type="checkbox"/> identification of a location M8_6- precise which one: M8_7- <input type="checkbox"/> other M8_8- precise which one:
	M9 – Is it possible to use supplementary indications on product to identify its origin or source? ♦ → If yes, what are the conditions? Which legislation manages it? → If no, why? Which legislation manages it?	M9_1 <input type="checkbox"/> Yes <input type="checkbox"/> No M9_2- If yes, conditions? M9_3- Which legislation? M9_4- If no, conditions? M9_5- Which legislation?
	M10 – Is it possible to use supplementary indications on product to identify “mountain” origin or another equivalent term (mountain pasture, ...)? ♦ → If yes, quote terms of identification → If yes, what are the conditions? → If no, why.	M10_1 <input type="checkbox"/> Yes <input type="checkbox"/> No M10_2- terms of identification M10_3- if yes, conditions: M10_4- if no, why?
	M11 – Is the quality mark reputation : → When possible could you give the reputation rate of this quality mark (according to recent polls), ♦	M11_1 <input type="checkbox"/> National <input type="checkbox"/> Regional <input type="checkbox"/> European M11_2 <input type="checkbox"/> 0 to 10% <input type="checkbox"/> 11 to 20 % <input type="checkbox"/> 21 to 50% <input type="checkbox"/> > 50%
	M12 – What are according to you, advantages and disadvantages of this quality mark to promote quality product from your study area and from mountain territories? Open question	

M13 – A diagram (quite simple) has to be achieved, representing procedures for obtaining quality marks. This diagram can present together different quality marks if they are managed in the same way. This diagram has to indicate:

1/ through appropriate arrows:

- regulation establishment, when existing
- specification recognition system
- control system

2/ Involved bodies:

- various organisations involved : European, national and/or regional authorities; producer groups; control organisations; etc.

M14 – Remarks, comments on question M1 to M13

Open question

N – Private quality identification

(to be completed for each mark to be described)

<p>N1 – Identification of the mark</p>	<p><i>NI_1- Name</i> <i>NI_2- date of setting-up</i> <i>NI_3- the mark owner (name + type of body)</i> <i>NI_4- geographical boundary of the mark (when meaningful)</i></p>
<p>N4 - This type of communication on product implies a guaranty of:</p>	<p><i>N4_1</i></p> <p><input type="checkbox"/> <i>A typical quality of the product</i> <input type="checkbox"/> <i>A source or an origin</i> <input type="checkbox"/> <i>Both together</i> <input type="checkbox"/> <i>Other</i></p> <p><i>N4_2- If other, which one?</i></p>
<p>N5 – What type of quality is particularly reached with this mark? ♦</p>	<p><i>N5_1- <input type="checkbox"/> Organoleptic, sensory quality</i> <i>N5_2- <input type="checkbox"/> Quality of tradition, history</i> <i>N5_3- <input type="checkbox"/> Quality of tradition, terroir</i> <i>N5_4- <input type="checkbox"/> Environmental quality (of production, transformation systems, ...)</i> <i>N5_5- <input type="checkbox"/> Ethical and sustainable quality</i> <i>N5_6- <input type="checkbox"/> Hygienic and sanitary quality</i> <i>N5_7- <input type="checkbox"/> Quality of transparency of information communicated to consumers</i> <i>N5_8- <input type="checkbox"/> Landscape and territories amenities</i> <i>N5_9- <input type="checkbox"/> other</i> <i>N5_10- If other, which one?</i></p>
<p>N6 - Is there an obligation for external control by a third body?</p>	<p><input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i></p>

<p>N8 – What type of official identification on product and on various communication media, this mark gives the right to use?</p>	<p>N8_1- <input type="checkbox"/> <i>a logo</i> N8_2- <i>(describe / supply one)</i> N8_3- <input type="checkbox"/> <i>one/ some particular indications</i> N8_4- <i>precise which one:</i> N8_5- <input type="checkbox"/> <i>identification of a location</i> N8_6- <i>precise which one:</i> N8_7- <input type="checkbox"/> <i>other</i> N8_8- <i>precise which one:</i></p>
<p>N9 – Do the mark mention or could mention ♦ supplementary indications on product to identify its origin or source? → If yes, what are the conditions? Which legislation manages it? → If no, why? Which legislation manages it?</p>	<p>N9_1- <input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i> N9_2- <i>If yes, conditions?</i> N9_4- <i>If no, conditions?</i></p>
<p>N10 – Do the mark mention or could ♦ mention supplementary indications on product to identify “mountain” origin or other equivalent terms (mountain pasture, ...)? → If yes, quote terms of identification → If yes, what are the conditions? → If no, why.</p>	<p>N10_1 <input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i> N10_2- <i>terms of identification</i> N10_3- <i>if yes, conditions?</i> N10_4- <i>if no, why?</i></p>
<p>N11 – Is the mark reputation :</p> <p>→ When possible could you give the ♦ reputation rate of this mark (according to recent polls)?</p>	<p>N11_1 <input type="checkbox"/> <i>National</i> <input type="checkbox"/> <i>Regional</i> <input type="checkbox"/> <i>Other</i> N11_2 <input type="checkbox"/> <i>0 to 10%</i> <input type="checkbox"/> <i>11 to 20 %</i> <input type="checkbox"/> <i>21 to 50%</i> <input type="checkbox"/> <i>> 50%</i></p>
<p>N12 – What are according to you, advantages and disadvantages of this quality mark to promote quality product from your study area and from mountain territories?</p> <p><i>Open question</i></p>	
<p>N14 – Remarks, comments on question N1 to N12</p> <p><i>Open question</i></p>	

General questions*(to be completed once only)***Case 2 : Quality marks**

M20 – Is the implementation and management of quality marks mainly undertaken by :	<i>M20_1- the implementation</i> <input type="checkbox"/> <i>Public sector</i> <input type="checkbox"/> <i>Producers associations, unions</i> <input type="checkbox"/> <i>Independent bodies</i> <i>M20_2- the management?</i>
If producers association	M21 – If producers associations have a key role (question M20), give, when you can, the weight (in percentage) of each of the following groups in the management and development of quality marks : <i>M21_1- Producers Unions:%</i> <i>M21_2- Sectoral producers association (e.g. fruits and vegetables): ... %</i> <i>M21_3- Industrial associations: ... %</i> <i>M21_4- Federation of Cooperatives: ... %</i> <i>M21_5- Local institutions: ... %</i> <i>M21_6- Others</i> <i>M21_7- If other, which ones?</i>
M22 – What is the development trend of the quality marks? Is there conflict of interest between the various initiatives and the various groups that is prejudicial to the general interest of mountain products? If yes, explain. Do you think it would be possible to limit that conflict? <i>Open question</i>	
M23 – Is the Community registration of national products in PDO, PGI and TSG linked to a prior national or regional certification or any other specific measure imposed by the national authorities? ♦ If yes, explain the connection system between regional/ national and European regulations. <i>Open question</i>	

*(to be completed once only)***Case 3 : Private marks**

N20 – Does an organisation that register private mark identification exist? → If yes, is it:	<i>N20_1</i> <input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i> <i>N20_2</i> <input type="checkbox"/> <i>International</i> <input type="checkbox"/> <i>National</i> <input type="checkbox"/> <i>Regional</i>
N21 – In general terms, is it possible to use a geographic name or an origin in the framework of a mark out of an official national or regional system? If yes, what are the conditions?	<i>N21_1</i> <input type="checkbox"/> <i>Yes</i> <input type="checkbox"/> <i>No</i> <i>N21_2- conditions:</i>

P - General questions

P1_1-

VERY IMPORTANT

- ◆ What is the official definition of “mountain area” in your study territory? Is it a European, National or local legislation?

(When no official national definition of the term “mountain” exists, please indicate here the characteristics you used to identify this word all along questionnaire 1)

Open question

P1_2-Is this regulation/ European ; National ; Regional

P2 – Other information and comments on Axis 3 that you have not been able to express.

Open question

END