“Quality bringing prosperity to European mountain territories: the European Charter for mountain food products coming true and inspiring the whole mountain economy”

Juanan Gutiérrez Lazpita
President of Euromontana
Bilbao, 23rd October 2014
Content

• What is Euromontana: vision and activities.

• Mountains and their products.

• The mountains food quality policy.
What is EUROMONTANA?

- European **multisectoral** association for cooperation and development of mountain areas (since 1996)
- More than 70 members from more than 20 countries
- Comprising:
  - regional development agencies,
  - regional authorities,
  - chambers of commerce and industry
  - agriculture organisations,
  - environmental organisations,
  - research organisations...
1953: FAO sponsored seminar on mountain development
- Biannual meetings on mountain sustainable development

1974: Confederation of European agriculture (CEA) sets up a permanent working group on socio-economic issues in mountain areas called “Euromontana” (Alps + Pyrenees)

1994: Euromontana decides to establish new relationships with Central and Eastern Europe countries + Representatives of other sectors than agriculture

1995: Successful meeting in Krakow, hosted by Poland → decision to establish Euromontana as a permanent legal entity

4 March 1996: Foundation of EUROMONTANA by representatives of 14 states
EUROMONTANA in Spain

HAZI Foundation

Diputacion Provincial de Teruel

Diputacion Foral de Gipuzkoa

Diputacion Provincial de Zaragoza

Diputacion de Navarra
Our vision of mountain areas: mountains are potential!

**Strengths:**
- The *positive image* of mountain areas
- Intense community life
- Very *rich culture*, traditions and heritage
- *The quality of life* of mountain population
- Rare, preserved and *renewable resources*
- Production of *quality goods and services*
- Modern and often *dynamic governance*

**Weaknesses:**
- Remoteness and accessibility
- *Sparseness* of businesses and population
- *Competition* between economic development and environment
- Sensitivity to *climate change*
Our vision of European mountains

- Our mountains are territories with a future and opportunities for Europe
- Mountain areas are distinctive areas of Europe which need to be *addressed specifically*.
- We call for *private and public investment* in these areas. The return on investments might be longer but will be *more sustainable*.
- 36% of European territory, 118 million inhabitants.
Different geographical areas:
Different situations, languages, cultures

Answer to needs of all Members in different Mountain ranges
Our actions

• Representing mountain communities:
  - Regular links with EU institutions
  - Experts in advisory groups, networks

• Promote the strengths.
  - Events, articles, external communication

• Organise cooperation amongst mountain people
  - EU projects

• Carry out, participate in or compile studies
External Network

Europe

- Rural NGOs (ECM)
- ENRD AG RD
- ELARD (Local action groups)
- AREPO ORIGIN

World

- Group 174
- FREE initiative
- EM

Organisations:
- INTERGROUP MOUNTAINS, ISLANDS, SPARSELY POPULATED REGIONS EUROPEAN PARLIAMENT
- Organisation des Nations Unies pour l'alimentation et l'agriculture
- Sustainable Agriculture and Rural Development MOUNTAIN POLICY PROJECT
- Mountain Partnership Rio+20
Working themes: main transversal themes

TERRITORIAL COHESION
Mountain people have the right to the same opportunities

POSITIVE EXTERNALITIES
Mountains deliver goods and services to society
All themes are interrelated
Need for an Integrated approach
## Mountains food products: 23 billion euro of turnover

<table>
<thead>
<tr>
<th>Activity output (bn€)</th>
<th>Total</th>
<th>Mountain</th>
<th>Share of each activity in total output (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>293.0</td>
<td>23.4</td>
<td>100</td>
</tr>
<tr>
<td><strong>Dairy products</strong></td>
<td>55.6</td>
<td>6.8</td>
<td>19.0</td>
</tr>
<tr>
<td><strong>Cow milk</strong></td>
<td>51.1</td>
<td>5.3</td>
<td>17.4</td>
</tr>
<tr>
<td><strong>Sheep and goat milk</strong></td>
<td>4.5</td>
<td>1.5</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>Meat-related products</strong></td>
<td>59.7</td>
<td>5.2</td>
<td>20.4</td>
</tr>
<tr>
<td><strong>Bovine animals</strong></td>
<td>21.2</td>
<td>2.7</td>
<td>7.2</td>
</tr>
<tr>
<td><strong>Sheep and Goat</strong></td>
<td>4.5</td>
<td>1.1</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>Pig</strong></td>
<td>26.9</td>
<td>1.1</td>
<td>9.2</td>
</tr>
<tr>
<td><strong>Poultry</strong></td>
<td>7.1</td>
<td>0.3</td>
<td>2.4</td>
</tr>
<tr>
<td><strong>Cereals</strong></td>
<td>51.8</td>
<td>2.1</td>
<td>17.7</td>
</tr>
<tr>
<td><strong>Olive groves</strong></td>
<td>7.6</td>
<td>1.7</td>
<td>2.6</td>
</tr>
<tr>
<td><strong>Vine</strong></td>
<td>20.3</td>
<td>1.6</td>
<td>6.9</td>
</tr>
<tr>
<td><strong>Fruit</strong></td>
<td>13.9</td>
<td>1.6</td>
<td>4.8</td>
</tr>
<tr>
<td><strong>Pome fruit</strong></td>
<td>6.3</td>
<td>0.8</td>
<td>2.2</td>
</tr>
<tr>
<td><strong>Stone Fruit</strong></td>
<td>3.5</td>
<td>0.4</td>
<td>1.2</td>
</tr>
<tr>
<td><strong>Nuts</strong></td>
<td>1.1</td>
<td>0.3</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>Citrus</strong></td>
<td>3.0</td>
<td>0.1</td>
<td>1.0</td>
</tr>
<tr>
<td><strong>Vegetables</strong></td>
<td>21.4</td>
<td>0.8</td>
<td>7.3</td>
</tr>
<tr>
<td><strong>Fodder</strong></td>
<td>5.4</td>
<td>0.6</td>
<td>1.8</td>
</tr>
<tr>
<td><strong>Potatoes</strong></td>
<td>7.9</td>
<td>0.4</td>
<td>2.7</td>
</tr>
<tr>
<td><strong>Eggs</strong></td>
<td>4.5</td>
<td>0.2</td>
<td>1.6</td>
</tr>
</tbody>
</table>

**Source:** own elaboration from EU-FADN (2007, 2008) – DG AGRI

- **Animal products:** 54%
- **Milk:** 29%
- **Meat and meat products:** 22%
- **Plant products:** 46%
- **Fruits, Wine, Olive oil:** 21%
- **Cereals + Vegetables:** 9%
Mountains products:

<table>
<thead>
<tr>
<th>Country</th>
<th>% of European production of mountain products</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITALIA</td>
<td>31%</td>
</tr>
<tr>
<td>SPAGNA</td>
<td>19%</td>
</tr>
<tr>
<td>FRANCIA</td>
<td>18%</td>
</tr>
</tbody>
</table>
Mountain products have strong market potential

- A **specific quality** due to:
  - A particular production environment (climate, altitude, water)
  - A specific savoir-faire linked to traditions
- Products **perceived positively** by consumers as:
  - Pure, healthy, natural
  - Benefits for the environment (low levels of input, landscapes)
  - Produced under conditions that promote local economy
- Difficult **production conditions:**
  - Higher production costs
  - Labour productivity weaker, less mechanization
  - Small quantities produced

→ **Quality: a instrument for promoting products**
14 years of work on mountain foods: from research to European legislation

1999-2000
- First working group
- DG AGRI study
- European Mountain convention Trento on Quality

2002-2004
- FP5 project “European Mountain quality food products”
- Mountain foods are specific
- Strong territorial impact

2005
- European Charter for mountain Quality Food products
- European Parliament
- 69 signatories from 12 countries

2007-2010
- FP6 EuroMARC
- Consumers interested in a mountain sign
- Need to strengthen the offer

2010-2012
- EU Policy debate
- Impact assessment
- IPTS study (ISARA-EM-UHI)

2012-2013
- Regulation CE 1151/2012, article 31: an optional quality term “mountain product”
- Delegated act...

What’s next
- Assessing potential for this new term in different contexts on the ground
- Raising awareness
- Supporting development

What’s next
EU quality scheme for mountain products

- **Mountain products** recognized as specific in European legislation
- Regulation **1151/2012** article 31 + delegated act
- **Optional quality term "mountain product"** for products:
  - Products of animal origin
  - Mountain feedstuffs
  - Mountain processing
- **An opportunity to support food mountains chains and draw the producers attention on the mountain food potential!!!!!**
European Charter of mountain food products

Charter addresses economic development and policy objectives:

- a better identification of these quality mountain products in the market.

- a recognition and promotion of the role of farmers and enterprises that produce in the mountain areas in Europe.

Launch in Brussels on 7th December 2005 at the European Parliament.
Positon paper:
« Promoting European Local Food Systems »

• Signed in Brussels on 16th October 2014 with European associations, networks and Region Lombardy.

• Aim: a better recognition of Local Food Systems and a better attention addressed to local production at European level by introducing measures to combat fraud.

• Signatures of European regions and launch in Expo Milan 2015.
For more information:

www.euromontana.org