



Developing mountain products: the new optional quality term for Mountain products at EU level and examples of marketing solutions

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Member of Euromontana

Milan, 11 June 2015



What is Euromontana?

- European **multisectoral** association for cooperation and development of mountain areas (since 1996)
- Around 75 members from 20 countries
- Comprising :
 - regional and local authorities
 - regional development agencies
 - chambers of commerce and industry
 - agriculture organisations
 - environmental organisations
 - research organisations
 - Training institutes...



Diversity of members = strength → increased interest from institutions



Agriculture is of vital importance for Euromontana members

- **France:**

APCA, SUACI Alpes du Nord, SUAMME, ACAP, CRA PACA, CNIEL, Association Porc Montagne, ISARA

- **Portugal:**

Association des JA (AJAP), ADVID (wine producers)

- **Italy:**

CIA, Sudtiroler Bauernbund, ERSAF

- **Romania:**

FAMD Dorna (federation of mountains farmers in Vatra Dornei); AGROMRO (professional training); MUNTE (national federation of mountain sheepers)

- **Spain:**

HAZI

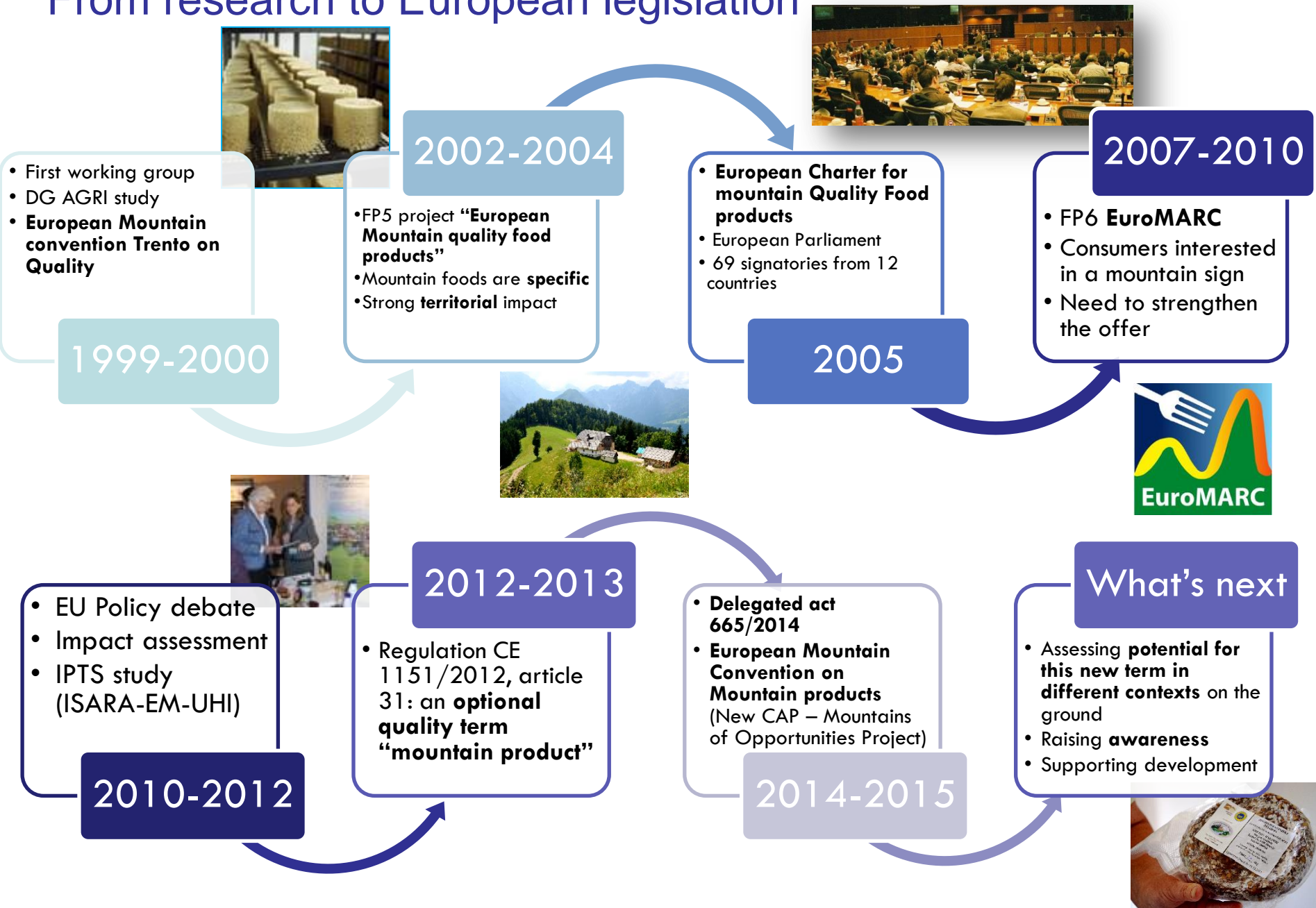
- **Switzerland:**

Office fédéral pour l'agriculture



15 years of work on mountain foods:

From research to European legislation



Mountains as a key and positive marketing image

- Perception of mountain products by the consumers:

- a pure, traditional and quality food
- Linked to health /pureness / good raw materials /authenticity /tradition / great taste /good quality /cultural value, often linked to origin

- BUT positive image used by fake products



The New Optional Quality term for Mountain Products

- Art.31 Regulation 1151/2012: definition of an optional quality term “Mountain products”:
 - **both the raw materials and the feedstuffs for farm animals** come essentially from mountain areas
 - in the case of processed products, **the processing also takes place in mountain areas**
- Mountains defined with altitude, difficult climatic conditions, slopes

Precised in the Delegated Act 665/2014

- Products of animal origin:
 - 2/3 life in mountain areas
 - at least 1/4 life in transhumance grazing on pastures in mountain areas
- Feedstufs:
 - % of annual animal diet (expressed as a % of dry matter) produced in mountain areas should be 50% for all animals but 60% for ruminants, 25% for pigs

Precised in the Delegated Act 665/2014

- Derogations for processing outside mountain areas:
 - 30 km distance for milk and milk products (in facilities existing before 3 January 2013), slaughtering animal, pressing olive oil
- Distance of this derogation can be reduced or suppressed by Member States

A positive signal to the producers and consumers

- For producers:
 - Recognition and promotion of the specific characteristics of mountain food products
 - Specific rules allowing transhumant animals to benefit from the scheme
 - No cost or long administrative procedure to benefit from the quality scheme
- For consumers:
 - Positive image (purity / quality of natural resources) linked to “mountain products” can’t be used by non-mountain products

But challenges remain important

- Farmers should:

- Seize this new opportunity to add value to their products
- Respect the production /transforming conditions
 - Challenge in particular for pigs alimentation (mountain cereals are scarce and usually not available on the market)
- Do marketing /communication about the mountain dimension of their products

Marketing example: Mountain Origine for French pork

- a new collective label: “Origine Montagne”

- an inter-trade charter

- Results:

- In 2014, 100 farmers, 3 abattoirs and 7 salting or packaging companies

- total turnover >€2 million



Marketing example: Mountain Origine for French pork

- Marketing actions:
 - recipes using mountain pork
 - a charter for livestock and processing building mountainous regions;
 - define the necessary technical conditions to comply with the quality required in accordance with the values and criteria of the “Mountain Origin” label ;
 - to define the marketing mix for the “Mountain Origin” label;
 - to create commercial promotion and marketing material for the shop;
 - to initiate a collective commercial dynamic



Marketing example: Pastoralism- mountain products in Norway

- Branding the real mountain products with a special brand based on tradition
- Marketing:
 - Established documentation for special qualities of dairy-products from mountain areas
 - and have established the first criteria for branding
 - Links with tourism



Marketing example: The products of the Pyrénées Ariégeoises Regional Natural Park

- Promotion of local products and short supply chains in agriculture and agri-food, artisanal, and forestry products
- A park brand with 3 criteria:
 - Link to the land
 - The human dimension
 - Respect for the environment



Marketing example: The products of the Pyrénées Ariégeoises Regional Natural Park

- Results:
 - 100 farmers and service providers are using the “Park Brand” for: fruit juices, preserves, sorbets, honey, vegetables, pork, poultry, flour products, Ariège wines, wooden objects, basketry and tourist accommodation
 - identification and recognition by consumers
- Marketing:
 - Website: www.produits-parc-pyrenees-ariegeoises.fr
 - Mapping to find producers /sellers
 - A distribution network has been set up

Thank you for your attention!



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