

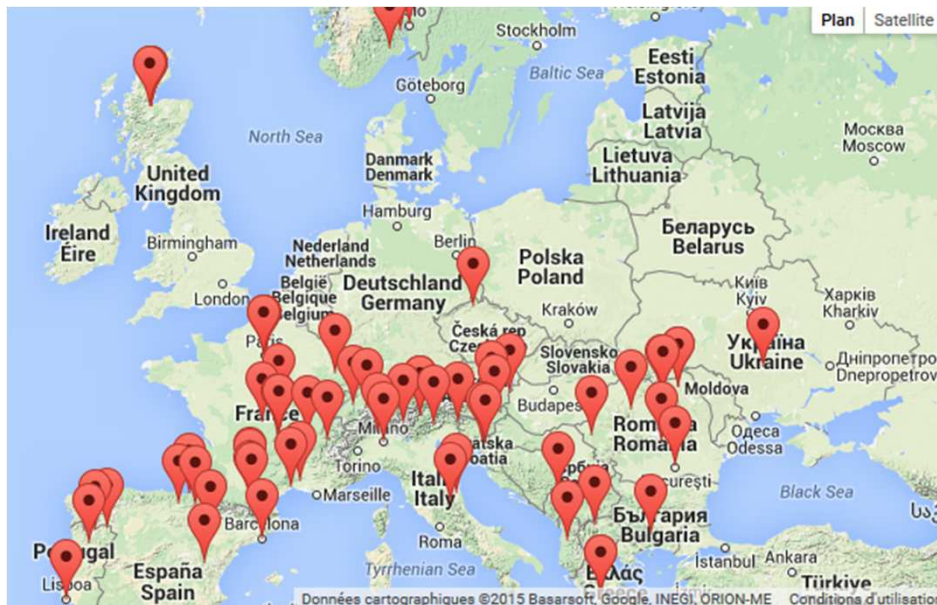


The new optional Quality term for Mountain products at EU level: a great opportunity for mountain people

Jon-Andreas Kolderup, Vice-President of Euromontana
Milan, 4 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:**

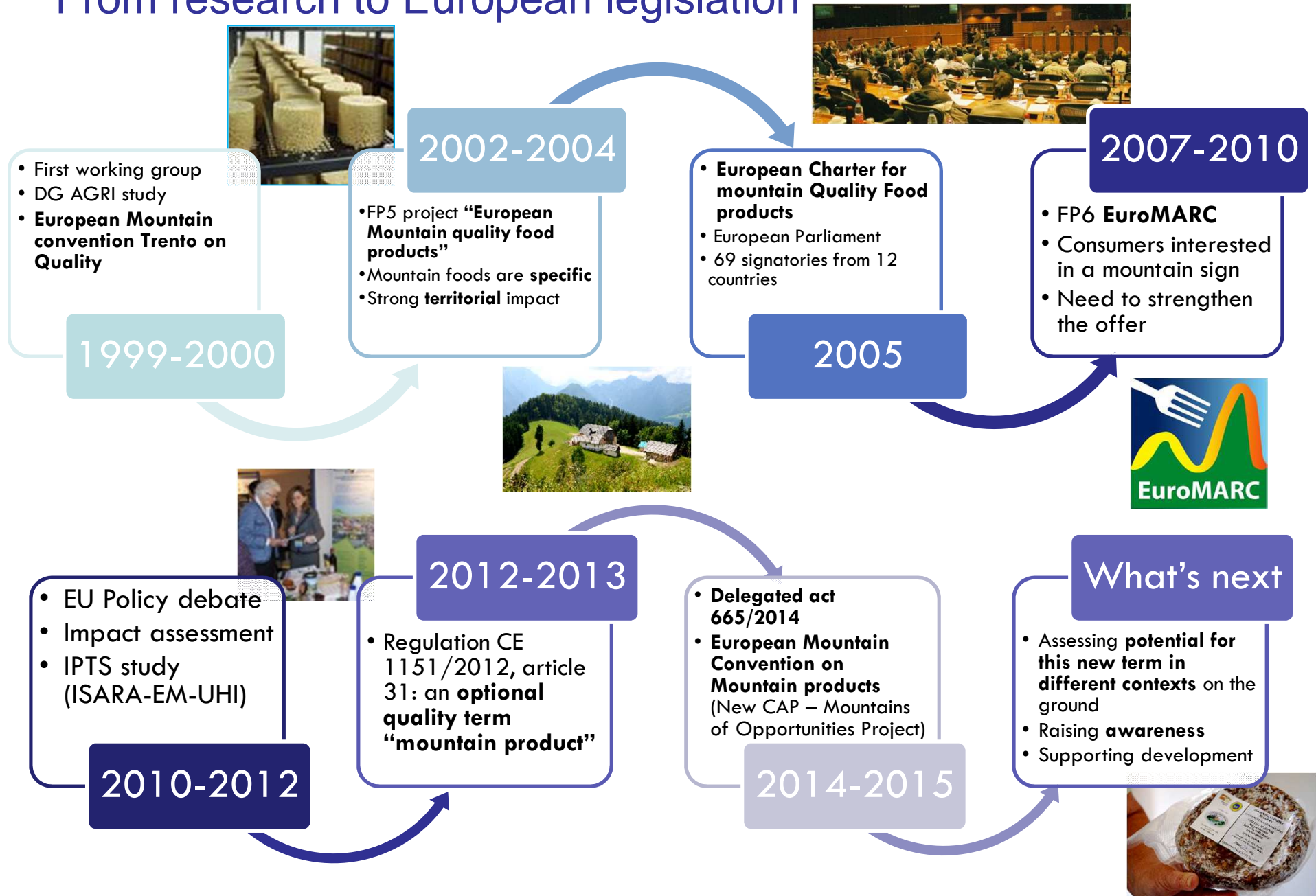
HAZI

- **Switzerland:**

Office fédéral pour l'agriculture



15 years of work on mountain foods: From research to European legislation



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
- Feedstuffs:
 - % 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
 - Assurance that a mountain product comes from mountain areas



But challenges remain important

- Member States should:
 - Adopt restrictions to the derogation
 - High risk for the credibility of the scheme if a cheese is produced far away from mountain area
 - Adapt the legislation at national level
 - without forgetting the control of the quality term
 - Most countries (except France) are still in the reflexion phase
 - Integrate specific measures to accompany producers in the Rural Development Programmes

But challenges remain important

- Mountain /farmers networks and associations should
 - Base their work on the new existing legislation
 - Avoiding duplicata that would weaken the scheme
 - Communicate to producers:
 - Explain the EU quality scheme and its opportunities
 - Share good practices
 - Analyse the concrete implementation of the optional quality scheme at national, regional and local levels



New Cap – Mountains of opportunities

- Communication campaign 2014-2015
- **European Mountain Convention « Quality from the mountains – prosperity for people and territories » (mountain products) in October 2014**
- Thematic factsheets linking mountain products with:
 - Innovation / Marketing /Socio-economic impacts /Environment /territorial approaches /Quality Tools
- **Country factsheets on:**
 - Spain /France /Italy /Slovenia /Romania /Portugal





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



Thank you for your attention!

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