



EUROPEAN ASSOCIATION FOR MOUNTAIN AREAS
ASSOCIATION EUROPEENNE POUR LES ZONES DE MONTAGNE

WHY SIGN THE EUROPEAN CHARTER FOR MOUNTAIN QUALITY FOOD PRODUCTS – VERSION 2016?

The European Charter for Mountain Quality Food Products was published for the first time in 2005 in order to promote legislation to protect mountain food products.

The 2016 version of The European Charter for Mountain Quality Food Products has been developed since the adoption of the optional quality food term, « mountain product »¹, in order to encourage the European Union to go further in the protection and promotion of mountain quality food products.

Euromontana and other stakeholders in mountain areas are happy with the progress that has been made in promoting and valorizing mountain agriculture, but our efforts cannot stop here.

The new version of the Charter is a tool to mobilize a range of actors around concrete actions that further the promotion and valorization of mountain food products, such as using the optional quality term, and thus to build an environment conducive to the production of mountain products.



EVERY SIGNATURE COLLECTED CONTRIBUTES TO:

- ▽ Supporting the sustainable development of mountain areas and offering a high quality of life in mountain areas.
- ▽ Sustaining agricultural activity in mountain areas that is adapted to the territory and its natural constraints.
- ▽ Preserving biodiversity and improving the quality of the environment while maintaining rural areas and landscapes (through ecosystem services).
- ▽ Maintaining and developing local traditions, culture, and collective heritage specific to mountain territories.
- ▽ Protecting mountain products against the fraudulent use of the term “mountain”.
- ▽ Encouraging the valorization of mountain products at the European level.
- ▽ Mobilizing stakeholders in mountain areas who have signed the Charter.

¹ Règlement (UE) N°1151/2012 et acte délégué (UE) N°665/2014