



How to better valorise mountain food products?

Launch of the European Charter for Mountain Quality Food Products

Wednesday 18 October 2017 from 14H00 to 18H00

Representation of the European Region Tyrol – South Tyrol – Trentino,

Rue de Pascale 45/47, Brussels

Mountain areas cover **29% of Europe's area** and are home to **13% of the EU population**. They host 15% of Europe's agricultural utilized areas and have 18% of agricultural holdings. The total output of mountain farming is estimated as **€23.4 billion**, around **8%** of the total EU agricultural output. As mountains occur in **16 Member States**, they represent an **important source of food** for Europe, not only for their inhabitants but also for those in the lowlands who visit them regularly or buy mountain products online or in their local shops.

Due to the natural character of the environment in which they are produced and the specific know-how used, mountain products are often of **higher quality** and highly regarded by consumers, who have expressed their wish to be better informed about the provenance of mountain food products. The main drivers of consumers' interest in mountain food are i) the **environmental friendliness** of the production and ii) the **socio-economic and cultural** dimension of these food systems. As a consequence, the European Union adopted a new regulation 1151/2012 for an **optional quality term protecting mountain products**, thus creating a **specific market segment** for these food products throughout the EU. This new market segment has a great **potential to expand**.

Three years after the adoption of the delegated act which defined the details of the new optional quality scheme, where do we stand? How do Member States apply this new legislation? Do the producers use this new possibility to valorise mountain products? Beyond the optional quality scheme, how to better valorise mountain products and create added value in mountain areas?

This conference will present a state-of-the-art of the new legislation and producers will explain why they have chosen to use this new optional quality scheme. The Euromontana Charter for Mountain Quality Food Products will be presented as a way to further encourage valorisation of mountain products. Policy-makers and practitioners will explain how they can help to support mountain farming.



Vertretung der Europaregion Tirol-Südtirol-Trentino
Rappresentanza della Regione Europea Tirolo-Alto Adige-Trentino

Interpretation will be given in French and English.

Conference hosted by Representation of the European Region Tyrol – South Tyrol - Trentino

DRAFT PROGRAMME

14.00 – 14.10 *Opening remarks* by **Juanan Gutierrez**, President of Euromontana: The economic importance of mountain products in European Farming

Session 1: How the Optional Quality Term for « Mountain product » can help to better valorise mountain products? *Moderation: Théo Gning, FNSEA*

14.10 – 14.25 State of the art of the implementation of the legislation in the different EU Member States, **Marie Clotteau**, Director of Euromontana

14.25 – 15.20 The new optional quality scheme for mountain products: how did some producers use this new scheme?

- Parmiggiano Cheese in Italy (tbc)
- SC MIRDATOD PROD SRL Ibanesti from Romania
- One French product (tbc)

15.20 – 16.05 *Round Table*: How to facilitate the implementation of the optional quality term for mountain products? How to establish relevant controls to respect the legislation?

- **Martin Pazeller**, Director of Agriculture in the Bolzano South Tyrol Region
- **Christian Jochum**, Austrian Chamber of Agriculture
- **Danut Gitan**, CEFIDEC, Romanian Ministry of Agriculture and Rural Development

16.05 – 16.30 *Coffee-break*

Session 2: How to further encourage the valorisation of mountain products? *Moderation: (tbc)*

16.30 – 16.45 The Charter for Mountain Quality Food Products: Euromontana's initiative to go further, one member of Euromontana's working group on mountain products

16.45 – 17.05 Promotion programme for food products: how does the European Commission support quality schemes in and outside the EU? **Lena NAESAGER**, Head of Unit DG AGRI (tbc)

17.05 – 17.55 *Round table*: How to valorise mountain products and create added value in mountain areas?

- **Jean-Pierre Saint-Martin**, 3 stars Chief of "le Viscos" Restaurant (tbc)
- Another example of valorisation
- **Dilyana Slavova**, EESC member and President of an association of Bulgarian milk producers
- **Michel Dantin**, Member of the European Parliament (tbc)
- **Branka Tomé**, Deputy Head of Unit, in charge of Quality schemes, DG Agri

17.55 – 18.00 *Conclusion remarks* by **Dominique Fayel**, Vice-President of Euromontana

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18.00 – 20.00: Cocktail of mountain products

Welcoming words by **Herbert Dorfmann**, Member of the European Parliament (tbc)

