

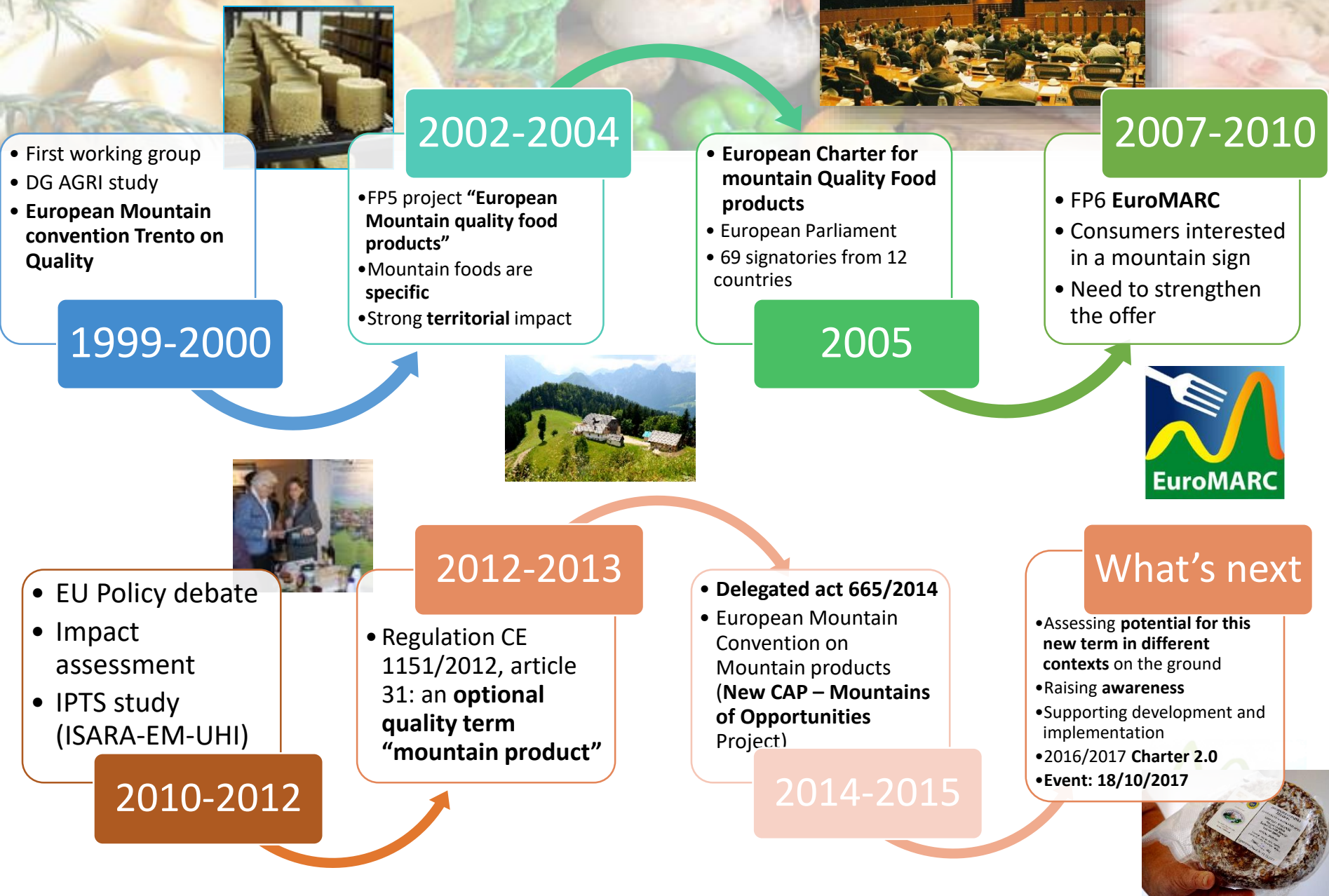


The Charter for Mountain Quality Food Products: Euromontana's initiative to go further

**Enrico Calvo, in the name of Elisabetta Parravicini Vice-
President of Euromontana
Brussels, 18 October 2017**



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



European Charter for Mountain Quality Food Products -2.0

• Why an updated Charter?

- To stimulate development of mountains and create added value
- To avoid misleading consumers from inappropriate use of the word « mountains »
- To increase the competitiveness of traditional mountain farming systems
- To protect the cultural heritage of mountain areas
- To ensure the delivery of ecosystem services



EUROPEAN CHARTER FOR MOUNTAIN QUALITY FOOD PRODUCTS
VERSION 2016

At Euromontana, we believe that the future of European mountain areas lies in living mountains, with integrated and sustainable development and a good quality of life.

BASED ON

- ◊ The work carried out by Euromontana between 2000 and 2016:
 - The final declaration of the II European Mountain Convention in Trento (2000)
 - The conclusions of the 2002-2004 project on mountain quality food products funded by the 5th Framework Programme
 - Euromontana's European Charter for Mountain Quality Food Products, presented at the European Parliament and signed by 69 signatories from 12 European countries (2005)
 - The conclusions of the 2007-2010 Euromarc project funded by the 6th Framework Programme
 - The findings of the IX European Mountain Convention in Bilbao and the 2014 DG AGRI project "A New CAP: Mountains of Opportunities"
- ◊ The European Union's Regulation No 1151/2012 – particularly Article 31 – and the Delegated Act No 665/2014 introducing the optional quality term 'mountain product'
- ◊ The Ordinance ODMA RO 2011 2375 of the Swiss Federal Council of 21 May 2014, protecting the denominations 'Mountain' and 'Alp' and the Ordinance DEFR RS 910.193 on the official signs for Swiss mountain and Alpine products

IN ORDER TO

- ◊ Stimulate development of mountains via agricultural products and create added value in mountain areas through the protection of mountain quality food products
- ◊ Avoid misleading consumers through the misuse of the term 'mountain' and to prevent market distortion through delivery of so-called mountain products which are not actually produced in mountain areas
- ◊ Increase the competitiveness of traditional mountain farming systems
- ◊ Protect the cultural heritage of mountain areas
- ◊ Ensure the delivery of ecosystem services by mountain farming systems

To sign the Charter, please scan here:



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European Charter for Mountain Quality Food Products -2.0

- What do we call upon?
 - Implement the legislation (optional quality term) and support farmers in its use:
 - National systems simple and easy to use
 - Information to farmers
 - Promotion policy and measures for mountain farming
 - Support the provision of ecosystem services delivered by mountain farming
 - Support the creation of an agenda for mountain areas
 - Specific measures for Operation Programmes

European Charter for Mountain Quality Food Products -2.0

- What do we call upon?
 - Producers to use the optional quality scheme, PDO/PGI and other ways to better valorise mountain products
 - Consumers to buy mountain products that are adequately protected

European Charter for Mountain Quality Food Products -2.0

- Euromontana engages itself to
 - Develop a database of good practices
 - Strengthen dialogue and foster exchanges of experiences between all actors
 - Encourage innovation and innovative projects
 - Include young people



European Charter for Mountain Quality Food Products -2.0

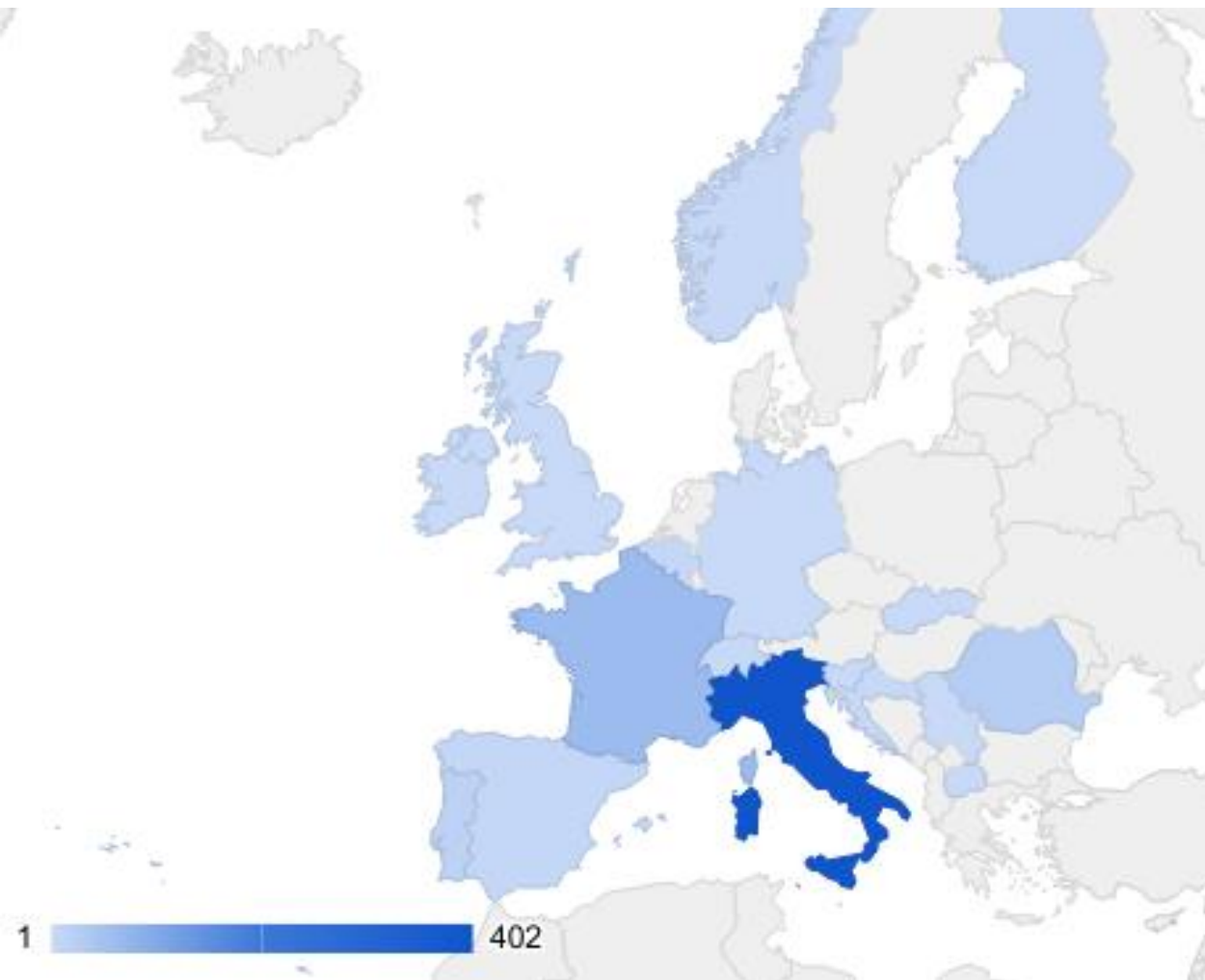
- Euromontana and its members are available to:
 - Advise national and regional authorities
 - Help to facilitate dialogue between all actors of mountain value chains
 - Support mountain stakeholders to raise awareness of consumers

European Charter for Mountain Quality Food Products -2.0

They already joined us!



The Charter for Mountain Quality Food Products



Italy :	402
France:	65
Romania:	28
Portugal:	18
Belgium:	7
Spain:	8
Switzerland:	4
Croatia:	3
Norway:	3
Turkey:	3

European Charter for Mountain Quality Food Products -2.0

What about you?

6 GOOD REASONS TO SIGN THE
**EUROPEAN CHARTER FOR MOUNTAIN
QUALITY FOOD PRODUCTS**

-  **1** TO HELP MAINTAIN AND DEVELOP LOCAL TRADITIONS, CULTURE, AND COLLECTIVE HERITAGE SPECIFIC TO MOUNTAIN TERRITORIES
-  **2** TO SUSTAIN AGRICULTURAL ACTIVITY IN MOUNTAIN
-  **3** TO PROTECT MOUNTAIN PRODUCTS AGAINST THE FRAUDULENT USE OF THE TERM "MOUNTAIN"
-  **4** TO PRESERVE THE PRECIOUS MOUNTAIN BIODIVERSITY
-  **5** TO SUPPORT THE SUSTAINABLE DEVELOPMENT OF MOUNTAIN AREAS
-  **6** TO ENCOURAGE THE VALORIZATION AND RECOGNITION OF MOUNTAIN PRODUCTS AT THE EUROPEAN AND INTERNATIONAL LEVEL

Sign the Charter here ↓



- Join us by [signing this 2.0 Charter](#)
- Participate in the viable models of agriculture in mountain territories
- Support mountain communities in the valorisation of mountain quality food products

Thank you for your attention!

EUROMONTANA

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