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

1999-2000
- First working group
- DG AGRI study
- European Mountain convention Trento on Quality

2002-2004
- FP5 project “European Mountain quality food products”
- Mountain foods are specific
- Strong territorial impact

2005
- European Charter for mountain Quality Food products
- European Parliament
- 69 signatories from 12 countries

2007-2010
- FP6 EuroMARC
- Consumers interested in a mountain sign
- Need to strengthen the offer

2010-2012
- EU Policy debate
- Impact assessment
- IPTS study (ISARA-EM-UHI)

2012-2013
- Regulation CE 1151/2012, article 31: an optional quality term “mountain product”

2014-2015
- Delegated act 665/2014
- European Mountain Convention on Mountain products (New CAP – Mountains of Opportunities Project)

2016/2017 Charter 2.0
- Event: 18/10/2017

What’s next
- Assessing potential for this new term in different contexts on the ground
- Raising awareness
- Supporting development and implementation
- 2016/2017 Charter 2.0

What’s next
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
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• 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
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• 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
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• 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
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- 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
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They already joined us!

- Consumers (409)
- Producers (32)
- Agricultural Organisations (22)
- Non-Profit/Non Governmental Organisations (21)
- University or Research Organisations (20)
- Associations (12)
- Local or Regional Governments (11)
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
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What about you?

• 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!

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