



How to better valorise mountain food products?

Launch of the European Charter for Mountain Quality Food Products

Conference organised by Euromontana
Brussels - 18 October 2017





How to better valorise mountain food products?

The economic importance of mountain products in European Farming

Juanan Gutierrez, President of Euromontana
Brussels, 18 October 2017



Mountain farming in EU agriculture

- 29% of (whole) Europe's area
- 13% of the EU population
- LFA definition 18.5% of the total EU area
- 15% of Europe's agricultural utilized areas
- 18% of agricultural holdings

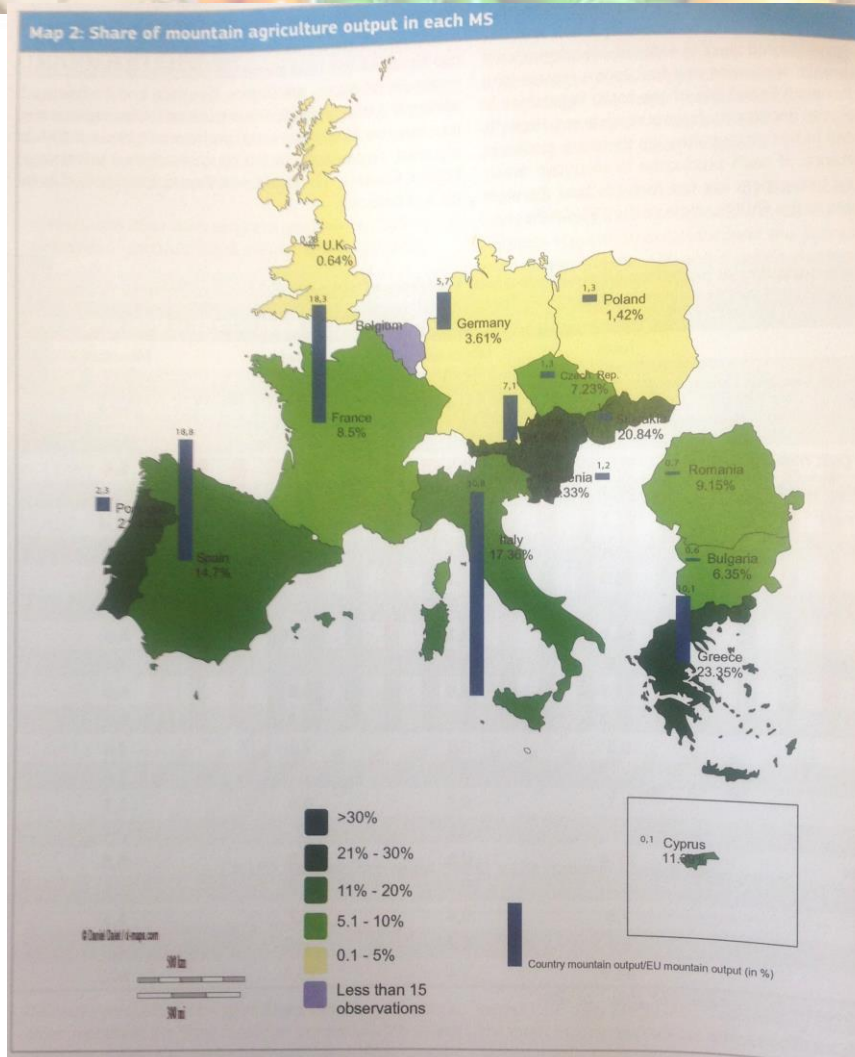


Total output of mountain farming: €23.4 billion

Type of production	Percentage of mountain activity	In billion €
Dairy products	29.1%	6.8
Meat-related products (more than half bovine meat)	22.2%	5.2
Cereals	8.8%	2.1
Olive groves	7.1%	1.7
Vine	6.9%	1.6
Fruit	6.7%	1.6
Vegetables	3.5%	0.8

Countries where mountain farming is the most important

Map 2: Share of mountain agriculture output in each MS



Source: own elaboration from EU-FADN (2008) - DG AGRI

Other economic activities

- Importance of diversification and multi-functionalism
- Role of tourism and agri-tourism
- Multiplier on local economy



Beyond the economic importance: the social, environmental and cultural dimensions

- Pastoralism:
 - More than 4 millions ha of agriculture depend on transhumance
- Positive externalities:
 - Biodiversity / avalanche protection / cultural landscapes/ fire protection
- Maintenance of local traditions
- Food as « provider of identity »

Why did we organise this conference? What do we expect from you?

- Where do we stand?
- How do Member States apply this new legislation?
- Do the producers use this new possibility to valorise mountain products?
- How to better valorise mountain products beyond the optional quality scheme?





**WE NEED
YOU!**

We need you!

- To sign the [Charter of Mountain Quality Food Products](#)
- To valorise mountain products
- To support mountain communities
- To give us your feedback

**WE NEED
YOU!**



Enjoy the conference!
Like mountain products!

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