



European Conference

## Quality from the mountains – Prosperity for people and territories

### IX<sup>th</sup> European Mountain Convention

22-24 October 2014, Palacio Euskalduna, Bilbao, Basque Country, Spain

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## PROGRAMME

### Day 1 – Wednesday 22 October 2014

4 study tours related to the topic *“How the CAP helps and can help developing quality and efficient supply chains in the Basque Country?”*

8.45: *Departure by bus from Euskalduna*

1. Study Tour 1: **Getaria-Donostia**. 9:00h-20:00h. Languages: ES-EN
2. Study Tour 2: **Urdaibai Biosphere Reserve**. 9:00h-17:00h. Languages: ES-EN
3. Study Tour 3: **Montaña Alavesa**. 9:00h- 17:00h. Languages: ES-FR
4. Study Tour 4: **Rioja Alavesa**. 9:00h- 19:00h. Languages: ES-FR

### Day 2 – Thursday 23 October 2014

8.00 Welcome and registration

09.15 **Official opening**

#### **Session 1: Opening: Mountain supply chains in European policies 2014-2020**

09.50 **“Quality bringing prosperity to European mountain territories: the European Charter for mountain food products coming true and inspiring the whole mountain economy”**, Juanan Gutiérrez Lazpita, President of Euromontana

10.10 **“The new Common Agricultural Policy: a promising toolbox for mountain supply chains”** Jerzy Plewa, Director General of the DG for Agriculture, European Commission

10.40 **“Ambitious national policies for mountain supply chains”** Video-message from the Maurizio Martina, Italian Minister of Agriculture and President of the European Council

11.00 **“Mountain supply chains at the heart of mountain regions development strategies”** Bittor Oroz, Deputy Minister of Agriculture, Fisheries and Food Policy of the Basque Government



This event is co-financed by the European Commission, in the framework of the CAP information campaign “A new CAP-Mountains of opportunities”.



11.20 Coffee break

## Session 2: Academic and international approaches: why do mountain supply chains matter?

11.50 *"The valorisation of mountain farming in the International Year of Family Farming-2014"*, Rosa Laura Romeo, Programme Officer, Secretary of the Mountain Partnership of the FAO and Auxtin Ortiz, Director General of the World Rural Forum

12.20 *"Territorial development through marketing of products: state of the art"* Camille Chamard, Professor and Director of the Pau-Bayonne Institute for Business Management

13.00-14.30 Lunch

## Session 3: Mountain supply chain development: key challenges and opportunities, how can the CAP respond?

14.30-18.00 → Workshops

Moderator: Robin Clarke (Highlands, Escocia)

1. **INNOVATION- Mountain products, territories and innovation – Languages: FR-EN**
  - *Recovery of the old mountain vineyards in Asturias, creation of the Vinos de Cangas Denomination of Origin*, Carmen Martinez Rodriguez, Director of the research team, Biological Mission of Galicia, CSIC (Galicia, Spain)
  - *Meat cutting and processing room in Brioude to improve local organic and mountain production*, Emilien Piroux, Farmer, Young Farmers (Haute Loire, Auvergne, France)
  - *Innovating Agriculture: "Fresh and Ready to eat" Produce in Umbria*, Luciano Concezzi, Head of Innovation and Research Dept. of Umbria 3A Agrofood Technology Park (Umbria, Italy).
2. **TERRITORIAL APPROACH- Cross-fertilising promotion of products and territories - Languages: ES-FR**

Moderator: Laurent Gomez (AREPO, Association of European Regions for Products of Origin, Belgium)

- *GREEN MOUNTAIN - A Sustainable Development Model for Green Mountain Areas*, Claudio Carlone, Project Coordinator, Province of Macerata (Macerata, Italy).
- *Experience, products and territories: how do the agricultural mountain sectors transform their specificities into economic realities? The example of the dairy sheep sector of the Atlantic Pyrenees*, Jean Michel Anxolabehere, President of the Association of Chambers of Agriculture of the Pyrenees (ACAP) (Atlantic Pyrenees, France)
- *The products of the Ariège Pyrenees Regional Park: a territorial strategy to build a multi-network and multi-player range*, Matthieu Cruège, Director of the Ariège Pyrenees Regional Nature Park (Ariège, Midi-Pyrénées, France)



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### 3. **SOCIAL-ECONOMIC IMPACT- Mountain supply chains, income generation and employment**

- Languages: ES-EN

Moderator: Eivind Brenna, (Oppland government, Norway)

- *Local mountain supply chain for a higher added value – Planika dairy case study*, Miro Kristan, Head of Department, Soča Valley Development Centre (Soča Valley, Slovenia)
- *The Brimi Cuisine Education Office is a joint effort between tourism companies in the Jotunheimen area*, Bjørg Aaseng Vole, Opplæringskontoret Brimikjøken (Oppland, Norway)
- *Eco Wine and FSC Cork: a Driving Force of Rural Development*, Lourdes Hernández Martínez, External consultant, WWF Spain (Spain)

16.00-16.30 – Changing of workshops and coffee break

### 4. **ENVIRONMENT AND HERITAGE- Mountain products and preservation of the environment and heritage-** Languages: FR-EN

Moderator: Thierry Percie du Sert, (ARPE, Agency for Sustainable Development, Midi-Pyrénées, France)

- *Economountain, Economy of biodiversity in the mountain area of Vila Pouca de Aguiar*, Mário Agostinho, Environmental/Biodiversity specialist, Sinergie Ambiente, Lda., member of ADVID (Association for the Development of Viticulture in the Douro Region, Douro, Norte Region, Portugal).
- *General agricultural contest of flowering meadows*, Marc Sitter, Project Manager Permanent (Assembly of Chambers of Agriculture, APCA, France)
- *Using Biodiversity to promote Mountain Agricultural Products*, Henrique Pereira dos Santos, Project Manager, Aguiar Floresta, (Alto Trás-os-Montes, Norte Region, Portugal).

### 5. **MARKETING STRATEGIES- Attracting consumer's attention in a competitive environment: comparing different marketing strategies adapted to different contexts: - Languages: ES-EN**

Moderator: Alazne Uribarri (HAZI, Basque Country)

- *Creation and implementation of an interprofessional group branding with "mountain" classification for pork meat in France. Project of the "Mountain Origin" brand*. Bruno Dounies, Mountain Pork Association (APM) (France)
- *Branding products from dairy summer farms*, Katharina Sparstad, Farmer, Norskseterkultur (Norwegian Transhumance and Pastoralist Association), (Norway)
- *Food & Biodiversity – development & research*, Fergus Younger, Project Manager, Scottish Agricultural Organisation Society, (Scotland, United Kingdom)



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## 6. TOOLS - Quality improvement, traceability and control - Languages: ES-FR

Moderator: Théo Gning (FNSEA, National Federation of Farmers' Unions, France)

- *Basque Country “Euskal Okela” beef certification: from the farm to the consumer*, Estibalitz Isasti Muguruza, Sectoral Enabler, HAZI (Basque Country, Spain)
- *How to differentiate mountain production? The example of Mon lait: A “Mountain” based producers’ brand*, Maryline Crouzet, Director, SIDAM Network of Chambers of Agriculture (OIER) of the Central Massif (Massif Central, France)
- *Branding food products from the mountain region of Valdres in the south of Norway*, Marit Blomlie, Manager, Valdres Nature and Culture Park (Oppland, Norway)

18.00 – 18.45 – Brief summary: 5 key messages from each workshop.

18.45 – End of sessions

20.15 – Bus transport to the restaurant

20.45 – Dinner at AZURMENDI restaurant.

## Day 3 – Friday 24 October 2014

### Session 4: Networking and strategies for dynamic mountain supply chains

8.30 – Welcome of participants

9.00-11.00 – Three collaborative work sessions:

#### Improving networking and cooperation among mountain supply chain actors - Languages: ES-FR

Moderator: Thomas Egger (SAB- Swiss Centre for Mountain Regions, Switzerland)

- *Douro Region Wine Cluster*, Jose Manso, Chairman of the Board, ADVID (Association for the Development of Viticulture in the Douro Region, Douro, Norte Region, Portugal).
- *Pyrenees Brand Project*, Philippe Machenaud, President of Chambers of Commerce and Industry (CCI) of the Pyrenees (France)

#### Developing better synergies between mountain value chains and tourism - Languages: ES-EN

- Moderator: Dave Robert (Development and Infrastructure Service. Highland Council HQ)

- *Mountain Products Road in Croatia*, Danijel Bertović, Chairman of the Board, (Local Development Agency PINS, Croatia)
- *Promoting agricultural and artisanal business in the Alpine region tourist industry*, Christophe Leger, Farmer, (SUACI, Alpes du Nord, France)



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- *Marketing Tourist Farms in Brkini and Kras*, Marie Clotteau, Project Manager, Euromontana (Slovenia).

## **Preparing local development strategies integrating ambitious plans for mountain products development: LEADER initiatives - Languages: FR-EN- ES**

Moderator: Aurelio García Bermudez (REDER, Spanish Network for Rural Development, Spain)

- *"C'nos terroirs": a rural sales point anchored in your territory!* Francois Thabuis, Farmer, Young Farmers (Haute Loire, Auvergne, France)
- *ITERA-AA, cooperating for innovation in production processes and in agrifood produce sale in the rural area*, Edurne De Miguel Zufiaurre, Agent for Employment and Local Development, (Cederna Garalur, Navarre, Spain)

11.00 – 11.30 Coffee break

## **Session 5: Designing the way forward for mountain supply chain development**

11.30 - Report from session 4:

- **An action plan for future networking activities among European mountain supply chain actors: main outcomes**
- **Synergies between value chains and tourism: main outcomes**
- **Main outcomes of discussion among mountain LEADER groups**

12.00- **How can policy-makers and management authorities support these initiatives** within the framework of future European policies, especially through LEADER/CLL. Debate with administrative authorities from 5 countries.

- George Farlow, Councillor, The Highlands Council, Scotland
- Claude Comet, Managing Director of the Regional Council for tourism and mountain, Rhône-Alpes Region (France).
- Theano Vrentzou-Skordalaki, Deputy Governor of the Region of Crete
- Bittor Oroz, Deputy Minister of Agriculture, Fisheries and Food Policy of the Basque Government
- Domènec Vila Navarra, Director General of Food, Quality and Agrifood Industries of Generalitat de Catalunya

**13.00- Closure of the event by the President of Euromontana, Juanan Gutiérrez and the Director of Rural and Coastal Development and European Policies, Elena Gutiérrez.**

14.00 Lunch



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