



TOOLS FOR QUALITY AND TRACEABILITY



Tools for the quality and traceability of mountain products

Quality is one of the most important factors for mountain products. The improvement and enhancement of it through a **clear traceability and control** can help to create a **competitive high quality product from mountain farming**. Nowadays modern tools are available to guarantee quality throughout the supply chain and they could be optimised and taken up. The cost benefit relation of using these kinds of tools should also be explored to see in which combination of tools we get the maximum quality and profitability.



Policy instruments

Several policies at the European Union support the improvement of quality and traceability:

- The Optional quality term “mountain product” (EU Regulation No 1151/2012) can help to show the real origin and quality of the product, protecting mountain farmers and consumers
- EAFRD measures (Reg. №1307/2013) of the CAP (Common Agricultural Policy) such as Article 16- “Quality schemes for agricultural products and foodstuffs” or Article 45-“Investments”, can strongly support the improvement of the quality and traceability of mountain products.
- Section 3 of Common Market Organisation measures on labeling and presentation in the wine sector, could be interesting for wine producers. As well as the Article 150 - “Regulation of supply for cheese with a protected designation of origin or protected geographical indication”, in the case of dairy farmers.



Co-financed by the Directorate General for Agriculture and Rural Development of the European Union

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“Mon Lait”: a producers' brand based on the "Mountain" label

The context

The Mountain Milk Producers' Association (APLM), which was created in December 2010, is the culmination of 3 years of work carried out by farmers in the Massif Central who sought to root milk production and its processing tools in mountainous regions.

The objectives of the APLM are to:

- To anchor the mountain dairy production in the mountain territories.
- Bring together producers of milk in the mountainous Massif Central region.
- Continue to promote the “Mon Lait”/“My Milk” dairy product brand, the first mountain milk brand owned by the milk producers, among large-scale distributors.



The project

- Producing products in partnership with interested processing businesses.
- Producing an operation model for the mountain milk sector.
- Informing milk producers throughout the Massif Central of the procedure to become a member of the association and processing membership applications.
- Commercial negotiations with large-scale distributors.
- Recruiting a person responsible for marketing and a person responsible for managing the association.
- Promoting the product on behalf of the producers who are members of the association.

The results

- 1040 producers are members, spread across 7 regions in the Massif Central.
- Under a contract with TERRA LACTA which produces “Mon Lait” packages in its factory in Theix:
- 1 million litres sold under the “Mon Lait” brand since June 2013.
- 4 large national retailers selling “Mon Lait”, to be available in 30 shops by the end of 2013 and 90 shops by the end of 2014.
- When promotional days have been carried out by producers, sales have doubled.

Innovative points

- **All livestock breeding is carried out in the mountainous region;** at least 70% of the feed for the herds comes from businesses located in the mountainous region.
- **Producers are also optimally placed to promote their products in shops.**
- A project carried out on the distinctiveness of mountain produce through research (INRA) and partners in the Massif to highlight the specific characteristics of mountain milk and to study the feasibility of using specific criteria to define mountain milk.

Beef certification in the Basque Country: Euskal Okela

The context

The aim of the initiative was to **improve the traceability for beef meat under the label "Euskal Okela"**, from the farm to the consumer's sale unit. Both, to control every step in production, and at the same time, to inform the consumer about the product's origin.

The project

- Development of an innovative computer program "control and certification system" to implement in the control systems of the butcheries. The programme is in continuous evolution, adapting it to the different market conditions.
- Communication to the consumer and society in general explaining the "Euskal Okela" project.
- Constant advertising-promotion to the consumers to stimulate their demand for the certificated label.

The project has evolved from its inception as follows:

- 1994: innovative computer program installed in the scale control, which could certify Euskal Okela, which in turn is connected via modem to the central control.
- Year 2000-2001: Modification of the software so that it could certify the Euskal Okela meat carrying individual traceability (animal to animal).

- Year 2012: In this case, the control and certification system is installed on an external computer. The balance is connected to external equipment and the control centre via internet (real time).



The results

In the year 2013 the results were the following:

	2013
REGISTERED FARMERS	1.001
FEED PROVIDERS	30
FEED	114
"EUSKAL OKELA" CHANNELS	10.240
"EUSKAL OKELA" KILOGRAMS	3.060.267
AUTHORISED SLAUGHTERHOUSES	5
WHOLESALE OUTLETS	8
CUTTING PLANTS	5
AUTHORISED SELLING POINTS	243

A taste of Norwegian Mountains



The context

Valdres Nature- and Culture Park is a rural development region. Through long-term branding related to natural and cultural values and local control, the region provides increased value creation and contributes to vitality of local communities. In this setting, agricultural products are a priority. Through this work, the region of Valdres preserves and develops important values of local, national and international character, for future generations.

Valdres Nature and Culture Park has set as its main objective to be an arena for cooperation between municipalities, tourism, culture and recreation organisations, farmers and other actors. They work together to create products and experiences that are unique because of their distinctive characteristics. By doing this, we build a strong brand identity; Valdres. In other words, they brand the region with branded agricultural products giving an added value linked to the origin of the product. Pure positive synergies!

The project

The stimulus for the project was the need for a new way of thinking, and bringing the assets of the region together in an innovative way that could promote its development.

For this purpose, they have branded several products such as:

- Rakfisk from Valdres: a fermented fish – mostly mountain trout.
- Cured meat sausage from Valdres: made from old recipes from the region.
- “Stølsmjølk”: Milk from summer mountain farms in Valdres.

Rakfisk and cured meat are territorially branded to protect the products from more industrialised production. This was done to protect a traditional way to produce rakfisk. Rakfisk from Valdres is the most popular rakfisk in Norway and achieves the highest market price in Norway. The same goes for Cured sausage from Valdres.

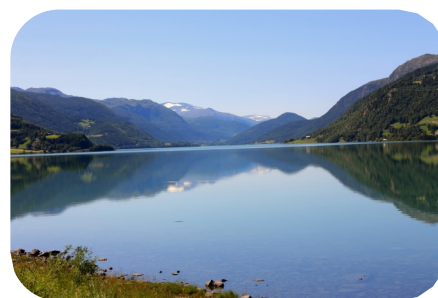
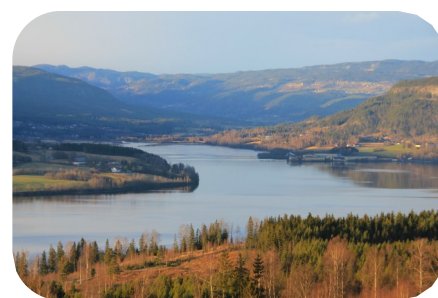
The branding of stølsmjølk is one of several ways to promote Valdres as the core area for summer mountain farming in Norway.

The results

In general the initiative aims at branding the different territorial products to underline their origin and quality in order to obtain added value.

More specifically the initiative has:

- Added value and price for the products at consumer level and better price to the farmers.
- And strengthened the branding of the region Valdres.



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