



# TERRITORIAL APPROACH



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## Territorial approach of mountain products

Cross-fertilising effects of promotion of products and promotion of places help to increase attractiveness of mountain areas. Sometimes it is the reputation of the territory which positively impacts the products, sometimes it is a well-known mountain product which increases the attractiveness of one mountain area. The new optional quality term « mountain product » has defined a geographic area for producers to be allowed to use this term: it gives importance of the territorial dimension of mountain supply chains.

The territory and its products can be combined with **different types of territorial brands**: such as geographic indications (PDOs, PGIs) to regional brands, park brands, brands implemented by LEADER groups... This variety of brands can bring additional value but at the same time can be confusing for the consumer. For this purpose it is **necessary to analyse which is the best strategy and brand for each supply chain** to make the best of use it.



## Policy instruments

We can find several opportunities to finance territorial approaches linked to mountain products:

- **The Optional quality term “mountain product”** (EU Regulation No 1151/2012) ensures that mountain products can only be produced in a specific and defined geographic area.
- Within the CAP (Common Agricultural Policy), EAFRD (European Agricultural Fund for Rural Development) measures (EU Regulation. N°1307/2013) can support territorial approaches such as Article 16- Quality schemes for agricultural products, and foodstuffs, Article 27- Setting up of producers groups, Article 36- Cooperation measures.
- Sectoral measures from the COM (Common Market Organisations) (EU Regulation N°1308/2013) can also be used for different sectors:
  - Olives and olive oil: Article 29
  - Wine, Section 2- Designations of origin geographical indications and traditional terms in the wine sector: Articles 92 to 116.
  - Section 3- Milk and milk products: specially Article 150- Regulation of supply for cheese with a protected designation of origin or protected geographical indication.



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[www.newcapmountain.eu](http://www.newcapmountain.eu)

# GREEN MOUNTAIN - A Sustainable Development Model for Green Mountain Areas

## Context

The **South East Europe** Space, and in particular the territories of Green Mountain, hosts **important and delicate Mountain areas**. These highly sensitive areas, already remotely situated and geographically isolated, are exposed to a series of **risks and threats in terms of global environmental, political, economic and social changes** (depopulation, land use changes, climate change, abandonment of traditional subsistence activities, political mismanagement, exploitation through mass tourism and more generally over exploitation of natural resources for economic profit, etc.) with **negative consequences on the preservation of natural heritage and on a balanced economic and social development**.

A major challenge in order both to ensure appropriate protection of these natural areas and to valorise the natural resources available is to develop a **Sustainable Development and Management Model** that can: a) **generate sustainable economic activities** and; b) identify **common priorities and strategies for an integrated territorial approach** which can be translated into coordinated and efficient management plans.



## The project

The aim of the project was to jointly develop and transfer, a **sustainable development and management model** which could provide an **integrated strategy** to enhance the valorisation and preservation of **natural and protected mountain areas**.

It has been achieved through three successive phases:

- exchange of information and experience** and the development of methods, strategies and good practices;
- the drawing up of **management plans**, and;
- the **practical trying out and application of selected pilot actions** within the test areas involved.

## Results

- A common Sustainable Development and Management Model:** it has described a process that, starting with a survey of the area concerned, has led to a development process resulting in several activities that finally have influenced the situation of the local population positively.
- Eight Management Plans:** eight partners have drawn up an integrated and coordinated Management Plan for his territory with the help of the methods, indications and strategies developed in Working Groups as well as on the basis of the Common Model.
- An Online Platform** was a tool to achieve knowledge transfer and European wide promotion and marketing of the involved mountain territories.

## Creation of a focus Group on South Eastern Europe

In February 2014, **Green Mountain and Euromontana** signed a Memorandum of Understanding to encourage knowledge transfer, exchange of experience and permanent cooperation among mountain organisations situated in the South East Europe.

## Innovative aspects

With a specific focus **South Eastern Europe**, the project has developed a territorial approach based on three dimensions: **an integrated territorial approach, the preservation of natural resources and a balanced socio and economic development**, managed in an holistic way.

In particular, the development of integrated and coordinated management policies and plans, that have been widely discussed and shared among all key players in the territory, is of key importance for territorial approach.

The **common Sustainable Development and Management Model** intends to be a useful tool to help and guide regions and territories in drawing up and implementing efficient sustainable development and management strategies.



# The products of the Pyrénées Ariégeoises Regional Natural Park

## Context

Work began in 2006, with the process of establishing the Pyrénées Ariégeoises Regional Natural Park in France (created in 2009) with the aim of contributing to the **promotion of local products and short supply chains** in the different types of production: **agriculture and agri-food, artisanal, and forestry products**.

## The project

The project was split into three phases:

1. Preparatory phase, **setting up partnerships**, conducting a **general overview assessment** and feasibility **studies** as well as initial “test” operations with events.

2. Deployment phase with an action plan aimed at the target consumers (general public and communities) through farmers' markets and supplying communities and **setting up the “Park” brand range of products and services**.

3. **Development of the synergistic inter-network approaches** phase, with other stakeholders (Maisons du Parc: sites to discover the heritage of the park) and the development of **promotional and marketing activities outside** of the territory. The farmers work together to market their products.

## The park brand: a strict set of specifications

All products and services must comply with the following three criteria:

1. **Link to the land:** the business in question must work within the perimeter of the Park, the raw materials used must be local, the beneficiary must be committed to promoting the region and its heritage to its clientele and must work with local businesses.

2. **The human dimension:** Farmers and service providers use authentic, non-standardised techniques, encouraging human contact, dialogue and conversation,

3. **Respect for the environment:** Farmers and service providers work daily to better incorporate environmental concerns into their activities: landscape integration, preservation of natural habitats, waste management, reduction in energy consumption and the use of organic products.

Extract from [www.produits-parc-pyrenees-ariegeoises.fr](http://www.produits-parc-pyrenees-ariegeoises.fr)



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## Results

Currently around one hundred farmers and service providers are entitled to use the “Park Brand” on varied products: fruit juices, preserves, sorbets, honey, vegetables, pork, poultry, flour products, Ariège wines, wooden objects, basketry and tourist accommodation

Marketing and promotional tools have been created, including a website: [www.produits-parc-pyrenees-ariegeoises.fr](http://www.produits-parc-pyrenees-ariegeoises.fr)

A distribution network is also being set up.

Since the “Park Brand” was introduced in 2011, farmers have already seen a number of initial results (identification and recognition by consumers, development of distribution networks etc.).

## Innovative points

The project has developed actions for a number of sectors (cheeses and dairy products, beef and sheep-meat) in a coordinated and adapted way, favouring a mutual self-training approach.

Numerous stakeholders have been involved thanks to the **implementation of a public-private participative territorial governance methodology** based on **multiple multi-stakeholder networks**.

# Know-how, products and land: The example of the sheep's milk industry in the Pyrénées Atlantiques



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## Context

The Pyrénées Atlantiques region has traditionally been an important area for cheese production. To promote and support the local industry, the agricultural profession sought, beginning in 1975, to highlight local know-how and characteristics by promoting their cheese and lamb.

## The project

Forming a trade union to promote their work, farmers in the Basque Country and the Béarn area began the process to acquire an **AOC** (controlled designation of origin) label for their cheese, Ossau Iraty, which they obtained after five years, in 1980.

In addition, in order to achieve higher pay for farmers, **the promotion of lamb and milk became essential**. The **“Label Rouge”(Red Label) “Milk-fed lamb from the Pyrenees”**, used by the Regional Association of Sheepmeat and Sheep's Milk Farmers of the Aquitaine Region, was introduced in 1992 and was recognised as a **PGI** (Protected Geographical Indication) in 2012. The label allows for the improved promotion of the hardy local sheep breeds (Manech red head, Manech black head and Basque-Béarnaise), which produce the Ossau Iraty cheese.

The industry has three objectives:

**Economic:** boost the added value created through production and position the industry's products on the markets.

## Results

### For PDO Ossau Iraty:

- Promotion of hardy local breeds : Manech black head, Manech red head and Basco Béarnaise;
- 1 384 supply farmers and 128 direct sale farmers, which is over 80% of the farmers in the region;
- 3 478 tonnes of AOC cheese sold.

Between 2000 and 2010, the production of Ossau Iraty increased by 33% and in 2011, AOP Ossau Iraty represented 34% of the national figure for uncooked, pressed cheese (pure sheep's milk).

### For PGI/Red label milk-fed lamb from the Pyrenees

- 818 farmers involved in the process out of around 1000 members of the four farming associations in the region;
- Around 25 000 lambs labelled each year (160 000 eligible to be labelled).

The combination of the two quality labels promoting the industry's two main products has made it possible to boost the production of sheep for milk production.

The region, which has 25% of the sheep (bred for meat and milk) in France, has managed to promote its traditional know-how in order to transform its specific characteristics (know-how, products and land) into an economic reality.



Credit photo: GIS Id64 (Jean Marc Arranz )

## Innovative points

### Organisational innovation:

Since the 90s, thanks to an initiative of the Chamber of Agriculture, the sector has had a governing body, the **Commission for Sheep of the Regional Chamber of Agriculture of the Pyrénées Atlantiques Region**, which brings together all industry stakeholders. This guiding body provides the sheep breeding (for milk and meat) industry with the ability to decide on **diversified and complementary development strategies**, for sectors with long and short production chains, industrial and farming sectors and those sectors which concentrate on the local market as well as those which primarily export.

### Technological innovation:

These SIQO (Quality and Origin Identification Labelling) programmes are also vectors of technological innovation during the summer months when the herds graze on the mountain pasture and production takes place. **27% of livestock farmers process their products during the summer mountain pasture grazing period and 15% use this period to mature their products**. These practices, passed down through traditional know-how, have been promoted and supported through an upgrading process to meet standards (€9M of work carried out) and financing of 150 dairy farms. These farms account for 30% of the mountain summer pastures in the region and are considered as a significant technological innovation.



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