



EuroMARC

Mountain Agrofood products in Europe, their consumers, retailers and local initiatives

MAY 2007

www.mountainproducts-europe.org

The main objectives of the Euro-MARC project are to assess the perceptions for and interest of European consumers and retailers of mountain food products in order to find ways of adding value to these products, thus contributing to the survival and management of mountain diversity - biological, rural, cultural and economic.

Contact



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(European association
for mountain areas)

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Project description

EuroMARC will provide a representative overview of the different perceptions of consumers towards mountain food products and associated retailing practices. The project will also analyse the actions of producers, farmers and policy makers with respect to these products. The innovative input of EuroMARC lies in the integration of distinctive approaches, including: consumer science; economic analysis; rural sociology; and

policy science. The main objective is to promote mountain agrofood products as a lever for sustainable development that ensures economic activity in mountain areas, consistent with a 'vibrant' countryside and rich environments.

To achieve this aim, partners of EuroMARC will undertake consumer-oriented surveys, analyses of distribution channels, interviews with food supply chain actors,

and field studies of local initiatives with regard to mountain food products and rural development in selected European mountain ranges (the Highlands, Alps, Scandinavia, Massif Central and Carpathians).



FOOD QUALITY AND SAFETY

Expected results

The outputs of this project will refine the conditions for successfully applying the *European Charter of Mountain Quality Food Products*, particularly for:

- **professionals** (practical guidelines for development, promotion, and communication)

- **policy makers** (recommendations relating to a labelling policy in Europe).

These results will increase consumer recognition of mountain foods in Europe and add value to them through more effective marketing.

More information

Duration : 3 years
(February 2007 – January 2010)

Partners: 10 partners from 6 countries (Austria, Scotland, France, Norway, Romania, Slovenia)

Overall coordinator:
Euromontana

Scientific coordinator:
ENITA Clermont-Ferrand



Project co-financed by the
European Union
6th framework programme
for Research and
Technological Development

The 10 partners of the project:



Euromontana



ENITA - Clermont



UIBK - Innsbruck



SAC - Scotland



UM FK - Maribor



OIR—Vienna



ISARA - Lyon



Perth College



ICDM - Sibiu



SIFO - Oslo