



Press release

Euromontana calls the deputies to request the reintroduction of a reserved term « product of mountain farming » in the quality policy for agro-food products

On the 10th of December 2010, the European Commission has approved its legislative proposal for a reform of the quality policy of agro-food products. This proposal, which, until the last moment of internal negotiation, contained articles introducing the protection and recognition of the use of the term “mountain”, has finally been amputated of this important measure. Specific tools for small farmers practicing direct sale have also been removed. It seems that the Commission considers that it is necessary, for these two aspects, to carry out additional studies to evaluate the interest of a new disposition. After nearly one year of impact assessment of the quality package as a whole, it seems that the argument is not really adequate and that some services at least of the European Commission wish to postpone sine die actions in that respect without wanting to say it open loud. Among the arguments is always the existence of a legislation, under responsibility of DG SANCO, forbidding the use of misleading terms on food products, legislation that has proved to be hardly operational and not adequate for a positive discrimination of some products on the market. Our ambition is not as much to proscribe abuses as it is to promote genuine products from mountain regions.

Euromontana regrets this step backward, which represents a significant loss. This measure had indeed been announced several times by the Commission and mountain people were rightfully hoping that the European Union was going to provide them with this kind of protection and recognition tool for their products.

The Commission misses at the same time a good occasion to implement its EU2020 strategy and its communication on the budget, which implies that European action should be an incentive to private investment. We have there a typical example of a costless measure for public authorities that could bring benefits on the field.

Euromontana calls the representatives of European people and especially mountain people at the European Parliament, European Economic and Social Committee, and Committee of the regions to assemble and raise a strong voice asking for the reintroduction of the reserved term « Product of mountain farming » that will individualise on the market the genuine products which raw material is produced in mountain areas and which processing is carried in mountain areas.

Informations : Euromontana - 2, place du champ de mars, 1050 Bruxelles

Alexia Rouby – 00 32 2 280 42 83 – info@euromontana.org