



Internationale Conference On mountain food products In Europe

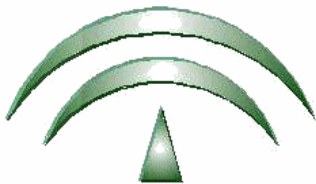
DEVELOPMENT

PROMOTION

COOPERATION

WHAT NEW EUROPEAN TOOLS
FOR MOUNTAIN FOOD PRODUCTS?

With the support of



JUNTA DE ANDALUCIA



And the contribution :

**Alcaldia
de
Cordoba**

CORDOBA

24 and 25 June 2004
Congress and Exhibition Palace
Torrijos, 10-14003 Cordoba, Spain

26 June 2004—Visit:
Mountain products in the south region of
Cordoba

For registration : www.euromontana.org/Cordoba-en.htm

« Strategic information for the development of agricultural quality products in European mountain areas » Fifth framework Programme RTD— DG Research - Oct. 2002—Sept. 2004
and special support of Highlands and Islands Enterprise—Scotland



In the year 2000, on the occasion of the Trento Convention, Euromontana promoted the comparative advantage of mountain areas and its products that are described, quite correctly, as « reservoir of diversities ». However, the world economic context and also the European context tend progressively to marginalise those regions and their products that, until recently, in a pure economic logic did not appear to have their place anymore.



In fact, how much is a cheese processed according to an ancestral method worth to you? Meat produced with local endangered breeds? Herds reared in an extensive way preserving landscapes and a certain « harmony » of the flora? Or else, productions managed with respect for their environment and populations? Is it really too expensive?

An improvement of the knowledge and understanding of mountain products constitutes a strategic asset for their development and thus promotes the maintenance of a sustainable agriculture and of the rich diversity in those specific areas of the world.



Then, Euromontana decided to act, in carrying out with the help of 14 partners, a study programme on quality mountain products with the support of DG Research, from the European Commission.

What can be done by the European Union
for mountain products?

On the basis of the study of 10 mountain areas products from 8 countries in Europe, this programme is aimed at identifying intrinsic characteristics of mountain products and their development strategies. From these results, useful information and tools have been developed on the Internet for groups of producers, processors cooperatives, mountain product development agencies and also for policy makers from all European countries.

What should the strategies to develop
to promote mountain products be?

What information should be made available
to actors to provide with efficient help?

In addition, Euromontana has drafted a Charter and recommendations on these results, in order to better take into account and support the particular context of mountain products in European and also national policies.

We invite you to take part in this wide debate that is the last consultation within the framework of the project but also the wider discussion on how Euromontana and its members might best promote and disseminate the proposals and findings among the policy making institutes in Europe.

Through a European Charter
of mountain products....

Thursday 24 June - Morning

8.30 Registration

9.00 – 9.50 Opening session

Welcoming address

- Carmen HERMOSIN, President of I'IFAPA¹, Regional Council for Innovation, Sciences and Enterprises (Andalusia - Spain)

Introduction

- Frank GASKELL, President of Euromontana, Highlands and Island Enterprise (Scotland - UK)

Project on mountain products : presentation

- Cecile LEVRET, Project manager, Euromontana

9.50 – 12.20 Conclusions and proposals from the project 2002 – 2004

Chairman : Jose-Luis MURIEL, Head of Unit of the Agronomical Research of IFAPA¹

Results on characteristics of mountain products in Europe

- Clara ICARAN - IKT SA, Agricultural studies and analyses Unit (Basque Country-Spain)

Conclusions on constraints and local strategies for quality development

- Emmanuel MINGASSON, SUACI, Rural Development Institute in Savoy (France)

What are the initiatives and policies developed for mountain and quality products?

- Isabelle GUICHARD, SUAIA, Pyrenean Agricultural Institute (France)

11.00 – 11.30 Coffee break

Beyond the conclusions of the studies, what action plans?

- Gaëlle LHERMITTE, Secretary General of Euromontana

“On line” presentation of the web based Strategic Information System for mountain products

- Kevin GRUER, Highland and Island Enterprise (Scotland - UK)

Presentation of Euromontana *draft* Charter

- Olivier BEUCHERIE, ISARA Lyon, Higher Agricultural Education Institute (France)
- Emmanuel MINGASSON, SUACI, Rural Development Institute in Savoy (France)

12.20 – 12.30 Presentation of the discussion workshops on European strategies

- Monika WZSOLEK - KPPZ AR - Krakow University (Poland)

¹ IFAPA : Institute for training and research on food, fishing and organic production in Andalusia

12.30 - 14.30 **Discussions on the European strategies in workshops**

Workshop 1 : In Spanish and English

- Moderator: Drew MACFARLANE SLACK MBE, Councillor - The Highlands Council, Chairman - Lochaber Enterprise (Scotland - UK)

Workshop 2: In Spanish and French

- Moderator : Olivier BEUCHERIE - ISARA Lyon, Higher Agricultural Education Institute - (France)

14.30 - 16.30 **Lunch**

Thursday 24 June - Afternoon

16.30 - 16.45 **Reports from the discussions on the European strategies**

Chairman: Frank GASKELL, President of Euromontana

- Karl Geog HOYER, Head of Research, WNRI, Western Norway Research Institute (Norway)
- Elena DI BELLA, Province of Turin (Italy)

16.45 -19.00 **Round table: Professional perspectives on Euromontana draft proposals**

Chairman : Thierry LINCK, Head of Research, INRA-SAD, National Agricultural Research Institute (France)

- European Union of producers - Domenico MASTROGIOVANNI, representative of the working party on Mountains and Low Favoured Areas of COPA-COGECA (Committee of Agricultural Organisations), (European Union)
- Fundación Kalitatea Fundazioa. Management, promotion and Control Organisation - Alazne URIBARRI DEL OLMO, Certification director, Kalitatea, (Basque Country - Spain)
- Carrefour Supermarkets : Agustín ALCARAZ, Director if the South-Est sector (Andalusia, Spain)
- Business adviser, Kevin GRUER, Director of Bright Blue, Inverness (Scotland - UK)
- Cooperative of olive oil, Francisco SERRANO OSUNA, President of the cooperative "Virgen del Castillo" from Carcabuey and president of the PDO "Priego de Cordoba" (Andalusia - Spain)
- Centre of Study, Research and Promotion of mountain Viticulture (CERVIM), Ana LIMPO DE FARIA, Representative, (Europe)
- Association for preservation and promotion of mountain products, Dominique BARRAU, President of Altitude (France)
- The European Consumers' Organisation, BEUC, Patrick SUTTON, Food Policy Unit, (European Union)
- Consumers Association from Andalusia, Héctor JIMENEZ, Head of the Institutional relationship Unit (Andalusia - Spain)
- Regional Environmental Agency - ARPE Midi-Pyrénées, Thierry PERCIE DU SERT, Adviser (France)

18.30 - 19.00 **Discussion**

19.00 **End of the first day**

21.00 Visit of the « Alcazar de los Reyes Cristianos » and reception offered by the Cordoba Town hall

Friday 25 June - Morning

9.00 - 11.00 **Round Table of Agricultural ministries and the European Commission: « What legislative tools are appropriate for mountain products? »**

Chairman: Frank GASKELL, President of Euromontana

Rehearsal of Euromontana proposals

- Gaëlle LHERMITTE, Secretary General of Euromontana

Round table

- Jean-Marc CHAPPUIS, Unit of promotion of quality and trades, Federal Office for Agriculture (Switzerland)
- Alois GRABNER, Head of Unit Marketing and Processing of agricultural products - Ministry of Agriculture, forestry, environment and water management (Austria)
- Caroline POTTIER, Unit on Agricultural product policy - DG Agri (European Commission)
- Manuel CASTANON, Head of Unit on Origin Designations, Council of Agriculture - La Junta de Andalusia (Spain)
- Drew MACFARLANE SLACK MBE, Councillor - The Highlands Council, Chairman - Lochaber Enterprise (Scotland - UK)

10.30 - 11.00 Discussion

11.00 - 11.10 **Presentation of the exhibition on mountain products**

- Tiberiu STEF, FAER, Agricultural development Institute (Rumania)

11.10 - 12.00 Coffee break

Exhibition on mountain products from the various areas of the study programme

12.00 – 13.00 **What future actions are now required for development of mountain products in Europe?**

Chairman: Domenico MASTROGIOVANNI, Italian Confederation of Farmers (Italy)

Mountain food products, mountain farmers and sustainable rural development

- Pedro Ruiz Aviles, CIFA de Cordoba y Sevilla, Agricultural Research and Training Centre (Andalouses - Espagne)

In depth examination of the consumer aspect:

- A regional pilot study : Gabriella VALLER, Province of Trento (Italy)
- Overview at the European level : Cécile LEVRET, Project manager - Euromontana

Discussion in plenary session

13.00 – 15.00 **Conclusions and recommendations**

Chairman: Frank GASKELL, President of Euromontana

Synthesis of the key points of the conference: towards what recommendations and what actions?

- Gaëlle LHERMITTE, Secretary general of Euromontana
- Cécile LEVRET, Project manager - Euromontana

Discussion in plenary session

- Ana ROMERO, Provincial Deputy of Tourism and Rural development, Deputation of Cordoba

15.00 – 17.00 **Lunch**

Free afternoon and evening

Saturday 26 June

8.30 – 21.30 **Visit of the southern region of Cordoba and its mountain products**

In Baena

- Visit of the Museum of olive oil
- Breakfast with local products

In Cabra

- Visit to the Agricultural Research and Training Centre (CIFA)
- Training on tasting of olive oil

In Priego de Cordoba

- Lunch with typical products
- Visit to the town

In Rute

- Visit to the museum of Anis
- Visit to a local enterprise of production of anis alcohol and other
- Visit to a small reserve of native donkeys

The study programme: Strategic information for the development of agricultural quality products in the European mountain areas

Since October 2002, and within the framework of its general mission for cooperation in mountain areas, Euromontana has been leading a European-wide research programme on quality mountain food products. The mission of the project is to identify successful strategies to add value to mountain food products, as part of achieving sustainable development in mountain territories.

The 14 partners of the project come from various mountain areas of 8 countries from geographical Europe: France, Greece, Italy, Norway, Poland, Rumania, Spain and UK.

The two main objectives of the programme are:

⇒ the establishment of a Information System on mountain food products to be a valuable tool for professionals working in the mountain areas of Europe ;

⇒ the development of political proposals at European level and strategically recommendations to actors from mountain areas. The European Charter for mountain food products will also be developed.

The partners of the project



Further information :

46, rue Philippe le Bon, B-1000 Brussel - Tel : + 32 2 280 42 83 - Fax : +32 2 280 42 85
E-mail : quality.euromontana@skynet.be - Web site: www.euromontana.org