



“Quality bringing prosperity to European mountain territories: the European Charter for mountain food products coming true and inspiring the whole mountain economy”

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Bilbao, 23rd October 2014





Content

- What is Euromontana: vision and activities.
- Mountains and their products.
- The mountains food quality policy.



A new CAP

Mountains of opportunities

What is EUROMONTANA?



- European **multisectoral** association for cooperation and development of mountain areas (since 1996)
- More than 70 members from more than 20 countries
- Comprising :
 - regional development agencies,
 - regional authorities,
 - chambers of commerce and industry
 - agriculture organisations,
 - environmental organisations,
 - research organisations...



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Mountains of opportunities

1953: FAO sponsored seminar on mountain development

- → Biannual meetings on mountain sustainable development

1974: Confederation of European agriculture (CEA) sets up a permanent working group on socio-economic issues in mountain areas called “Euromontana” (Alps + Pyrenees)

1994: Euromontana decides to establish new relationships with Central and Eastern Europe countries + Representatives of other sectors than agriculture

1995: Successful meeting in Krakow, hosted by Poland → decision to establish Euromontana as a permanent legal entity

4 March 1996: Foundation of EUROMONTANA by representatives of 14 states



EUROMONTANA in Spain

HAZI Foundation

Diputacion Provincial de Teruel

Diputacion Foral de Gipuzkoa

Diputacion Provincial de Zaragoza

Diputacion de Navarra



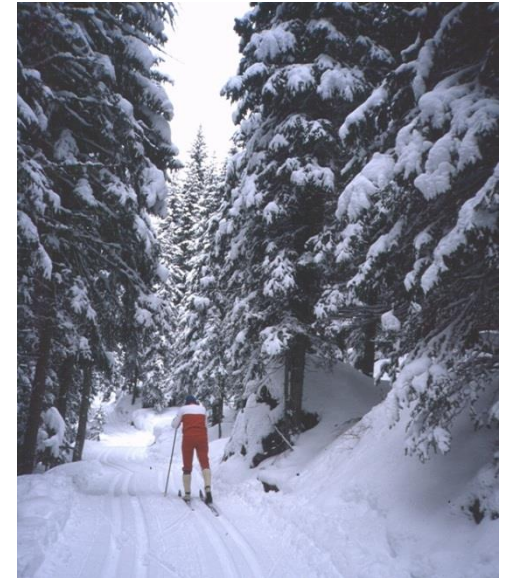
Our vision of mountain areas: mountains are potential!

- **Strengths:**

- The **positive image** of mountain areas
- Intense community life
- Very **rich culture**, traditions and heritage
- **The quality of life** of mountain population
- Rare, preserved and **renewable resources**
- Production of **quality goods and services**
- Modern and often **dynamic governance**

- **Weaknesses:**

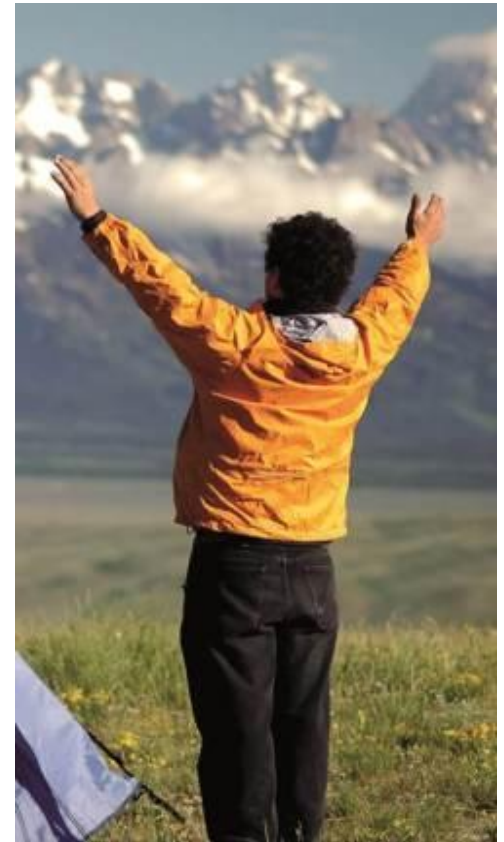
- **Remoteness and accessibility**
- **Sparseness** of businesses and population
- **Competition** between economic development and environment
- Sensitivity to **climate change**





Our vision of European mountains

- **Our mountains are territories with a future and opportunities for Europe**
- Mountain areas are distinctive areas of Europe which need to be **addressed specifically**.
- We call for **private and public investment** in these areas. The return on investments might be longer but will be **more sustainable**.
- 36% of European territory, 118 million inhabitants.



Different geographical areas: Different situations, languages, cultures



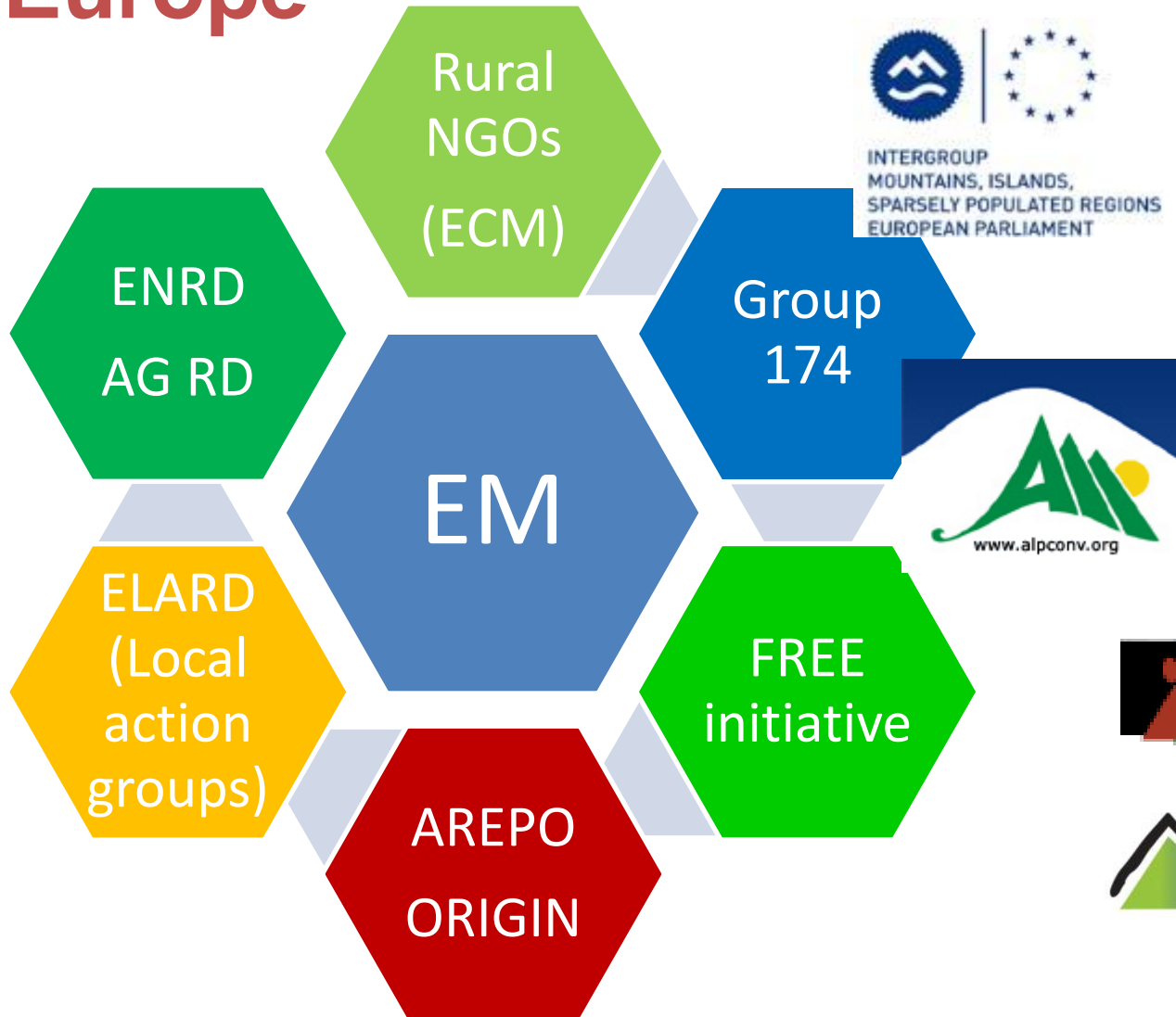


Our actions

- Representing mountain communities:
 - Regular links with EU institutions
 - Experts in advisory groups, networks
- Promote the strengths.
 - Events, articles, external communication
- Organise cooperation amongst mountain people
 - EU projects
- Carry out, participate in or compile studies

External Network

Europe



World



Working themes: main transversal themes



TERRITORIAL COHESION
Mountain people have the right to the same opportunities



POSITIVE EXTERNALITIES
Mountains deliver goods and services to society



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Mountains of opportunities

Agriculture and rural development

Education and training

Mountain products

Local development

All themes are interrelated

Need for an Integrated approach

Research & Innovation

Forestry & wood

Mobility & ICT

Energy

Sustainable tourism

Environment & Climate change

Services of general interest



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Mountains of opportunities

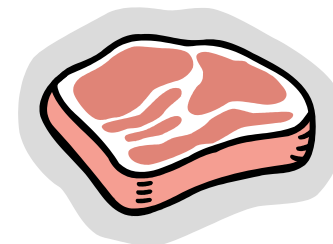
Mountains food products: 23 billion euro of turnover

	Activity output (bn€)		Share of each activity in total output (%)	
	Total	Mountain	Total	Mountain
TOTAL	293.0	23.4	100	100
Dairy products	55.6	6.8	19.0	29.1
<i>Cow milk</i>	51.1	5.3	17.4	22.6
<i>Sheep and goat milk</i>	4.5	1.5	1.5	6.2
Meat-related products	59.7	5.2	20.4	22.2
<i>Bovine animals</i>	21.2	2.7	7.2	11.4
<i>Sheep and Goat</i>	4.5	1.1	1.5	4.5
<i>Pig</i>	26.9	1.1	9.2	4.6
<i>Poultry</i>	7.1	0.3	2.4	1.2
Cereals	51.8	2.1	17.7	8.8
Olive groves	7.6	1.7	2.6	7.1
Vine	20.3	1.6	6.9	6.9
Fruit	13.9	1.6	4.8	6.7
<i>Pome fruit</i>	6.3	0.8	2.2	3.4
<i>Stone Fruit</i>	3.5	0.4	1.2	1.6
<i>Nuts</i>	1.1	0.3	0.4	1.3
<i>Citrus</i>	3.0	0.1	1.0	0.4
Vegetables	21.4	0.8	7.3	3.5
Fodder	5.4	0.6	1.8	2.6
Potatoes	7.9	0.4	2.7	1.5
Eggs	4.5	0.2	1.6	1.1

Animal products: 54%



Milk: 29%



Meat and meat products: 22%

Plant products: 46%



Fruits, Wine, Olive oil: 21%



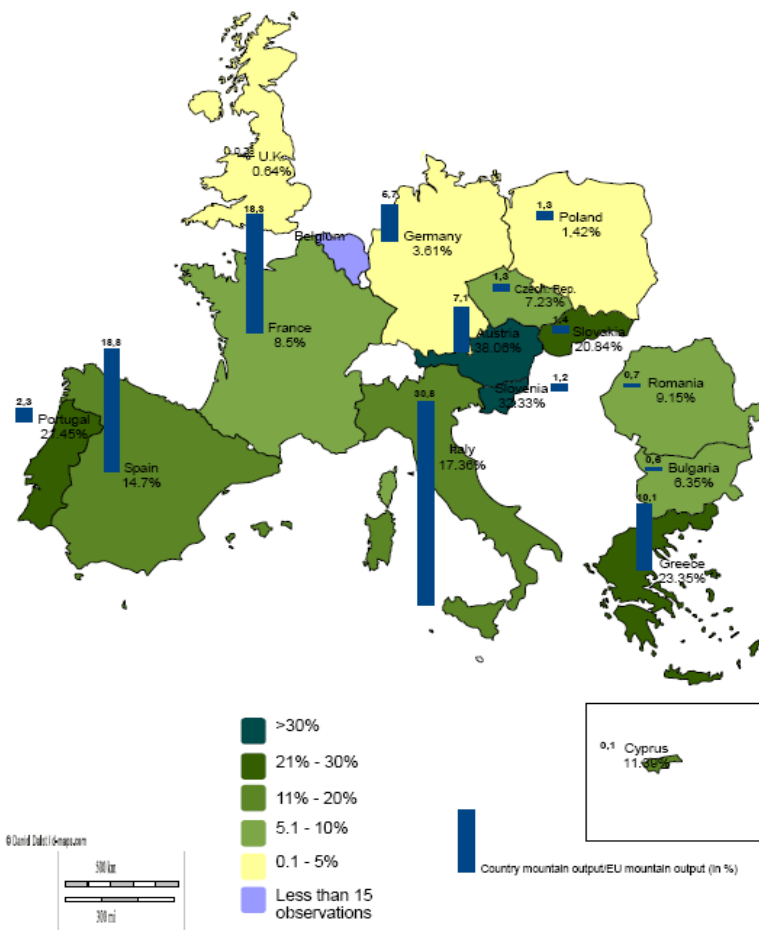
Cereals +
Vegetables: 9%



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Mountains products:



Country	% of European production of mountain products
1- ITALIA	31%
2 - SPAGNA	19%
3 - FRANCIA	18%



Mountain products have strong market potential

- A **specific quality** due to :
 - A particular production environment (climate, altitude, water)
 - A specific savoir-faire linked to traditions
 - Products **perceived positively** by consumers as:
 - Pure, healthy, natural
 - Benefits for the environment (low levels of input, landscapes)
 - Produced under conditions that promote local economy
 - Difficult **production conditions**:
 - Higher production costs
 - Labour productivity weaker, less mechanization
 - Small quantities produced
- **Quality: a instrument for promoting products**

14 years of work on mountain foods: from research to European legislation



2002-2004

- First working group
- DG AGRI study
- **European Mountain convention Trento on Quality**

- FP5 project “**European Mountain quality food products**”
- Mountain foods are **specific**
- Strong **territorial impact**

- **European Charter for mountain Quality Food products**
- European Parliament
- 69 signatories from 12 countries

2007-2010

- FP6 **EuroMARC**
- Consumers interested in a mountain sign
- Need to strengthen the offer

1999-2000

- EU Policy debate
- Impact assessment
- IPTS study (ISARA-EM-UHI)

2012-2013

- Regulation CE 1151/2012, article 31: an **optional quality term “mountain product”**
- Delegated act...

- Assessing **potential for this new term in different contexts** on the ground
- Raising **awareness**
- Supporting development

2010-2012

What's next





EU quality scheme for mountain products

- **Mountain products** recognized as specific in European legislation
- Regulation **1151/2012** article 31 + delegated act
- **Optional quality term "mountain product"** for products:
 - Products of animal origin
 - mountain feedstuffs
 - Mountain processing
- **An opportunity to support food mountains chains and draw the producers attention on the mountain food potential!!!!**



European Charter of mountain food products

Charter addresses economic development and policy objectives:

- a better identification of these quality mountain products in the market.
- a recognition and promotion of the role of farmers and enterprises that produce in the mountain areas in Europe.

Launch in Brussels on 7th December 2005 at the European Parliament.



Positon paper:

« Promoting European Local Food Systems »

- Signed in Brussels on 16th October 2014 with European associations, networks and Region Lombardy.
- Aim: a better recognition of Local Food Systems and a better attention addressed to local production at European level by introducing measures to combat fraud.
- Signatures of European regions and launch in Expo Milan 2015.



For more information:

www.euromontana.org