

A new CAP

Mountains of opportunities

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HANDBOOK FOR MOUNTAIN STAKEHOLDERS

As a result of the work developed in the seminars and final European conference of the Project, a handbook for mountain stakeholders has been produced. This handbook includes :

- 6 Thematic Factsheets on:
 1. [Innovation](#)
 2. [Territorial Approach](#)
 3. [Socio-economic impact](#)
 4. [Environment and heritage](#)
 5. [Marketing approaches](#)
 6. [Tools for quality and traceability](#)
- 3 Action Plans on:
 - [Improving networking and cooperation among mountain supply chain actors](#)
 - [Developing better synergies between mountain value chains and tourism](#)
 - [Preparing local development strategies integrating ambitious plans for mountain products development](#)



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Tools for the quality and traceability of mountain products

Quality is one of the most important factors for mountain products. The improvement and enforcement of it through a clear traceability and control can help to create a competitive high quality product from mountain farming. Mountain mountain tools are available to guarantee quality, strengthen the supply chain and they could be implemented and taken up. The cost benefit analysis of using these kind of tools should also be updated to see in which combination of tools we get the maximum quality and profitability.

Policy instruments

Several policies at the European Union support the improvement of quality and traceability:

- The 'Optional quality term "mountain product"' (EU Regulation No 1151/2012) can help to show the real origin and quality of the product, promoting mountain farms and businesses.
- EU RD measures (Reg. 1305/2013) of the CAP (Common Agricultural Policy) such as Article 16: "Quality schemes for agricultural products and foodstuff" or Article 15: "Investments", can strongly support the improvement of the quality and traceability of mountain products.
- Section 3 of Common Market Organisation measures on labelling and presentation in the wine sector, could be interesting for wine producers.
- As well as the Article 100: "Regulation of supply for cheese with a protected designation of origin or protected geographical indication" in the case of dairy farmers.



Developing better synergies between mountain value chains and tourism: ACTION PLAN

Mountain areas have a huge tourism potential: 90 million long stay tourists and 60 million day trip visitors visit the Alps every year for instance. Tourism is now one of the major economic sectors in the European mountains despite strong contrasts: the OECD estimates that tourism accounts for 20-22% of the Alpine labour market including jobs directly and indirectly linked to tourism, but only 10% of municipalities have large tourism infrastructures, whereas 50% of municipalities don't have tourism activity at all.

To face the challenges in the tourism sector, EuroMontana believes that:

1. In future, if European Tourism should be sustainable, fully taking into account the economic, social and environmental dimensions, as the only way to preserve the interest of tourism destinations in mountain areas in the long run. Sustainability is the cornerstone that can create real opportunities for tourism activities in mountain areas.
2. Future European tourism should encourage all tourism destinations to become more competitive, to foster the value chains of tourism in their overall role for mountain products, and help to enable mountain entrepreneurs to engage in these challenges: facilitating access to finance, developing the use of ICT and extending high-speed broadband in mountain areas and encouraging a better trained workforce, especially among young people.
3. Future European tourism should actively and encourage new forms of tourism: agritourism, accessible tourism, cultural, natural and activity based tourism. These activities contribute to experience tourism that tourists are increasingly looking for.
4. Tourism with a social focus in mountain areas must become a priority of policy actions at the various European and state levels. The importance of the tourism sector should be reflected by developing integrated strategies at European and national levels: tourism sectors should be taken into account in all policies (the transport, rural development, agriculture) and that can have impacts on the tourism sector. Developing customer destination marketing at regional level will also help mountain areas to increase their tourism attractiveness.

According to the last Flash Eurobarometer, in 2014, the main reasons for going on holiday to nature (mountains, lakes, landscape) for 30% of EU28 travellers and culture (gastronomy, gastronomy, art) for 23% of travellers. Thus, there is a huge potential tourism market in mountain areas and the valorisation of quality mountain products can enhance this tourism offer. In that sense, we should encourage and develop synergies between mountain actors, in charge of tourism and of mountain products supply chains, to see how they could collaborate together and strengthen the tourism offer.

In the framework of our project "A new CAP - Mountains of opportunities", one action on "Developing better synergies between mountain value chains and tourism" was organized on 24th October 2014 during the European Mountain Convention. This action plan is the result of the work done during this workshop and focuses on how to encourage agriculture and tourism to develop integrated strategies and common destination marketing of regional level for mountain areas.

DATABASE OF MOUNTAIN SUPPLY CHAIN ACTORS

In the framework of the project, Euromontana is producing a database of mountain supply chains actors with all stakeholders who are interested to be involved in future networking on mountain products.

This database has the aim of easing the communication and exchanges between mountain product supply chain actors.

If you are interested to be part of this database and being kept informed about projects and news linked to mountain products, [you can fill in this form](#) and join the almost 100 stakeholders who are already registered.



OPTIONAL QUALITY TERM ON MOUNTAIN PRODUCT

Do you already know that on 13th September 2012, the European Parliament has officially approved a new regulation reserving the use of the **optional quality term “mountain product”** to food products produced and processed in mountain areas ([regulation \(EU\) No 1151/2012](#)). This regulation entered into force in December 2012 and it is supplemented by the [Delegated Regulation \(EU\) No 665/2014](#) approved in June 2014, which specifies the conditions of use of the optional quality term ‘mountain product’.

The text provides for the possibility for Member States to restrict the use of derogations. **Euromontana clearly call upon the Member States to assess the situation of their own mountain product market, supply chains and territories and to restrict the use of derogations by adopting a shorter distance .**

Indeed Member States have now to implement the regulations. It was already done in France and Romania is also introducing this optional quality term at national level. **A seminar will be organised on 20-21th March 2015 in Bucarest to discuss about it.** For more information, don't hesitate to contact [Ioan Agapi](#) and [Danut Gitan](#).



ON THE GOOD TRACK!

Thanks to the seminars, the European Conference and all the different dissemination activities developed, the project **“A new CAP: mountains of opportunities”** has already reached **4.320.000 stakeholders in Europe!**

At this stage of the Project, in countries like Portugal we have achieved to reach 26% of the rural actors and 24% in Italy. In the case of Slovenia, results are also very positive, as the project was communicated to 17% of rural actors. **We will continue to inform all mountain actors about the possibilities that the new CAP can provide, in particular for the development of quality mountain products.**



STAY UPDATED!

News and information about the CAP and its implementation in mountain areas are regularly published in Facebook and Twitter in English, French, Italian, Romanian, Portuguese and Slovenian. Become a Friend and /or a Follower and stay updated:



[VIDEO OF THE IX EUROPEAN MOUNTAIN CONVENTION](#)

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