



EUROPEAN CHARTER FOR MOUNTAIN QUALITY FOOD PRODUCTS

VERSION 2016

At Euromontana, we believe that the future of European mountain areas lies in living mountains, with integrated and sustainable development and a good quality of life.

BASED ON

- ❖ The work carried out by Euromontana between 2000 and 2016:
 - The final declaration of the II European Mountain Convention in Trento (2000)
 - The conclusions of the 2002-2004 project on mountain quality food products funded by the 5th Framework Programme
 - Euromontana's European Charter for Mountain Quality Food Products, presented at the European Parliament and signed by 69 signatories from 12 European countries (2005)
 - The conclusions of the 2007-2010 Euromarc project funded by the 6th Framework Programme
 - The findings of the IX European Mountain Convention in Bilbao and the 2014 DG AGRI project "A New CAP: Mountains of Opportunities"
- ❖ The European Union's Regulation No 1151/2012 – particularly Article 31 – and the Delegated Act No 665/2014 introducing the optional quality term 'mountain product'
- ❖ The Ordinance ODMA RO 2011 2375 of the Swiss Federal Council of 21 May 2014, protecting the denominations 'Mountain' and 'Alp' and the Ordinance DEFR RS 910.193 on the official signs for Swiss mountain and Alpine products

IN ORDER TO

- ❖ Stimulate development of mountains via agricultural products and create added value in mountain areas through the protection of mountain quality food products
- ❖ Avoid misleading consumers through the misuse of the term 'mountain' and to prevent market distortion through delivery of so-called mountain products which are not actually produced in mountain areas
- ❖ Increase the competitiveness of traditional mountain farming systems
- ❖ Protect the cultural heritage of mountain areas
- ❖ Ensure the delivery of ecosystem services by mountain farming systems

To sign the Charter,
please scan here:



EUROMONTANA

European association for mountain areas
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EUROMONTANA CALLS UPON

- ❖ The Institutions of the European Union to:
 - Launch calls for proposals targeting explicitly mountain quality food products to develop an adapted promotion policy on the basis of the Regulation (EU) No 1144/2014
 - Increase their attention to the farming systems, such as traditional mountain agriculture, that deliver ecosystem services in complement of the greening measures of the CAP
 - Adopt a more holistic and participatory approach when dealing with mountain and at wider level with rural areas in particular by the creation of an agenda for EU mountainous regions
 - Support the development of measures specific to mountain areas within the Rural Development Programmes and Operational Programmes of Territorial Cohesion
- ❖ EU Member States to:
 - Implement the Regulation (EU) No 1151/2012 and put in place sound monitoring systems regarding the use of the optional quality term as soon as possible
 - Implement the measures in the Common Agriculture Policy and Rural Development Policy supporting mountain areas, for instance the Natural Constraints Payment Scheme or the design of Sub-Programmes for Mountain areas
- ❖ Other European countries to:
 - Adopt a legislation to protect mountain products
- ❖ Regional and local authorities to:
 - Facilitate the access of mountain actors to know-how, research and technological development, particularly through the creation of Local Action Groups (LEADER/CLLD approaches)
- ❖ Mountain producers, processors and retailers to:
 - Valorise their products through quality schemes including the optional quality term "mountain product" and to share their experience of doing so
- ❖ Consumers to:
 - Buy mountain quality food products that are protected and labelled as such

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EUROMONTANA ENGAGES ITSELF TO

- ❖ Develop and to disseminate widely a database of good practices on how to foster value chains for mountain quality food products
- ❖ Strengthen dialogue between all actors in value chains for mountain quality food products at the European level
- ❖ Foster exchanges of experiences of all stakeholders engaged in the protection and use of the term 'mountain'
- ❖ Establish a working group to analyse the successes and failures of strategies to add value to mountain quality food products and to facilitate the dissemination of information and experiences
- ❖ Reinforce the recognition of mountains as innovation areas at the EU level
- ❖ Develop innovative projects in order to foster the resilience of mountain value chains and to mitigate the negative impacts of climate change on mountain agriculture and take advantage of new opportunities
- ❖ Stress the inclusion of young people in these activities, which require their creativity, innovation and dynamism

EUROMONTANA AND ITS MEMBERS ARE AVAILABLE TO

- ❖ Advise national and regional authorities on how to implement instruments and policies on mountain quality food products
- ❖ Help to facilitate dialogue between all actors of mountain value chains (from producers to consumers) at the national and regional level and to bring these experiences to the European level
- ❖ Support mountain stakeholders to raise the awareness of consumers about mountain quality food products

BY SIGNING THIS CHARTER

You commit to participate in the development of viable models of agriculture in mountain territories and to support mountain communities in the valorisation of mountain quality food products by contributing actively to the above actions.

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the Charter:



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