



How to better valorise mountain food products?

Launch of the European Charter for Mountain Quality Food Products

Wednesday 18 October 2017 from 14H00 to 18H00

Representation of the European Region Tyrol – South Tyrol – Trentino,

Rue de Pascale 45/47, Brussels

Mountain areas cover **29% of Europe's area** and are home to **13% of the EU population**. They host 15% of Europe's agricultural utilized areas and have 18% of agricultural holdings. The total output of mountain farming is estimated as **€23.4 billion**, around **8%** of the total EU agricultural output. As mountains occur in **16 Member States**, they represent an **important source of food** for Europe, not only for their inhabitants but also for those in the lowlands who visit them regularly or buy mountain products online or in their local shops.

Due to the natural character of the environment in which they are produced and the specific know-how used, mountain products are often of **higher quality** and highly regarded by consumers, who have expressed their wish to be better informed about the provenance of mountain food products. The main drivers of consumers' interest in mountain food are i) the **environmental friendliness** of the production and ii) the **socio-economic and cultural** dimension of these food systems. As a consequence, the European Union adopted a new regulation 1151/2012 for an **optional quality term protecting mountain products**, thus creating a **specific market segment** for these food products throughout the EU. This new market segment has a great **potential to expand**.

Three years after the adoption of the delegated act which defined the details of the new optional quality scheme, where do we stand? How do Member States apply this new legislation? Do the producers use this new possibility to valorise mountain products? Beyond the optional quality scheme, how to better valorise mountain products and create added value in mountain areas?

This conference will present a state-of-the-art of the new legislation and producers will explain why they have chosen to use this new optional quality scheme. The Euromontana Charter for Mountain Quality Food Products will be presented as a way to further encourage valorisation of mountain products. Policy-makers and practitioners, including members of the European Parliament Intergroup RUMRA, will explain how they can help to support mountain farming.

Interpretation will be given in French and English.



PROGRAMME

14.00 – 14.10 *Opening remarks* by **Juanan Gutierrez**, President of Euromontana: The economic importance of mountain products in European Farming

Session 1: How the Optional Quality Term for « Mountain product » can help to better valorise mountain products? *Moderation: Théo Gning*, FNSEA

14.10 – 14.25 State of the art of the implementation of the legislation in the different EU Member States, **Marie Clotteau**, Director of Euromontana

14.25 – 15.20 The new optional quality scheme for mountain products: how did some producers use this new scheme?

- **Alberto Pecorari**, Consorzium of Parmigiano reggiano, from Italy
- **Nicu Aurel Bumb**, SC MIRDATOD SRL, Ibanesti, Judet Mures, from Romania
- **Christophe Léger**, President of SUACI Montagn'Alpes, from France

15.20 – 16.05 *Round Table*: How to facilitate the implementation of the optional quality term for mountain products? How to establish relevant controls to respect the legislation?

- **Martin Pazeller**, Director of the Department of Agriculture of the Autonomous Province of Bolzano/Bozen - South Tyrol
- **Christian Jochum**, Austrian Chamber of Agriculture
- **Danut Gitan**, CEFIDEC, Romanian Ministry of Agriculture and Rural Development

16.05 – 16.35 *Coffee-break*

Session 2: How to further encourage the valorisation of mountain products? *Moderation: Olivier Beucherie*, Consultant in agri-food strategies

16.35 – 16.50 The Charter for Mountain Quality Food Products: Euromontana's initiative to go further, **Elisabetta Parravicini**, Vice-President of Euromontana

16.50 – 17.55 *Round table*: How to valorise mountain products and create added value in mountain areas?

- **Jean-Pierre Saint-Martin**, Chief of the 3* "Le Viscos" Restaurant
- **Thierry Percie Du Sert**, ARPE Occitanie
- **Dilyana Slavova**, EESC member and President of an association of Bulgarian milk producers
- **Branka Tome**, Deputy Head of Unit, DG AGRI, Unit responsible for Geographical Indications
- **Michel Dantin**, Member of the European Parliament

17.55 – 18.00 *Conclusion remarks* by **Dominique Fayel**, Vice-President of Euromontana

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18.00 – 20.00: Cocktail of mountain products

Welcoming words by **Herbert Dorfmann**, Member of the European Parliament

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