



# ***Mountain products – opportunities and challenges for the Carpathians***

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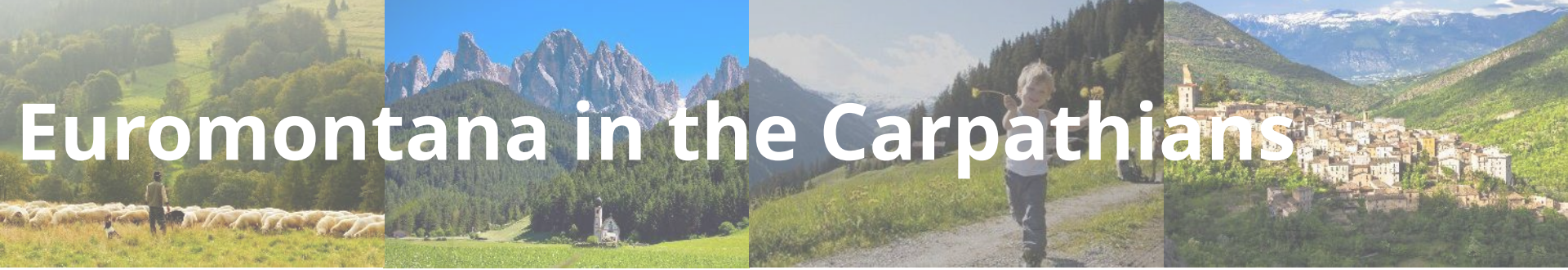
# What is Euromontana?



- ▶ European **multisectoral** association for cooperation and development of mountain areas (since 1996)
- ▶ Around 65 members from 17 countries
- ▶ Comprising :
  - regional and local authorities
  - regional development agencies
  - chambers of commerce and industry
  - agriculture organisations
  - environmental organisations
  - research organisations
  - training institutes...



**Diversity of members = strength → increased interest from institutions**



# Euromontana in the Carpathians

## ► Czech Republic

- Svaz Marginalnich oblasti – Union of Marginal Areas

## ► Romania

- CEFIDEC – Training and Innovation Centre for the development of the Carpathians
- FAMD Dorna – Mountain Farmers Federation Vatra Dornei
- Forumul Montan din România – Romanian Mountain forum
- OPEN FIELDS Foundation
- ROMONTANA
- Highclere Consulting
- Maramures County Council

## ► Poland

- Pokarpackie Region
- Malopolska Region

## ► Slovakia, Hungary, Serbia, Ukraine => no member....yet!





# EUROMONTANA

## History 1996 - up to now

### Founding members

- Albania, Bulgaria, UK (Scotland), Spanish Basque Country, France, Greece, Italy, Macedonia, Poland, Romania, Slovakia, Slovenia, Switzerland, Czech Republic)

### Constitution

- “non-profit and scientific organisation, with international vocation, neutral in terms of religion and politics”
- NGO Law 1901 (registered in France)

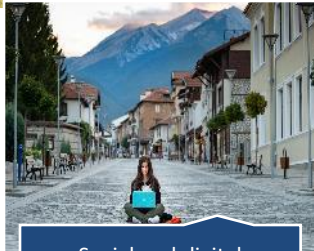
### Object: Improving the living conditions of the mountain populations of Europe

- expression, promotion and **defense** of the cultural, economic, political and scientific **interests of the mountain populations**
- valorisation of research in mountainous areas
- informing public opinion on mountain problems
- encouragement of training and research in mountainous areas
- development of international cooperation to reduce inequalities between the mountain regions of Europe

# Working themes: all working topics



Climate change adaptation  
& mitigation



Social and digital  
innovation



Rural Development



Territorial cohesion



Research (with NEMOR)



Environment, biodiversity,  
ecosystem services



Services of general interest



Youth & education



Sustainable Energy



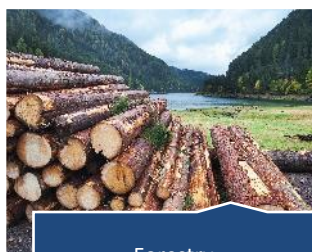
Sustainable Tourism



Agriculture



Mountain products



Forestry



# 20 years of work on mountain foods:

## From research to European legislation to implementation

1999-2000

- First working group
- DG AGRI study
- **EMC Trento on Quality**



2002-2004

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



2005

- **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



2010-2012

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



2012-2013

- Regulation CE 1151/2012, article 31: an **optional quality term "mountain product"**

2014-2015

- **Delegated act 665/2014**
- **European Mountain Convention on Mountain products** (New CAP – Mountains of Opportunities Project)



2016-2017

- Study on the implementation of the legislation
- 2016 Charter
- 2017 event on the follow-up of the legislation

What's next?

- Support development on the ground
- Further legislative support
- **MOVING:** external advisor

# What are the options to valorize mountain products?





# What is an optional quality term?

## ► European Commission definition:

Optional quality terms help farmers to market products made in difficult natural conditions, such as mountainous regions or islands, while others are used to promote local farming and direct sales.

**Mountains**

**Product of EU's  
outermost  
regions**



## ► Not to be confused with voluntary certification schemes (private / national)





# A legislation: the Optional Quality term for Mountain Products

## ► Art.31 Regulation 1151/2012: definition of an optional quality term “Mountain products”:

– **both the raw materials and the feedstuffs for farm animals** come essentially from mountain areas

Products of animal origin:

- 2/3 life in mountain areas
- at least ¼ life in transhumance grazing on pastures in mountain areas

Feedstuffs:

- % of annual animal diet (expressed as a % of dry matter) produced in mountain areas should be 50% for all animals but 60% for ruminants, 25% for pigs

– in the case of processed products, **the processing also takes place in mountain areas**

## ► Precised in the Delegated Act 665/2014





# A legislation: the New Optional Quality term for Mountain Products

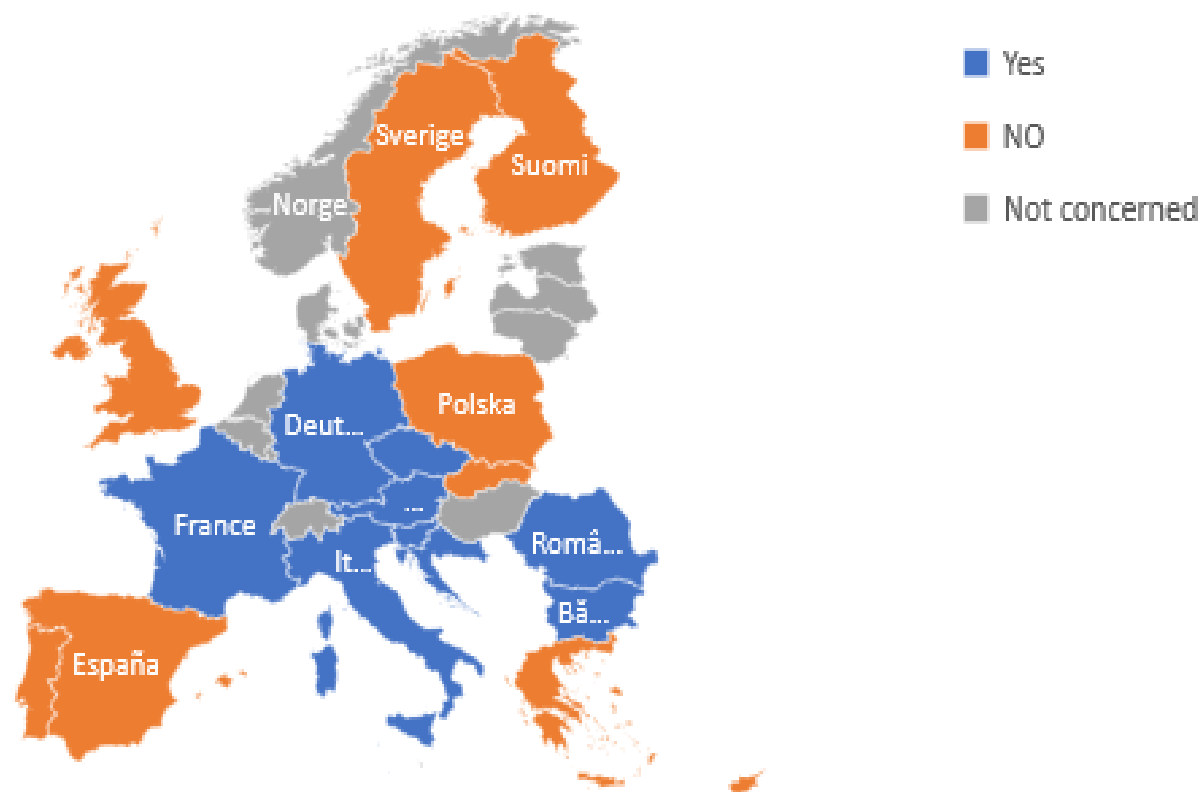
## ► At Member States level, to define:

- Derogations for processing outside mountain areas (area of 30 km)
- Conditions for controls
- Use of logo



# A legislation: How is it implemented?

Implementation of the Optional Quality Term "Mountain Product" in 2020



# Romania

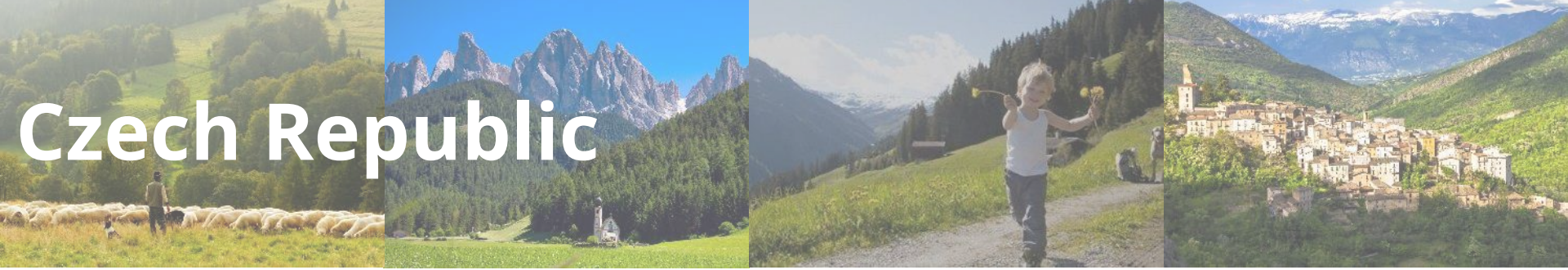


- ▶ Pre-authorisation for farmers
- ▶ No derogation – processing has to be done in the mountains
- ▶ Whole process to obtain the OQT is centralised by the National Mountain Agency
- ▶ Strong dissemination campaign
- ▶ 573 products registered
- ▶ Use of a national logo



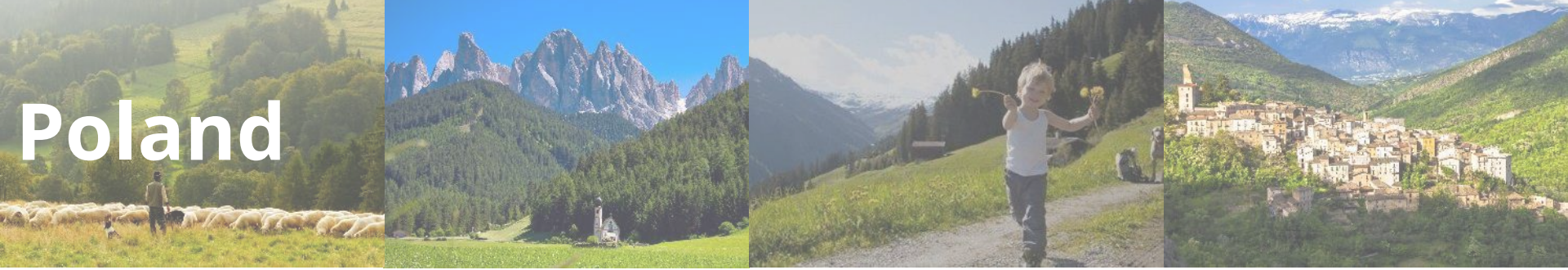


# Czech Republic



- ▶ Pre-authorisation for farmers from the Ministry of Agriculture of Czech Republic.
- ▶ Full derogation – processing can be done up to 30km away from mountains
- ▶ No specific logo nor requirements for the words “Mountain product”
- ▶ No uptake of the OQT so far (2020)

# Poland



- OQT “mountain product” is **not** implemented in the national legislation and that there is no current plan to do so



# Italy



- ▶ Farmers have to notify the regional authority, then they can use the term
- ▶ Reduction of the distance for milk and milk products (10 km) but not for the rest
- ▶ 615 producers in Spring 2020
- ▶ A national logo



# Italy

- Combines Mountain Products requirements with animal welfare, sustainability and traceability

ALPI RETICHE MERIDIONALI 3.905  
GRUPPO ORTLES 3.905  
MONTA ZEBRÙ 3.740  
GRAN ZEBRÙ 3.851  
PASSO DI CEVEDALE 3.266  
MONTE CEVEDALE 3.769  
PALON DE LA MAIRE 3.706  
MONTE VIOZ 3.645  
PUNTA SAN MATTEO 3.692  
DOSEGG 3.560  
PIZO TRESERO 3.594  
CORNO TRE SIGNORI 3.360

**Latte puro di Montagna**  
Latte fresco raccolto nelle aziende socie della nostra cooperativa da animali allevati in montagna e confezionato in Valtellina.

**Il nostro impegno per l'ambiente**  
La natura è nostra alleata perché soltanto in un ambiente integro le nostre mucche crescono sane e serene. Così facevano i nostri nonni. Lo stesso facciamo noi.

**100% BOTTIGLIA RICICLABILE**  
**BOTTIGLIA CON 10% DI PET IN MENO\***

**LATTERIA SOCIALE Valtellina**  
**LATTE FRESCO di MONTAGNA**  
**100% Valtellina**

**Allevatori di Montagna**  
Noi allevatori di montagna abbiamo da sempre un rapporto stretto con i nostri animali, sono parte fondamentale della nostra famiglia e il loro benessere rappresenta per noi un valore da tutelare e da valorizzare.

**Traccia la stalla**  
Scopri la storia del prodotto grazie alla tecnologia blockchain.

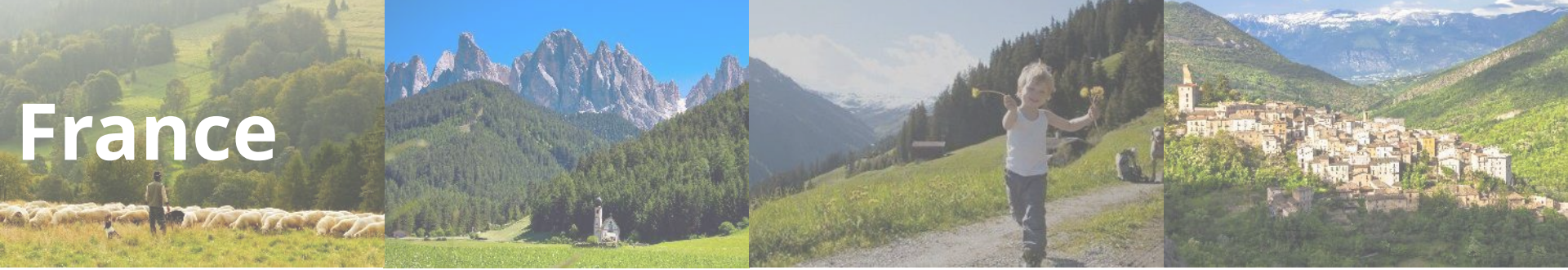
**LATTE PURO DA ANIMALI SANI E SERENI, NATI E ALLEVATI IN MONTAGNA**

**CSQA**  
PRODOTTO CERTIFICATO  
MONTAGNA, ANIMALI E BENESSERE

**www.latteriaivaltellina.it**  
**Intero alla qualità**  
**latteriaivaltellina**



# France



- ▶ Farmers can use the term
- ▶ Distinction with drinks and non-food agricultural products
- ▶ Distance not reduced (30 km)
- ▶ No official logo



# Some examples



## ► Mont Lait

- “classic” OQT
- 100% producer brand
- Supports the whole mountain dairy sector
- Raises awareness about the challenges of maintaining the full value chain in mountains
- Plans to go beyond the regulation



## ► Origine Montagne

- Promotes professionals of the mountain pork industry and fair remuneration
- Promotes good agricultural practices
- Promotes sustainable practices in mountain territories



# To go further

- EUROMONTANA study on the **implementation of the EU optional quality term**  
–2020

[https://www.euromontana.org/wp-content/uploads/2020/06/2020-05-26-Implementation-of-the-OQT\\_EN.pdf](https://www.euromontana.org/wp-content/uploads/2020/06/2020-05-26-Implementation-of-the-OQT_EN.pdf)

IMPLEMENTATION OF THE EU OPTIONAL  
QUALITY TERM “MOUNTAIN PRODUCT”  
WHERE DO WE STAND IN THE DIFFERENT  
MEMBER STATES?



Report by Euromontana  
May 2020

 **EUROMONTANA**  
European association of mountain areas





# To go further

- **“Labelling mountain food products in Europe”, Alice dos Santos, Wageningen University –2017**

[https://www.euromontana.org/wp-content/uploads/2017/07/Dos-Santos\\_MSc-Thesis-2017.pdf](https://www.euromontana.org/wp-content/uploads/2017/07/Dos-Santos_MSc-Thesis-2017.pdf)

## LABELLING MOUNTAIN FOOD PRODUCTS IN EUROPE

BEYOND THE SIMPLE QUALITY DISTINCTION, AN  
OPPORTUNITY TO JOIN FORCES AND BUILD RESILIENT FOOD  
SYSTEMS

ALICE DOS SANTOS



# What's next? 1/2



## ► Update of the 2020 study on the OQT uptake

- Update figures on legislative and farmers uptake
- More concrete examples of uses for the OQT
- More countries

## ► What is the actual impact of the OQT?

- Have the expected advantages been realised?
- Impact on consumer perception?
- Impact on revenues for farmers?
- Incentive to relocate or develop value chains in mountain areas? (to comply with OQT geographical criteria)
- Best use cases for the OQT? As standalone quality term or together with other quality terms?

# What's next? 2/2



## ► Opportunities with the EU promotion policy

- Make use of EU Promotion calls to promote “Mountain Products” OQT in one or more countries (it is eligible even if only “quality schemes are mentioned)
- Lobby for clear mention of those OQT in future promotion calls.



## ► Complementarity or overlap with possible Alpine or Carpathian product quality terms?



A man in a dark blue jacket and black pants is hiking up a grassy mountain trail. He is carrying a young child in a grey and red backpack. The child is wearing a black beanie and green gloves. They are both looking towards the right, where a vast mountain range stretches into the distance under a blue sky with scattered white clouds. The foreground is filled with dry, golden-brown grass.

# Thank you !

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