
Quality schemes and certification of „Mountain Products”

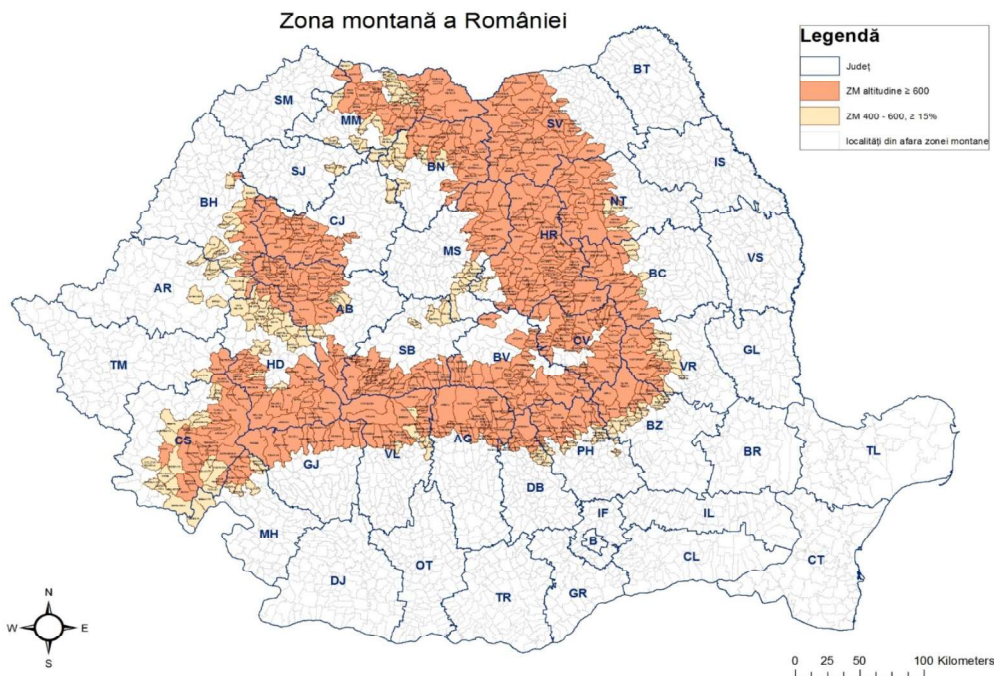


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- Romania's mountain area constitutes a defined geographic, economic and social entity, with specific climate, relief, natural and socio-cultural heritage, an identity recognized in Europe and all over the world. Therefore, the mountain area necessitates a specific strategy of sustainable development.
- The mountain areas are defined by significant natural and social handicaps that require greater efforts, with restrictions affecting the economic activities, limited possibilities of land use and an important cost increase in land work due to altitude, gradient and climate conditions that are causing reduced vegetation periods.
- The mountain area is defined by natural limitations of the agricultural productivity that lead to low agricultural production, caused by negative climatic and biophysical conditions affecting optimal agricultural activities.



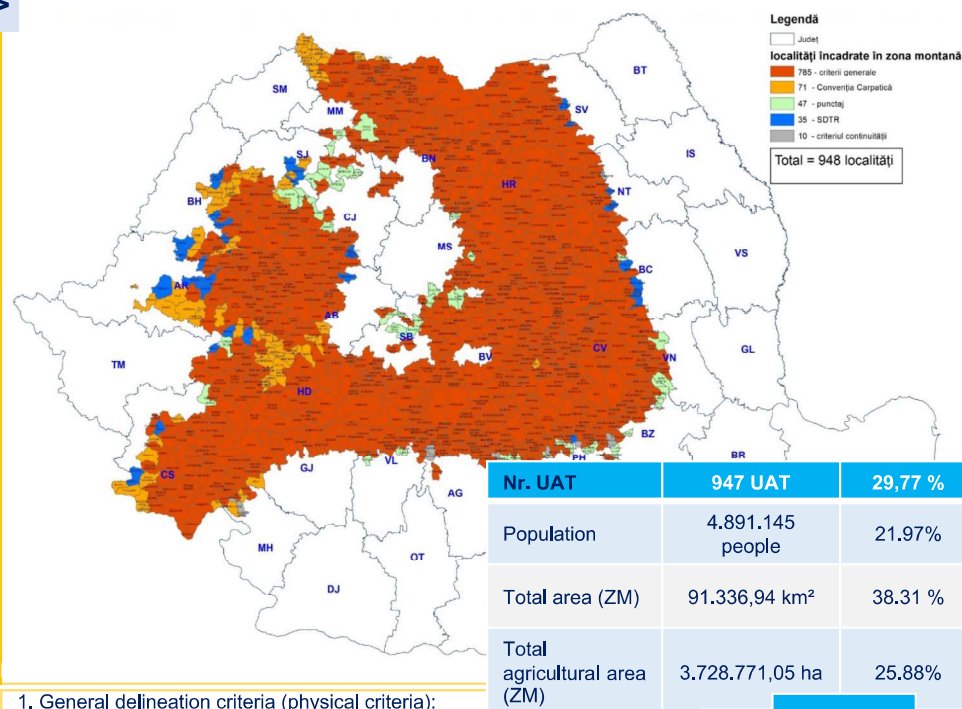
DESIGNATION CRITERIA
of the localities in the mountain area according to Reg. EC
no. 1698/2005 art. 36a, Reg. EC 1257/1999 art. 18



Designation criteria:
(EC Regulation no. 1698/2005 art. 36a, EC Reg. 1257/1999 art. 18):
(UAT) located at mean altitudes ≥ 600 m;
UAT located at average altitudes between 400 - 600 m and having an average slope $\geq 15\%$.

Nr. UAT	658 UAT	20,68 %
Population	3.323.967 people	14,98 %
Total area (ZM)	71.381,48 km ²	29.94 %
Total agricultural area	2.738.428 ha	18,72 %
Nr. farmers. Nr. farms	1.3 million active farmers 815,000 farms, of which 254,348 registered in the RUI in 2016	

DELINEATION CRITERIA
of the administrative-territorial units in the mountain area according to
common order MADR no. 97/2019 and MDRAP no. 1332/2019



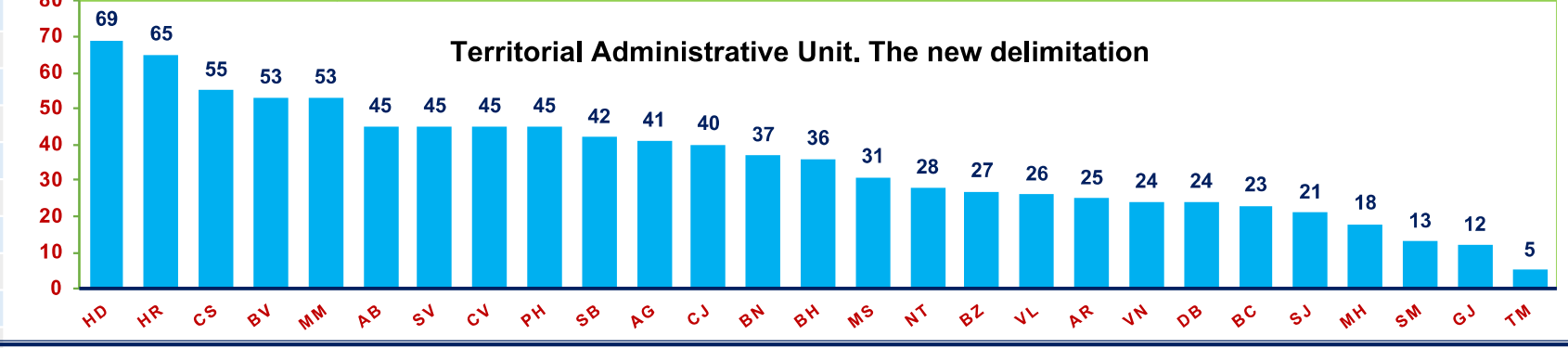
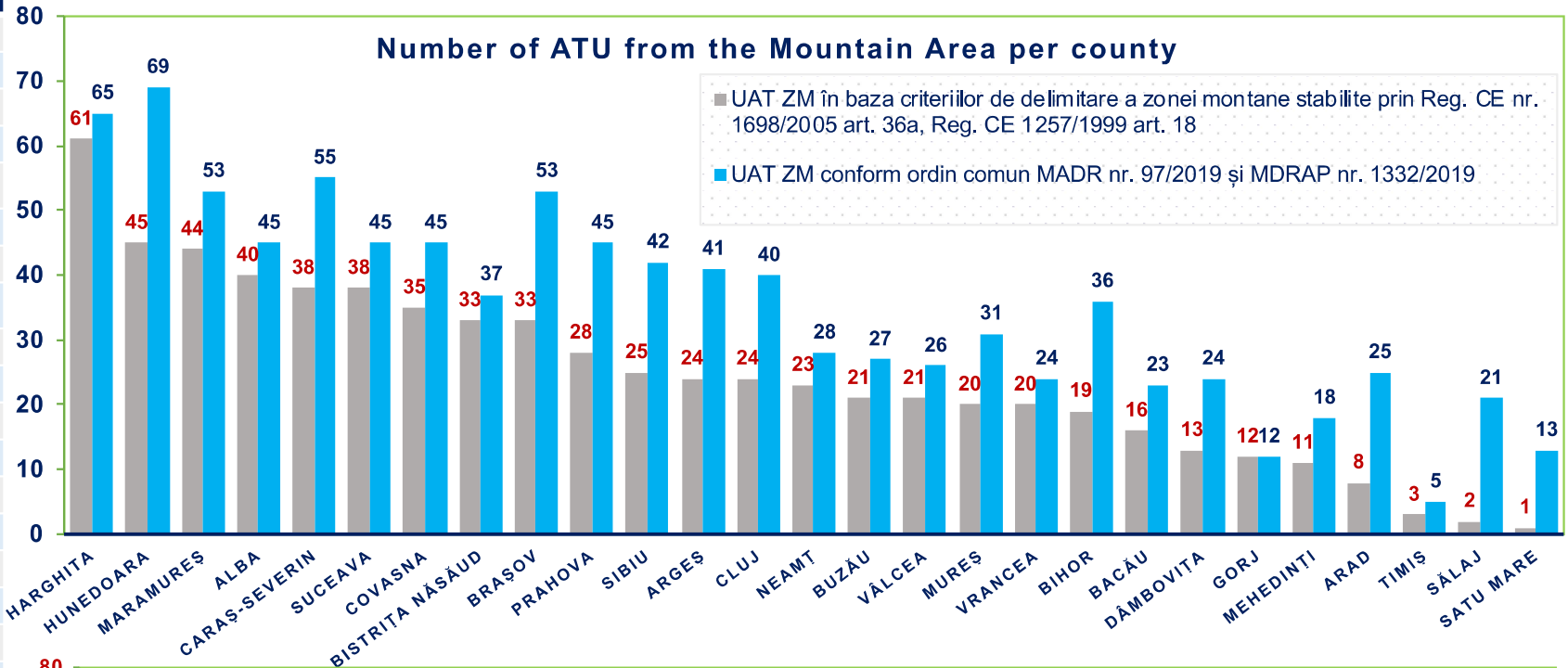
Nr. UAT	947 UAT	29,77 %
Population	4.891.145 people	21.97%
Total area (ZM)	91.336,94 km ²	38.31 %
Total agricultural area (ZM)	3.728.771,05 ha	25.88%

- General delineation criteria (physical criteria):
 - Average altitude equal to or higher than
 - Average altitude between 350 and 500 m and average gradient higher than or equal to 15%;
 - Altitude under 350 m and average gradient higher than or equal to 20%.
- Criterion of Carpathian Convention membership by which the administrative territorial units with more than 50% of the territory within the limits of the Carpathian Convention are included in the mountain area
- Criterion of combined scoring, taking into account the specific situation of the mountain area, based on the following algorithm: :
 - Altitude score: average altitude /500 m (30% proportion);
 - Gradient score: average gradient/15% (30% proportion);
 - Pastures score: pastures + grassland/total agricultural land (25% proportion);
 - Forestry score: forestry area /total administrative territorial unit area (15% proportion).
- Criterion of inclusion in the mountain area from the Romania's strategy of rural development
- Criterion of mountain area continuity

VERSUS

Nr. Cr.	County of AM	Total UAT from county with AM
1	HARGHITA	67
2	HUNEDOARA	69
3	MARAMUREȘ	76
4	ALBA	78
5	CARAS-SEVERIN	77
6	SUCEAVA	114
7	COVASNA	45
8	BISTRITA-NASAUD	62
9	BRASOV	58
10	PRAHOVA	104
11	SIBIU	64
12	ARGES	102
13	CLUJ	81
14	NEAMT	83
15	BUZAU	87
16	VALCEA	89
17	MURES	102
18	VRANCEA	73
19	BIHOR	101
20	BACAU	93
21	DAMBOVITA	89
22	GORJ	70
23	MEHEDINTI	66
24	ARAD	78
25	TIMIS	99
26	SALAJ	61

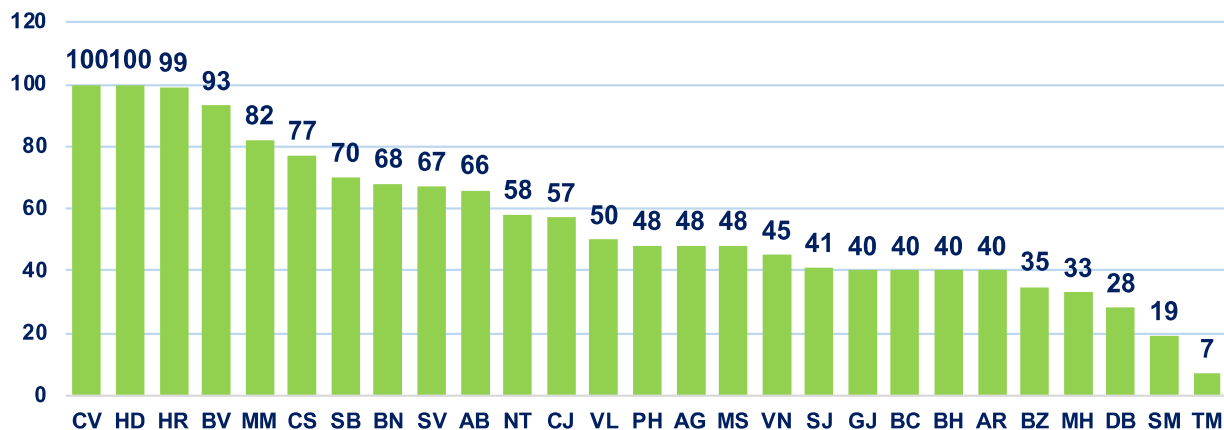
THE MOUNTAIN AREA IN ROMANIA – THE ATU NUMBERS PER COUNTY



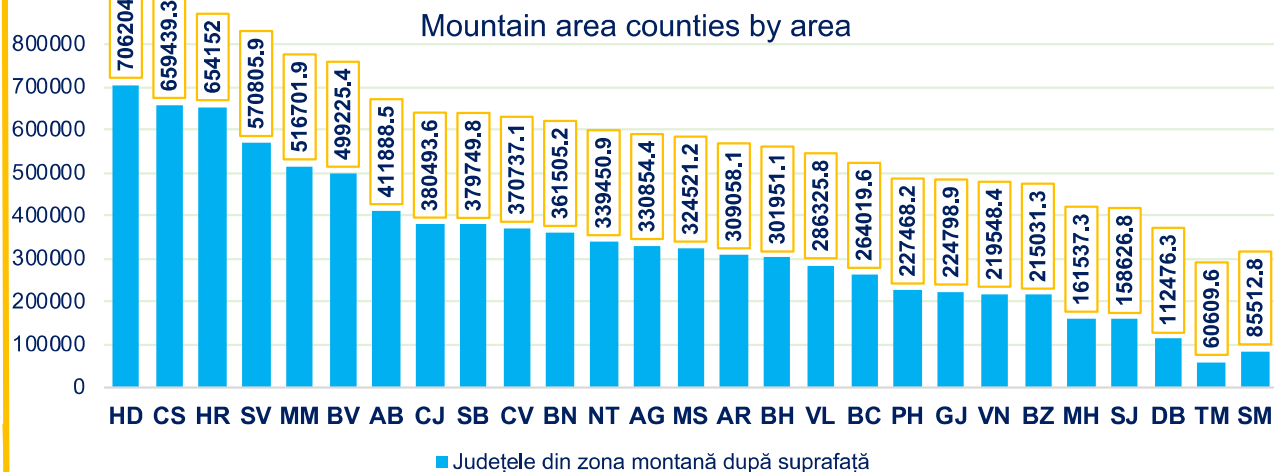


Nr. Crt.	County from MA	Total ATU from counties with MA	Surfaces MA/ County VD	Surfaces MA/ County-ND	% S TAU MA County-VD	% S TAU MA /County-ND
1	HR	663577.9	618365.1	654152	93	99
2	CV	370737.1	308214.6	370737.1	83	100
3	HD	706204.6	532962.8	706204.6	75	100
4	MM	630485.5	448755.2	516701.9	71	82
5	BV	536163.2	344247	499225.4	64	93
6	BN	535263.8	334920.9	361505.2	63	68
7	SV	856822.4	540103.7	570805.9	63	67
8	CS	852171.8	516839.7	659439.3	61	77
9	AB	624157.4	378456	411888.5	61	66
10	NT	589889	322411.9	339450.9	55	58
11	SB	542989.9	255846.2	379749.8	47	70
12	VL	576393.4	269124.6	286325.8	47	50
13	CJ	667126.4	264202.4	380493.6	40	57
14	GJ	558401.5	224798.9	224798.9	40	40
15	PH	471452.4	177545.4	227468.2	38	48
16	AG	682259.4	251965.1	330854.4	37	48
17	VN	485539.1	178229.3	219548.4	37	45
18	MS	671077.7	241913.7	324521.2	36	48
19	BC	661976.3	233263.2	264019.6	35	40
20	BZ	610085.3	183374.3	215031.3	30	35
21	BH	759302.6	188872.5	301951.1	25	40
22	MH	495172.6	107796.4	161537.3	22	33
23	DB	405302.4	77309.5	112476.3	19	28
24	AR	774716.7	78234.6	309058.1	10	40
25	TM	890498.6	42998.2	60609.6	5	7
26	SJ	386413.3	9613.3	158626.8	2	41
27	SM	446273.3	10158.4	85512.8	2	19

% occupied area with MA of total county



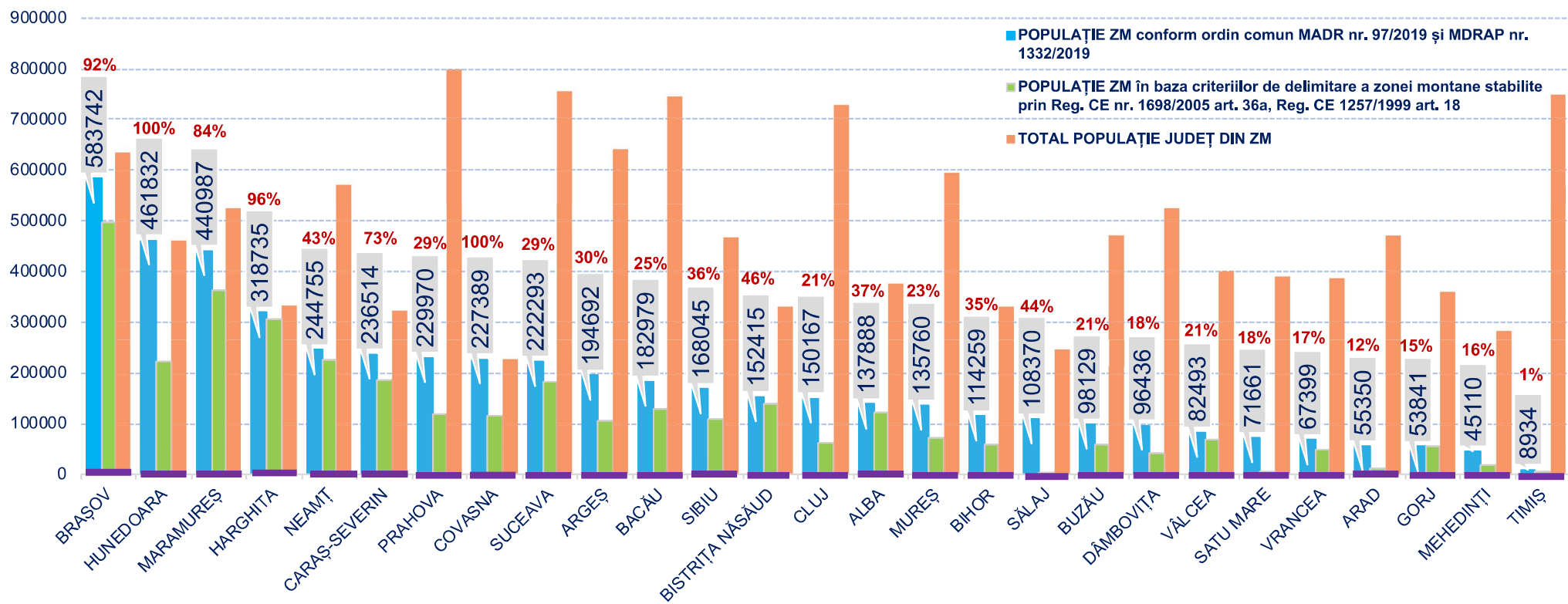
% suprafață ocupată cu ZM raportat la total județ



Județele din zona montană după suprafață

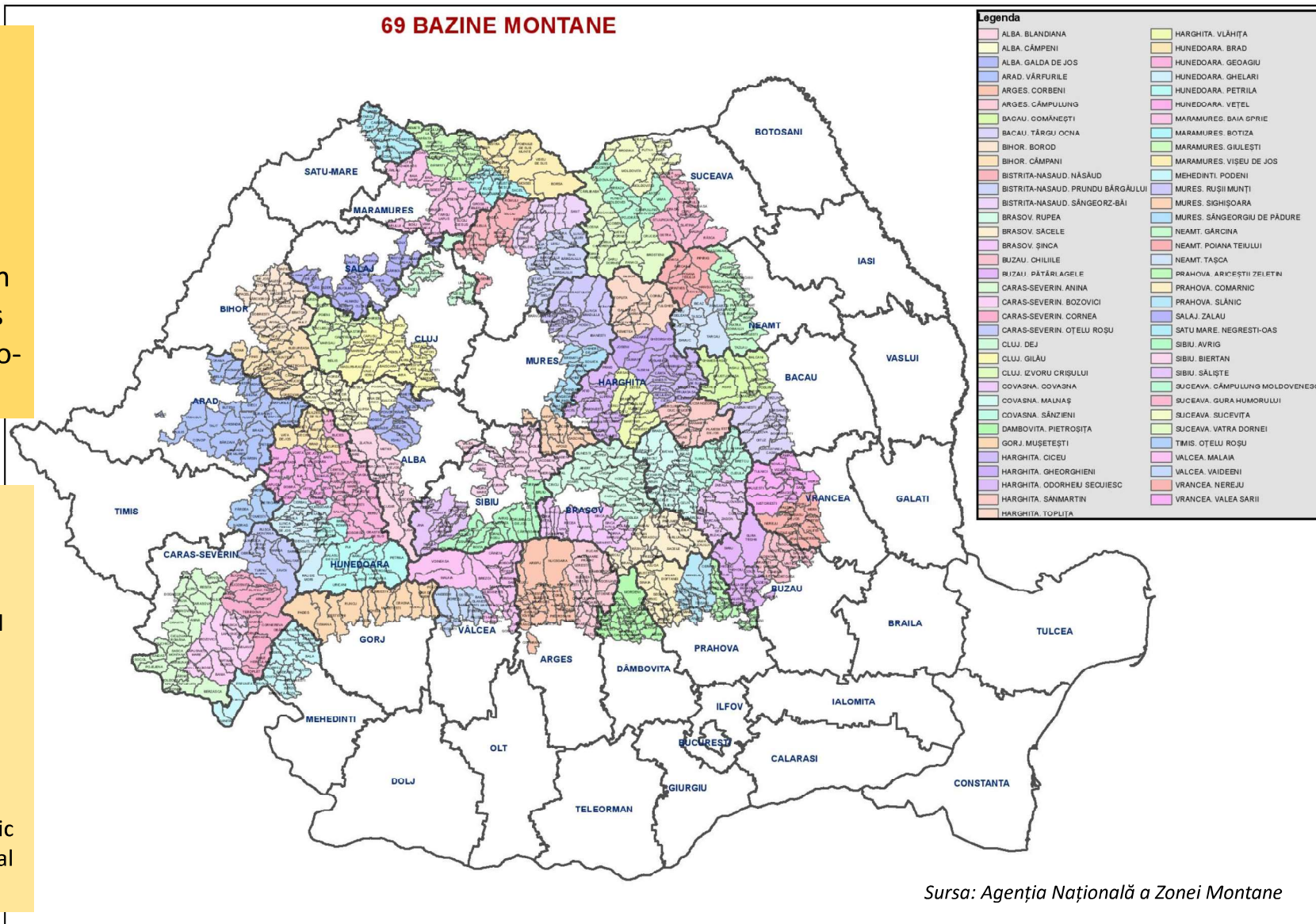
VD = the criteria for the designation of localities in the mountain area according to Reg. EC no. 1698/2005 art. 36a, Reg. EC 1257/1999 art. 18
 ND = the criteria for the classification of the UAT in the mountain area according to the common order MADR no. 97/2019 and MDRAP no. 1332/2019

Total population in the mountain area according to common order MADR no. 97/2019 and MDRAP no. 1332/2019 to ZM (No.)
 % population from the mountain area compared to T population from the county



The mountain area includes **69 traditional basin areas**, with important geo-climatic, traditional and economical differentiations between the traditional bio-areas and even between micro-areas.

According to the provisions in the Mountain law draft: „The mountain basin represents a mountain territory formed by several administrative territorial units with territorial continuity, constituted, as a rule, along a valley, a watercourse or a communication avenue, with common geo-climatic characteristics and with similar, traditional cultural and economic activities, grouped around a local development center.”



Agriculture in the mountain area

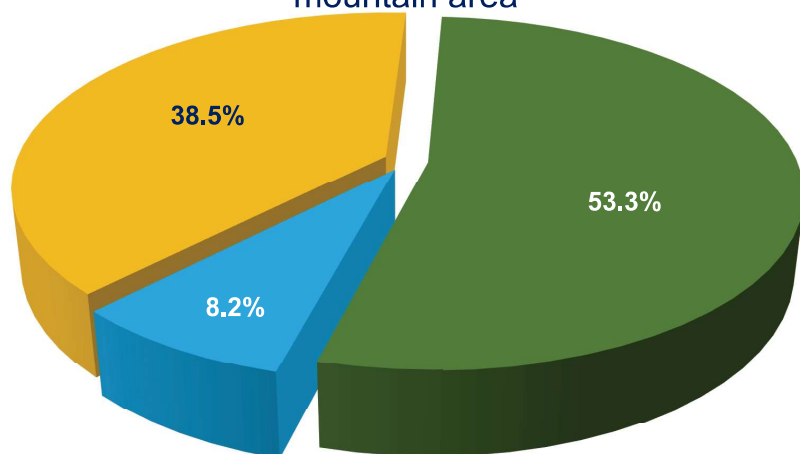
- ❑ **The land fund** is of approximately 7,7 milion ha, of which 4.703.518 ha forestry fund and 3.027.123,33 ha agricultural land, representing **22.36%** of Romania's total agricultural area (13.535.297 ha).
- ❑ **The arable land** in the mountain area occupies an area of 951.119,5 ha, representing **9,92%** of the country's total arable land.
- ❑ **The mountain pastures** occupy 1.613.164 ha representing **49.30%** of the country's total pasture area.
- ❑ **The grasslands** in the mountain area occupies an area of 1.164.488 ha, representing **74.83%** of the country's total grassland area.
- ❑ **Animal breeding** is the main economic activity in this area, and the mountain pastures and grasslands have the most valuable natural flora.



Sursa: Agenția Zonei Montane

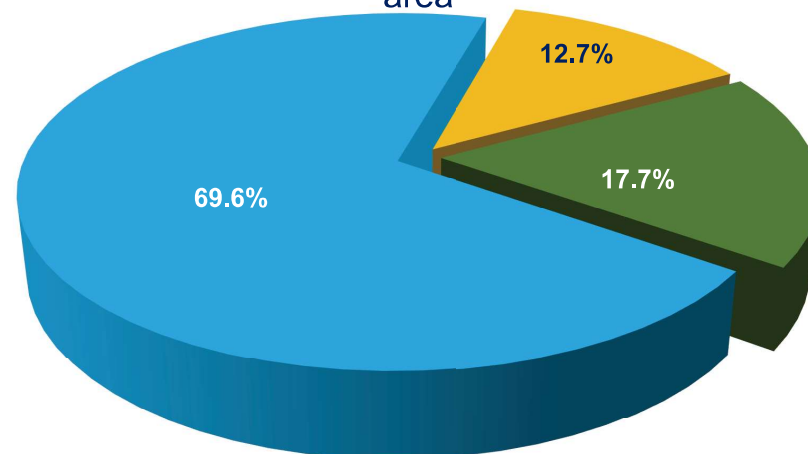


% Surface area of pastures and meadows from MA compared to the total agricultural area in the mountain area



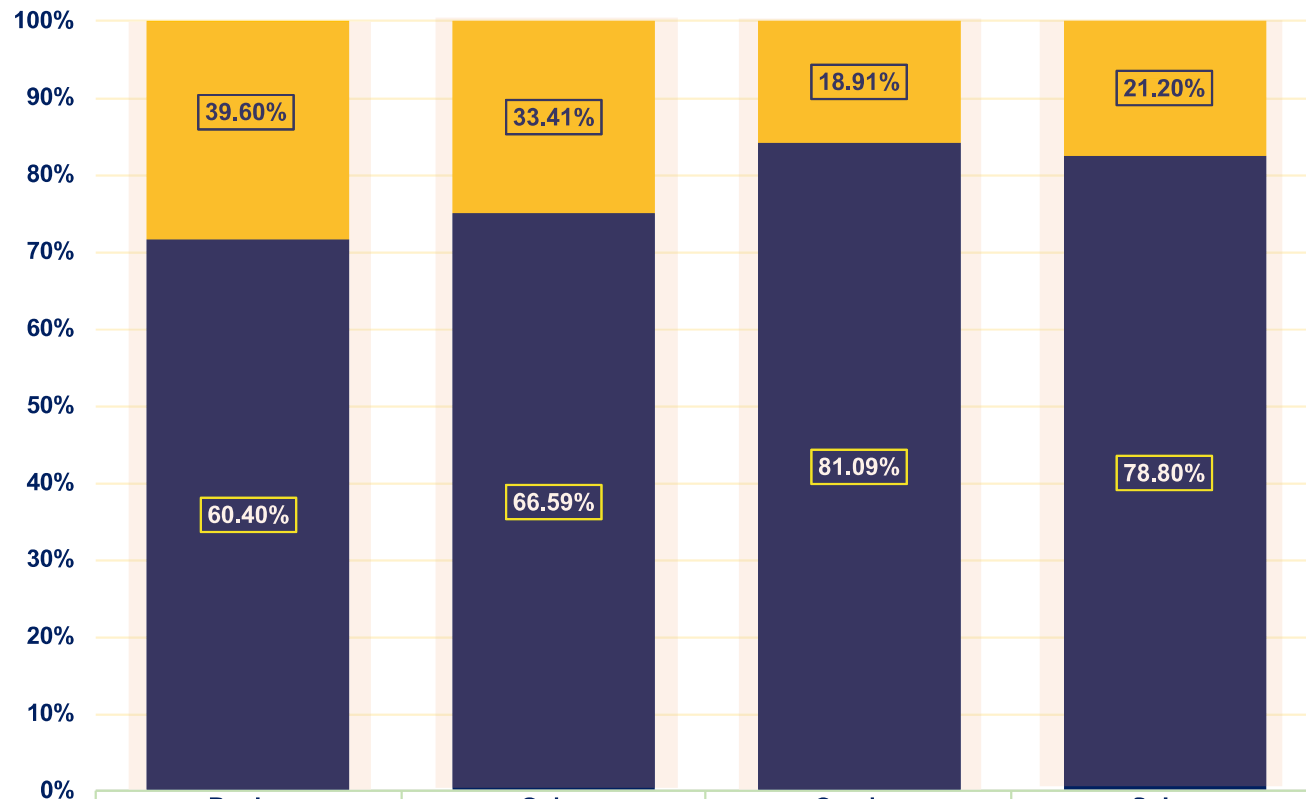
- Suprafață arabilă, vii, livezi etc.
- Suprafață fânețe zona montană
- Suprafață pășuni zona montană

% Surface area of pastures and meadows in the MA with respect to the total area of the mountain area



- Suprafață arabilă, forestieră, vii livezi, ape etc.
- Suprafață fânețe zona montană
- Suprafață pășuni zona montană

The number of animals in the mountain area



	Bovine	Ovine	Caprine	Suine
■ Total zona montană	789308	3908464	313585	403220
■ Total zonă nemontană	1993321	11697600	1658270	1901725



” THE OPTIONAL QUALITY TERM „MOUNTAIN PRODUCT” ”

NATIONAL LEGISLATION & EUROPEAN LEGISLATION THE OPTIONAL QUALITY TERM „MOUNTAIN PRODUCT”

European legislation:

- **Reg.(UE) 1151/2012** with regard to conditions of use of the optional quality term ‘mountain product’, reserving the term „**MOUNTAIN PRODUCT**” for food products produced and processed in the mountains.
- **Commission Delegated Regulation (EU) No 665/2014 of 11 March 2014** supplementing Regulation (EU) No 1151/2012 of the European Parliament and of the Council with regard to conditions of use of the optional quality term „**mountain product**”

National Legislation:

- **Decision no. 506 of 20 July 2016** with regard to establishing the institutional framework and certain measures to apply the Commission Delegated Regulation (EU) No 665/2014
- **Order no. 52/2017** with regard to the Procedure of conformity checking for the data entered in the tender book in order to be granted the right to use the optional quality term “mountain product” and the verification of compliance with the national and European law by the economical operators that have been granted the right to use the term

WHAT IS THE "MOUNTAIN PRODUCT"

The term "**mountain product**" has been defined as an optional term and it is assigned to the products destined for human consumption that:

- Are produced from raw materials, but also the animal feed originate mainly from the mountain area;
- For the processed products, the processing must also take place in the mountain area.



WHICH PRODUCTS CAN OBTAIN THE RIGHT TO USE THE OPTIONAL QUALITY TERM « MOUNTAIN PRODUCT »?

1. Animal origin products

- (1) Products obtained from animals raised in the mountain area and processed in this area.
- (2) Products obtained from animals raised at least their last two thirds of life in the mountain area, if the products are processed in this area.
- (3) Products obtained from transhumant animals that have been raised at least a quarter of their life in transhumance grazing on mountain pastures.

2. Beekeeping products, provided the bees have collected the nectar and pollen only in mountain areas.

3. Products of plant origin, only if the plants are cultivated in the mountain area.

Processing operations outside the mountain areas

Slaughtering of animals, cutting and deboning of carcasses may take place outside mountain areas, provided the distance to the mountain area is no greater than 30 km.

ANZM – issues the decision to grant the right to use the optional quality term „mountain product”, according to Order no. 52/2017 with the ulterior amends.

WHO CAN USE THE OPTIONAL QUALITY TERM MOUNTAIN PRODUCT ?

- ❖ Individuals that are certified as producers
- ❖ Companies
- ❖ Authorised persons,
- ❖ Agricultural cooperatives
- ❖ Producer groups
- ❖ Cooperative companies
- ❖ Communities and forest owner associations
- ❖ Associations, foundations, federations



THE TOTAL NUMBER OF MOUNTAIN PRODUCTS THAT HAVE BEEN GRANTED THE RIGHT TO USE THE OPTIONAL QUALITY TERM „MOUNTAIN PRODUCT” AND THE RESPECTIVE COUNTIES



PRODUSE MONTANE / CATEGORIE / ANI								
Etichete de rânduri	2017	2018	2019	2020	2021	2022	2023	Total general
CARNE ȘI PRODUSE DIN CARNE	2		7	22	49	37	2	119
LAPTE ȘI PRODUSE DIN LAPTE	18	34	175	196	504	154	24	1105
OUĂ				6	3	1		10
PĂINE, PRODUSE DE PANIFICAȚIE ȘI PATISERIE			1	2	1			4
PEȘTE ȘI PRODUSE DIN PEȘTE		2	4	14	5	1		26
PRODUSE APICOLE	1	1	72	99	224	79	20	496
PRODUSE VEGETALE	6	11	113	741	812	176	62	1921
Total general	27	48	372	1080	1598	448	108	3681
PRODUCĂTORI MONTANI / CATEGORIE / ANI								
Etichete de rânduri	2017	2018	2019	2020	2021	2022	2023	Total general
CARNE ȘI PRODUSE DIN CARNE	1		1	7	16	3	2	30
LAPTE ȘI PRODUSE DIN LAPTE	4	9	34	113	283	45	5	493
OUĂ				6	3	1		10
PĂINE, PRODUSE DE PANIFICAȚIE ȘI PATISERIE			1	2	1			4
PEȘTE ȘI PRODUSE DIN PEȘTE		1	1	2	4	1		9
PRODUSE APICOLE	1	1	32	55	72	36	11	208
PRODUSE VEGETALE	2	2	19	172	313	53	18	579
Total general	8	13	88	357	692	139	36	1333
Specificație/anul								
PRODUSE MONTANE	2017	2018	2019	2020	2021	2022	2023	Total general
PRODUSE MONTANE	27	48	372	1080	1598	448	108	3681
PRODUCĂTORI MONTANI	8	13	88	357	692	139	36	1333



RESULT: 70 producers of agrifoods from the mountain area have been granted the right to use the optional quality term "mountain product", from the counties: Argeș, Bacău, Caraș-Severin, Covasna, Harghita, Mureș, Neamț, Prahova, Gorj, Suceava, Hunedoara, Buzău, Cluj, Bistrița Năsăud, Vâlcea, Bihor, Sibiu, Brașov

The LOGO



Order no. 49 of January 2019 amending Order no. 52/2017 with regard to the Procedure of conformity checking for the data entered in the tender book in order to be granted the right to use the optional quality term "mountain product" and the verification of compliance with the national and European law by the economical operators that have been granted the right to use the term, stipulates in art. 9 section (2) with regards to the approval of the Procedure of conformity checking for the data entered in the tender book in order to be granted the right to use the optional quality term "mountain product" and the verification of compliance with the national and European legislation by the operators that have obtained the right to use the term, which stipulates in art. 9 section (2) the following:

(2) On the label of the agrifoods registered in National Registry of mountain products it will be printed in a central position, underneath the product name, the optional quality term "mountain product" and the registry position.

Art. 9¹) - (1) The products registered with the optional quality term "mountain product" will be marked with a national logo. (2)

(2) Graphic representation and the description of the national logo are presented in annex no. 10.

(3) The national logo is the exclusive property of the Mountain Area Agency, with the rights established by the law.

(4) The Mountain Area Agency will manage the national logo.

(5) The rights related to the national logo can be transmitted according to the provisions of the law.

(6) The use of the national logo without complying to the conditions in this procedure will be punished according to the legal provisions in force.

(7) The "mountain product" logo will be used exclusively on the labels of the product that comply with the requirements of the Regulation (EU) No 1151/2012 of the European Parliament and of the Council, Commission Delegated Regulation (EU) No 665/2014 of 11 March 2014, and the current procedure.



Categories of products that have obtained the right to use the optional quality mention "Mountain product"



Dulcețuri și siropuri



Produse din carne



Produse din lapte



Produse din pește



Produse apicole



Fructe

WHY MOUNTAIN PRODUCT?

The mountain products are an integral part of the mountain territories' image and they are associated by the consumers with the landscapes, customs and local traditions. The term „mountain” is associated with the idea of purity, authenticity and quality.

Because:

- ❖ The mountain area is recognized for its low pollution, which makes food originating from this area more valuable
- ❖ This type of food is healthier, because in the mountain area the animals feed on a larger variety of plants, some of which are medicinal plants
- ❖ The raw materials, and also the animal feed, come from the mountain area
- ❖ It helps maintain biodiversity and traditional agricultural practices
- ❖ Ensures food safety
- ❖ They are fresh and of high quality
- ❖ They contribute to the development of the local economy by creating employment and raising the standard of living.





INTRODUCING THE QUALITY TERM „MOUNTAIN PRODUCT IS NECESSARY IN ORDER TO:

- Stimulate mountains development, thanks to the agricultural products and bring added value in the mountain areas, by protecting the quality agrifoods from the mountain
- Prevent any fraud on the consumer through abusive use of the term „mountain product” and to remedy the market distortion caused the sale of „mountain” products, that in reality are not mountain products
- Increase the traditional mountain agricultural systems’ competitiveness
- Protect cultural heritage in the mountain areas
- Ensure the supply of ecosystemic services through the mountain exploiters





CONCLUSIONS

- ❖ Ensuring a **balanced territorial development** that will contribute to the vitality of the rural areas (inhabited mountains – “live mountains”) and to the increase of this area’s attractiveness, stabilization of the population, reduction of the migration and renewal of the generations of agricultors represents a very important indicator in order to achieve the plenitude of the Romanian mountain space.
- ❖ Joining the two sectors: **tourism** (through agritourism, ecotourism and rural tourism) and the **agrifoods sector** can revitalise the economy of the mountain areas.
- ❖ **Rural tourism** is closely related to the local economies, which leads to the interdependence of these two sides.
- ❖ Apart from the actual tourism activity – accommodation, restaurant services, leisure (sightseeing, fishing, horse riding), other services, the economic (agricultural) activity of the farm (pension) owners, through **agritourism**, the agrifoods from the household can be produced, primarily processed and sold. In the tourism field the agritourism represents quite a low percentage compared to other categories.
- ❖ **Revitalising the tourism in the rural mountain area can be achieved by partnership work and cooperation between all the responsible actors from the tourism and agrifoods sectors.** Investing in the accommodation units should observe the specifics of the area and the traditional architecture. These should be also correlated with the gastronomic products specific to the area and with the local traditions.





Vă mulțumesc pentru atenție!