

The Implementation of the Regulation on Products of Mountain Origin

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The “Quality Package”



[Regulation \(EU\) 1151/2012](#)

on quality schemes for agricultural products and foodstuffs

QUALITY SCHEMES

Protected Denomination of Origin PDOs
Protected Geographical indication PGIs
Traditional Specialities Guaranteed TSGs

LABELLING

Optional Quality Term
«Mountain Product»



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Geographical Indications (PDO, PGI)

Protect the name of the product through Intellectual Property Rights law

- ✓ Highlight peculiar qualities of the products through indication of their origin
- ✓ Preserve cultural traditions and liaise with protection of traditional knowledge and local community values
- ✓ Obtain market recognition and a premium price



Protected Designation of Origin

Product must comply with the following conditions:



- ✓ Originate in a specific geographical area
- ✓ whose given quality, reputation or other characteristic is essentially attributable to its geographical environment with its inherent natural and human factors
- ✓ Production, processing and preparation of the product – all the stages from raw material to the final product - must take place in the defined geographical area
- ✓ Animal products require compliance with origin of feed

Protected Geographical Indication

Product must comply with the following conditions:



- ✓ Originate in a specific geographical area
- ✓ Specific quality, reputation or other characteristics must be attributable to the geographical origin
- ✓ Production **and/or** processing **and/or** preparation must take place in the defined geographical area



What is there behind a GI?

Registration at EU level	→	register of GI
Groups (Consortia)	→	protection
Specifications	→	Know how
Control Bodies	→	certification
Public Authorities	→	controls



Art.31 of Regulation (EU) 1151/2012

The term 'mountain product' is established as an **optional quality term**,

which

shall only be used to describe products intended for human consumption listed in [ANNEX 1](#) to the Treaty in respect of which:

- (a) both the raw materials and the feedstuffs for farm animals come **essentially** from mountain areas;
- (b) in the case of processed products, the processing also **takes place in mountain areas**





**LABELLING OF FOOD AND AGRIFOOD
PRODUCTS ON MOUNTAIN AREAS**

JANUARY 2013

**JRC Scientific and Policy
Report**



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REGULATION (EC) N. 1257/1999 of the Council

on support for rural development from the European Agricultural Guidance and Guarantee Fund (EAGGF)

Article 18

Defines the Less Favoured Areas (LFA) on the purpose of compensation
Mountain areas suffer from considerable limitations in land use and increase in the costs of farming. MSs decided the condition for delimitation, related to altitude and declivity of slopes (e.g. altitude over 500 mt, steepness between 15 and 25%).

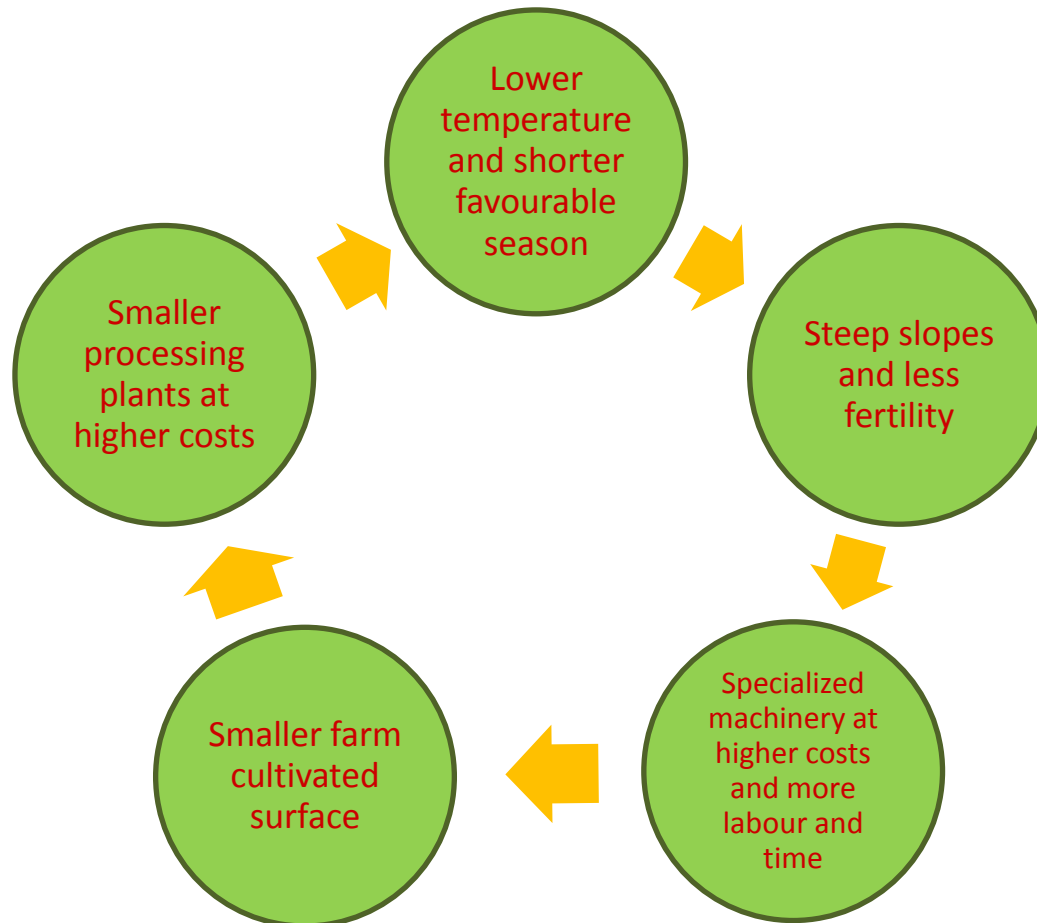
Based on classification of MSs, an average of 18,5% of the EU total surface should be considered mountaineous

[Article 18 LFA Mountain](#)

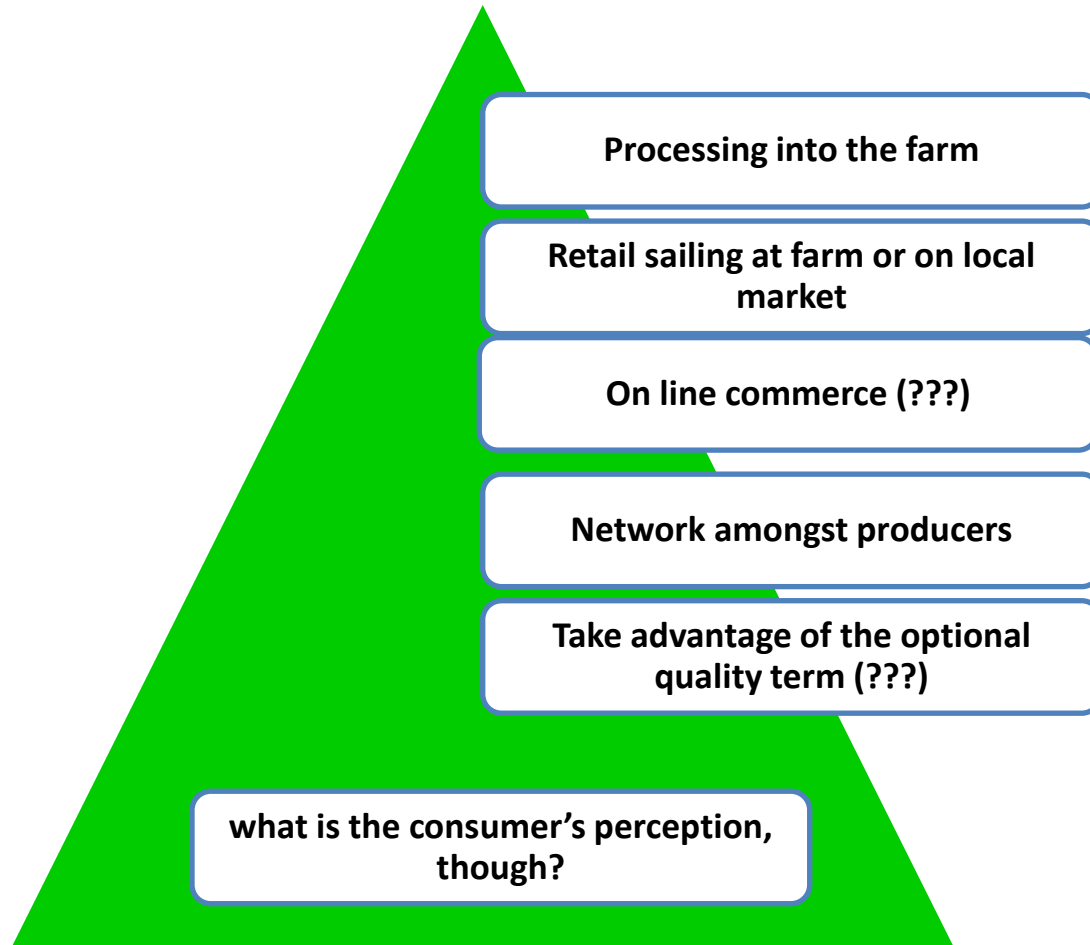


Running farms is burdensome on mountain

in the mountains agriculture faces several limitation because of permanent natural handicaps



How to fill the incomes gaps:





65% of european consumers believe that mountain products are pure, genuine, authentic and wholesome



Women



Educated and informed



Living on mountain areas - tourists





.....but only 37% totally trusts on labelling

with higher cost, both at farm level and on the market, mountain products are prone to counterfeiting



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MILANO 2015

How do Member States act on mountain labelling?

In Italy, mountain products are indirectly protected by means of PDOs and PGIs. The National law 97/1994 allows the indication of mountain origin on the label of GIs

In France a National law protects the term “Montagne” with simple rules, e.g. on animal feed. Also protects small factories on mountain areas with more stringent rules on processing





PRODOTTO



MONTAGNA



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...and outside the EU?

Switzerland has conceived a national scheme that better defines and protects products from the mountains by the mean of certification

The Swiss Order on denominations “Mountain”
and “Alpine pasture”



Optional Quality Term “Mountain Product”

It is a labelling system

It is not based on production specifications

No controls by a Control body, only selfcontrol at farm level

Official controls on the market, by public Authorities foreseen (es. ICQRF, ASL, CFS)



The EU Commission has issued a delegated act to implement art. 31

It defines the requirements that a product must comply with to be a Mountain Product

Takes into account the natural constraints in mountaineous territories (climate, higher production costs, etc.)

Protects and guarantees consumers against the misuse of the term



Mountain Agriculture: livestock.....



...and not only...



Mountain produce of Lombardy: vineyards

About 2500 farms in mountain area (Vini Valtellinesi DOC e DOCG, IGT Valcamonica, IGT Terre Lariane)

Vineyards on mountain accounts for 389 ha, of which two thirds on slopes more than 30% steep

Vineyards protect territories against hydrogeological instability and are peculiar features of the rural landscape



Mountain produce of Lombardy: **fruit growing**

- Apples “Mele di Valtellina IGP”: 1000 producers associated in a Consortium, giving a production of di 30 million Kg/year
- Forest fruits and berries
- Sweet Chestnut, which also has a role on forestry and on mountain landscape



Mountain produce of Lombardy: herbaceous plants

- Healing herbs (national sector plan 2013-2016) :
119 farms per 151 Ha
- Cereals (like rye and buckwheat)
- Register of protected cultivars (local varieties of corn)
- Conservation of permanent meadows and collection of wild seeds



Commission Delegated Regulation (EU) n. 665/2014

supplementing Regulation (EU) 1151/2012 of the European Parliament and of the Council, with regard to the conditions of use of the optional quality term “Mountain Product”

[Regulation EU 665/2014](#)



Art. 1

Products of animal origin

The term “Mountain Product” may be applied to products:

- Produced by animals (milk, eggs, etc.) reared in mountain areas and processed in such areas
- Made from animals (meat) reared for at least the last two thirds of their life in mountain areas and processed in such areas.
- Made from *transhumant* animals that have been reared for at least a quarter of their life grazing on pastures in mountain areas



Art. 2

Feedstuffs

Feedstuffs for farm animals should be deemed to come essentially from mountain areas, if the proportion of the annual animal diet that cannot be produced on mountain does not exceed:

- 50% expressed as a percentage of dry matter and **40% for ruminants** (60% of fodder from mountains)
- 75% expressed as a percentage of dry matter in case of pigs



Art. 3

Products of beekeeping

- The term “Mountain Product” may be applied to products of beekeeping if the bees have collected nectar and pollen in mountain areas only
- By way of derogation, sugar fed to bees shall not be required to come from mountains



Art. 4

Products of plant origin

- The term «mountain product» may be applied to products of plant origin only if the plant is grown in mountain areas

Art. 5

Ingredients

- When used in products referred to in articles 1 and 4, the following ingredients may come from outside mountain areas, provided that they do not represent more than 50% of the total weight of the ingredients:
 - a) products not listed in Annex 1 to the Treaty
 - b) herbs, spices and sugar




Art.6

Processing operations outside mountain areas

- By way of derogation from article 1 and 2, the following processing operations may take place **outside** mountain areas, provided that the distance from the mountain area does not exceed **30 Km**
 1. production of milk and milk products, in processing facilities in place on 3 January 2013
 2. slaughtering of animals, cutting and deboning of carcasses
 3. pressing of olive oil
- **Member States may determine that the derogation will not apply, or apply within a distance less than 30 km**



How Lombardy Region works for mountain producers

- technical group at regional level to set guidelines for public controls  traceability of feedstuffs
 - technical group at national level to decide conditions for application at national level (e.g. «buffer zone»)
 - Application of the promotion measure in the RDP
-**and something has already happened**.....

[Prodotti di Montagna](#)

From Labelling to Consumers guarantee



COMPETENT AUTHORITY - MIPAAF
Ex officio protection



CONTROL BODY
Controls on compliance with specifications



FOOD CHAIN ACTORS – Traceability



Self control



labelling of Final Product



CONSORTIUM OF PRODUCERS
Controls on the market



Some critical points.....

Difficult supply of animal feeding from mountain areas .
Otherwise, in some areas the percentage could be already higher, because of grazing, without reward for producers

Different parameters applied by MS to the “processing buffer zone”

Labelling is weak in consumers protection. Less controls compare to GI



Thank you very much!

Any question?....



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