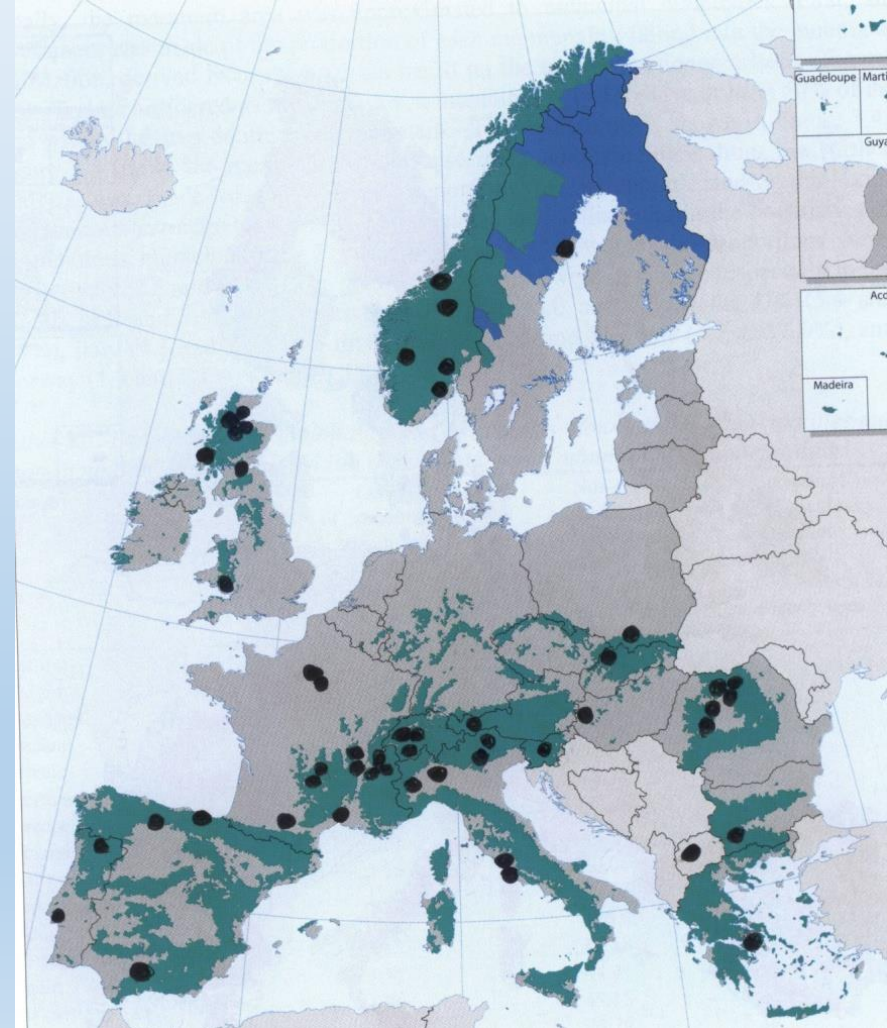


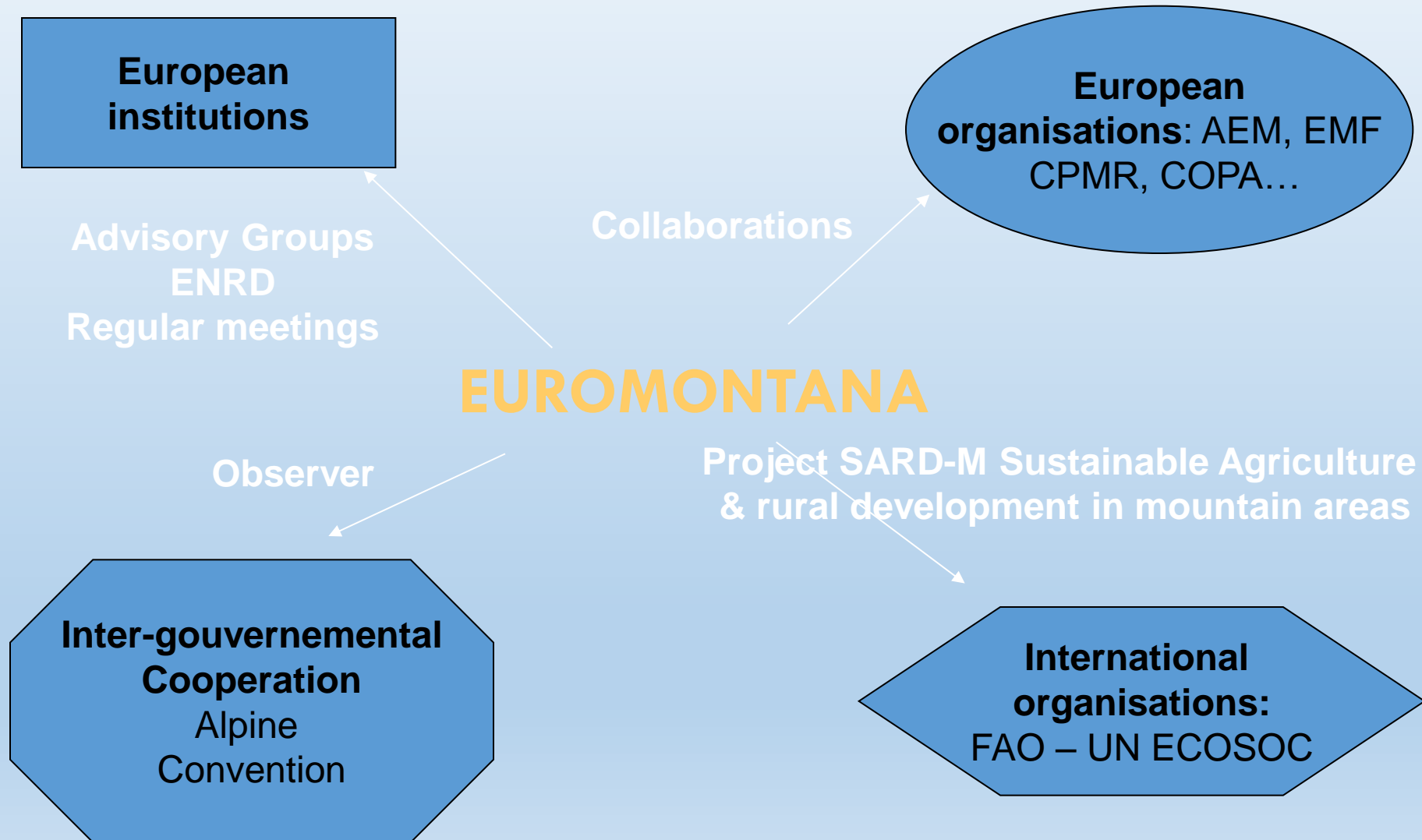
EUROMONTANA - European association for mountain areas



- European **multisectoral** association (since 1996)
- Around 70 members from 17 countries
- Comprising:
 - RDAs,
 - regional authorities,
 - agriculture organisations,
 - environmental organisations,
 - research organisations...



EUROMONTANA LINKS ITS NETWORK WITH EUROPE



OUR VISION FOR THE MOUNTAINS



- **Living** mountain areas
- Mountains are potential
- Mountains are worth investing in
- Culturally, economically and environmentally diverse mountains
- Mountains overcoming natural handicaps and marginalisation



THEMES OF WORK



Agriculture and rural development

Mountain products

Education and training

Local development

Forestry & wood

R&I

Energy

Mobility & ICT

Sustainable tourism

Services of general interest

Environment & Climate change

All themes are interrelated

Need for an Integrated approach!

EUROMONTANA

The central graphic is a collage of various images on a light blue background. The images include: a woman in traditional attire, a green field with sheep, people working on a laptop, a modern building, a stone tower, a forest with a sign, a cave interior, a river with a dam, a bus on a road, a cyclist on a mountain, a snowy mountain peak, and a small building. Text labels in blue boxes are placed around these images. In the center, two lines of text state "All themes are interrelated" and "Need for an Integrated approach!". The EUROMONTANA logo is repeated in the bottom right corner.

OUR CONCRETE ACTIONS - COOPERATION AND DEVELOPMENT OF MOUNTAIN AREAS



1.Lobbying

2.Information on European policies:

1. Seminars
2. newsletters

3.Facilitating exchange of experiences between territories and actors:

1. European Mountain Conventions (Bilbao, Chambéry, Lillehammer,...)
2. European cooperation projects

4.Develop and manage projects

5.Develop our expertise (studies)



Mountain quality food products – 15 years of work



| Themes/realisations | Lobbying (EU institutions and organizations, national policy) | External communication (teritories and actors) | Projects/networking | Studies |
|------------------------------|--|--|---|--|
| <p>Mountain foods</p> | <p>2.a seat in the civil dialogue group on quality and promotion of agri-food products of the DG Agri</p> <p>1. Contribution impact assessment - Action towards MEPs and Council</p> | <p>6. European Mountain Convention “Quality from the mountains: prosperity for people and territories” Bilbao, 2014</p> <p>5. Workshop mountin foods in Arantzazu 2009</p> <p>4. Reinclusion of MF webside in Euromontana website</p> <p>3. Green paper</p> <p>2. European Charter on Mountain products</p> <p>1. EU Montain convention in Trento 2000</p> | <p>2. EuroMARC</p> <p>1. Moutain TRIP</p> | <p>1. EC study on mountain supply chains</p> |



Important milestones to new regulation:

1. European Charter on Mountain Products (2005)



Objectives: to recognise and protect mountain food products specificities

- **The Charter is based on the 5 following principles:**

- The raw materials must be derived from a mountain region; **Criteria defined.**
- The processing must be carried in a mountain region; **Criteria defined.**
- Production must take into account local concerns relating to sustainable development; **Criteria?**
- Production must attempt to maintain the biodiversity and heritage of mountain regions; **Criteria?**
- Production must be able to guarantee at all times the transparency of information to consumers. **Criteria?**

- **This charter and its principles are binding only on its signatories**

- To achieve the objectives of the Charter, Euromontana contributes to the debate on European, national and regional policies which are likely to have an impact, especially the quality policy for agro-food products which defines official quality schemes and associated labels and the rural development policy which offers measures dedicated to the development of quality supply chains.

www.mountainproducts-europe.org



2. Euro-Marc Project (2007 -2010)

- The objective was to assess the perceptions for and interest of EU consumers and retailers of mountain food products in order to find ways of adding value to these products. Study area: 7 EU countries.
- **Analyze actions** of consumers, retailers, producers and policy makers with **respect** to these products.
- **Outputs:** successfully applying the European Charter of Mountain Quality Food Products for professionals and policy makers/ Consumer recognition of mountain products in Europe
 - Policy recommendations for stakeholders at every decision making level
 - Guidelines for actors in mountain product supply chains, advisory services, tourism sector



3. Labeling of Agricultural and food products of Mountain farming (2013)

The objective of the study was to provide a comprehensive description and analysis of the supply chain of products from mountain areas as well as an assessment of the current labelling schemes accessible for the products in the European Union

4. New regulation: „mountain product“ (2014)

- On **September 13th 2012**, rewarding 12 years of Euromontana commitment on this issue, **the European Parliament has officially approved a new regulation reserving the use of the term “mountain product” to food products produced and processed in mountain areas ([regulation \(EU\) No 1151/2012](#))**. This regulation entered into force in December 2012 and it is supplemented by the [Delegated Act \(EU\) No 665/2014](#) approved in July 2014, which specifies the **conditions of use of the optional quality term ‘mountain product’**.
- see the [regulation 1151/2012 in all EU languages](#)
- see the [delegated act 665/2014 in all EU languages](#)



Rules for „mountain products“ optional term



Article 1

Products of animal origin

1. The term 'mountain product' may be applied to products produced by animals in mountain areas as defined in Article 31(2) of Regulation (EU) No 1151/2012 and processed in such areas.
2. The term 'mountain product' may be applied to products made from animals that are reared for **at least the last two thirds of their life in those mountain areas, if the products are processed in such areas.**
3. By way of derogation from paragraph 2, the term 'mountain product' may be applied to products made from **transhumant animals that have been reared for at least one quarter of their life in transhumance grazing on pastures in mountain areas.**

Article 2

Feedstuffs

1. For the purposes of Article 31(1)(a) of Regulation (EU) No 1151/2012, feedstuffs for **farm animals shall be deemed to come essentially from mountain areas if the proportion of the annual animal diet that cannot be produced in mountain areas, expressed as a percentage of dry matter, does not exceed 50 % and, in the case of ruminants, 40 %.**
2. By way of derogation from paragraph 1, **as regards pigs, the proportion of feedstuffs that cannot be produced in mountain areas, expressed as a percentage of dry matter, shall not exceed 75 % of the annual animal diet.**
3. Paragraph 1 shall not apply to feedstuffs for transhumant animals referred to in Article 1(3) when reared outside mountain areas.

Article 3

Products of beekeeping

1. The term 'mountain product' may be applied to products of beekeeping if the bees have collected the nectar and the pollen only in mountain areas.
2. By way of derogation from Article 31(1)(a) of Regulation (EU) No 1151/2012, sugar fed to bees shall not be required to come from mountain areas.

Article 4

Products of plant origin

By way of derogation from Article 31(1)(a) of Regulation (EU) No 1151/2012, the term 'mountain product' may be applied to products of plant origin only if the plant is grown in mountain areas as defined in Article 31(2) of Regulation (EU) No 1151/2012.

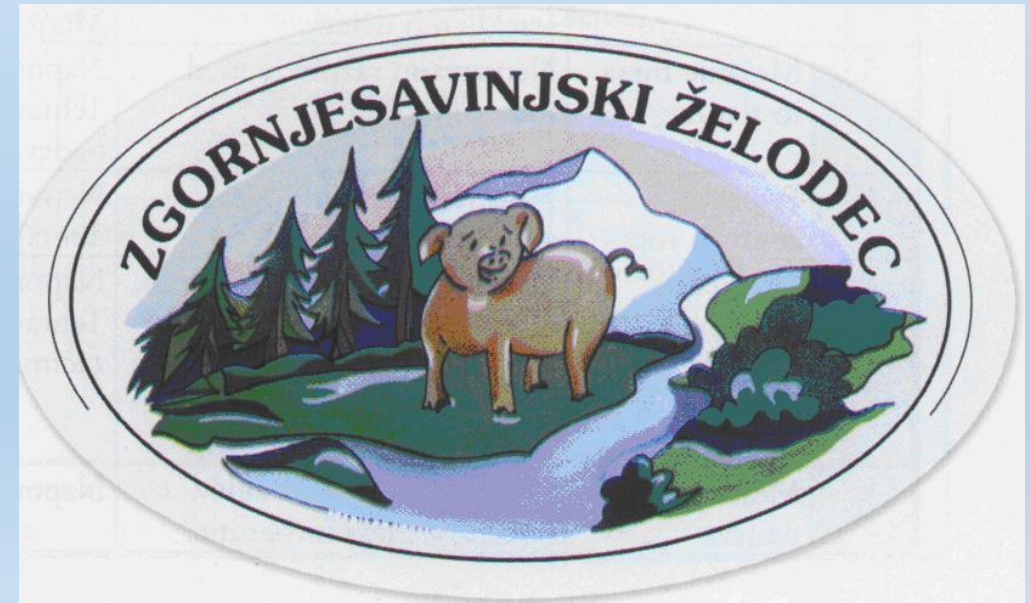


Article 5
Ingredients

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

Article 6
Processing operations outside mountain areas

1. By way of derogation from Article 31(1)(b) of Regulation (EU) No 1151/2012 and Article 1(1) and (2) of this Regulation, the following processing operations may take place outside mountain areas, provided that the distance from the mountain area in question does not exceed 30 km:
2. As regards products processed on their territory, Member States may determine that the derogation in paragraph 1, point (a) will not apply or that the processing facilities must be located within a distance, to be specified, of **less than 30 km from the mountain area in question.**





Thank you for your attention

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Č) Neobvezne navedbe kakovosti – EU shema Nova evropska zakonodaja - Uredba št. 1151/2012 o shemah kakovosti kmetijskih proizvodov in živil, uvaja tudi novost, t.i. NEOBVEZNE NAVEDBE KAKOVOSTI. Neobvezne navedbe kakovosti so nova stopnja sistemov kakovosti, ki se nanašajo na značilnosti ene ali več kategorij proizvodov ali na načine kmetovanja ali predelave, ki velja za določena področja. Zaenkrat je predpisana neobvezna navedba kakovosti “GORSKI PROIZVOD” (Uredba št. 665/2014 v zvezi s pogoji uporabe neobvezne navedbe kakovosti “gorski proizvod”). Neobvezne navedbe kakovosti se ne certificirajo, preverjanje se izvaja na podlagi analize tveganja.