

# MOUNTAIN PRODUCTS INITIATIVE

## Consumer survey: results

New Delhi, December 2015



# Mountain Partnership



Italian Development  
Cooperation  
Ministry of Foreign Affairs



# The project

The project aims to promote and protect **high value mountain products and services** as a strategy for **sustainable development** in mountain regions at global level.

In collaboration with members of the Mountain Partnership, the project specifically aims to establish a light **labelling scheme** to **brand mountain products and services** so as to **benefit small local mountain producers** in developing countries and help them to better tackle market challenges.

# The project's workplan

Period	Objective	Activity	Output
April – Aug 2015	Review of existing practices	MPS	Report
May 2015	Discuss issues and options	Rome workshop	First orientations on approach
June- Sept 2015	Discussion on workshop outputs and viable options	Establishment of a Task Force	Agreement on general approach and MPS role
Sept 2015- Jan 2016	Understanding the potential of mountain products in different countries: awareness, values, institutional framework	Field research (consumers, retailers, institutions)	Identification of adequate labelling scheme model for selected pilot cases
Feb-April 2016	Fine-tuning the global scheme based on the local/national schemes experience	Task force, validation workshop(s)	Global voluntary labelling scheme defined (governance and specification)
Mar 2016- Mar 2017	Test the global-pilot schemes	Pilot implementation (local and MPS)	Lessons learnt from the pilots
Mar 2017-...	Dissemination of lessons learnt	Publication	Scaling up

# The task force of the project

- Representation of Argentina to FAO (**Argentina**)
- Institute for Sustainable Development Strategy Public Fund (**Kyrgyzstan**)
- EUROMONTANA (**Belgium**)
- Ministry of Environment, Ecology, Sea and Forests (**Madagascar**)
- Ministry of Foreign Affairs (**Bolivia**)
- The Mountain Institute (**Nepal**)
- Bolivian Mountain Institute (**Bolivia**)
- Madadgar Trust for Research and Development (**Pakistan**)
- Association for development of mountain municipalities of Republic of Bulgaria (**Bulgaria**)
- Fundación Comunidad (**Panama**)
- Guizhou University (**China**)
- Ministry of Environment, Strategic Development of Natural Resources (**Peru**)
- Ministry of Environment and Sustainable Development (**Colombia**)
- Rural Agroindustry Network (**Peru**)
- Ministry of Environment (**Ecuador**)
- Representation of Peru to FAO (**Peru**)
- World Mountain People Associations (**France**)
- Broad Initiatives for Negros Development (**Philippines**)
- Pan Himalayan Grassroots Development Foundation (**India**)
- Centre for Development and Environment (**Switzerland**)
- Slow Food (**Italy**)
- University of Applied Sciences HTW Chur (**Switzerland**)
- University of Central Asia (**Kyrgyzstan**)
- Federal Office for Agriculture (**Switzerland**)
- The Christensen Fund (**Kyrgyzstan**)
- Centre for Climate Change and Disaster Reduction (**Tajikistan**)

# Volunteers for the pilot survey

## Institution

- Bolivian Mountain Institute
- Guizhou University
- Pan Himalayan Grassroots Development Foundation
- University of Central Asia
- Ministry of Environment, Ecology, Sea and Forests
- The Mountain Institute
- Madadgar Trust for Research and Development
- Fundación Comunidad
- Rural Agroindustry Network
- Broad Initiatives for Negros Development
- Centre for Climate Change and Disaster Reduction

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## Country

Bolivia  
China  
India  
  
Kyrgyzstan  
Madagascar  
  
Nepal  
Pakistan  
Panama  
Peru  
Philippines  
Tajikistan

# Volunteers for the pilot survey



# Objective of the survey

This survey is key to understand the level of **awareness on mountain products and services** in each of the different countries.

Questions investigated the **perception** of mountain products and services **among consumers**. Interviewers asked people if they knew and consumed mountain goods, which values they attached to them and if a mountain label would add value to mountain products and services.

Surveys will help choosing the countries where to start the **pilot implementation** based on the existence of gaps and needs that might be addressed by the project - and in particular by working on the mountain label and the related enabling and promotional activities.

# Common findings

- At first, people are **not familiar with the concept of mountain products**, but then during the interview they realize that they actually consume products and services from the mountains → area of work for the project
- Mountain goods are usually associated to **positive values**
- There is a **gap** between the mountain goods **known** and those actually **consumed** → area of work for the project
- Overall, a **mountain label would be appreciated** and consumers would be willing to grant a **premium price** to labelled mountain products and services



Thank you!

