



# ***Implementation of the EU optional quality term “mountain product”***

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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**

# 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

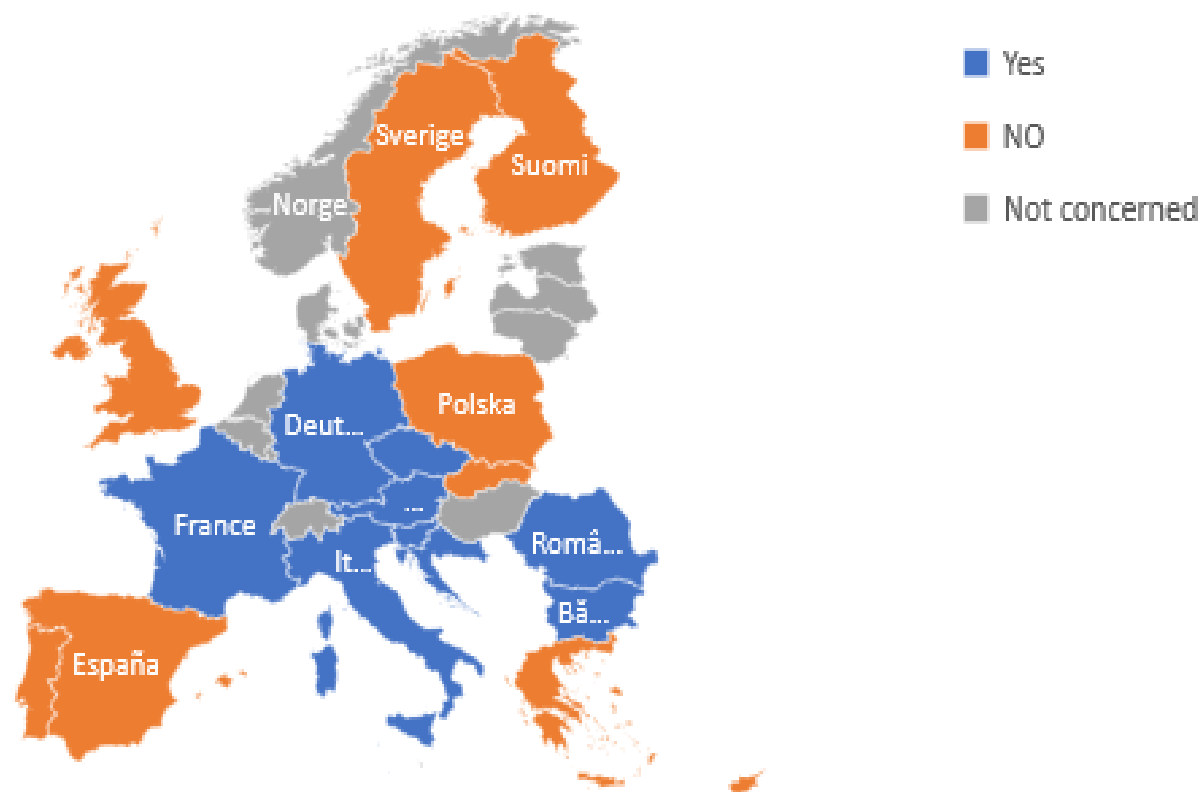
## ► At Member States level, to define:

- 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



# Expected benefits



- ▶ “Recognising this is an advantage for farmers as well as consumers. It enables farmers to **market the product better** but also ensures certain characteristics are **clear to the consumer**”
- ▶ Prevent fraudulent use of “mountain product” with a clear, simple legislation (only criteria is geography).
- ▶ Alternative for producers who cannot access other quality schemes: easy to use (few criteria, no certification fees)



# 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



# 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 GRUPPO ORTLES 3.905 MONTI ZEBRÙ 3.740 GRAN ZEBRÙ 3.851 PASSO DI CEVEDALE 3.266 MONTE CEVEDALE 3.769 PALON DE LA MAIRE 3.705 MONTE VIOZ 3.645 PUNTA SAN MATTEO 3.692 DOSEGGIO 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\***  
\*RISPETTO ALLA BOTTIGLIA UTILIZZATA IN PRECEDENZA

**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.

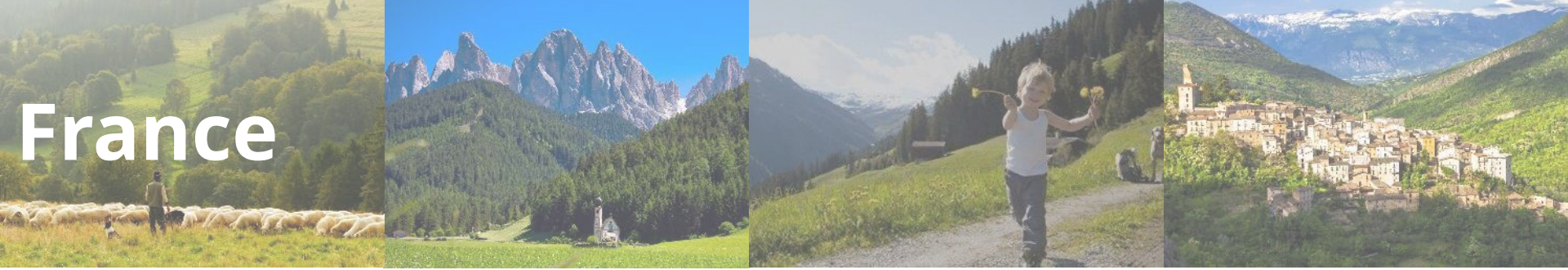
**LATTE PURO DA ANIMALI SANI E SERENI, NATI E ALLEVATI IN MONTAGNA**

**CSQA**  
PRODOTTO CERTIFICATO  
MONTAGNA, ANIMALI E BENESSERE  
DIP. 7024/2010 - 1° GIUGNO 2010

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

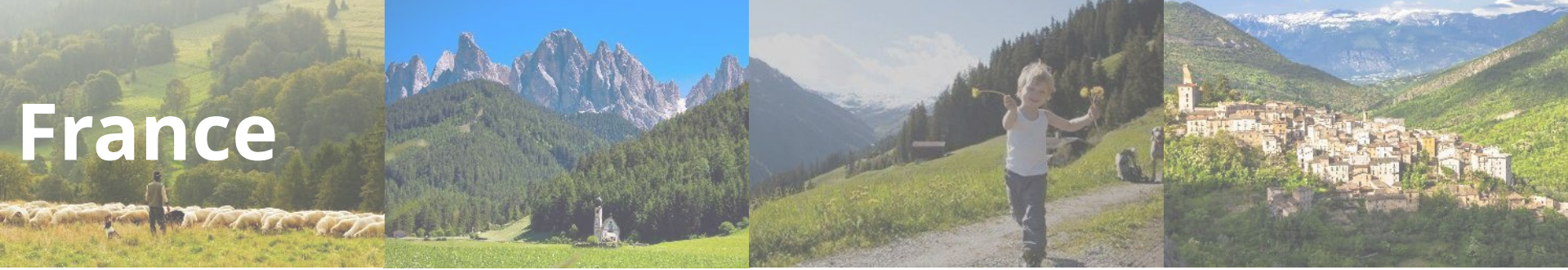


# France



- ▶ Farmers can use the term without pre-authorisation or notification
- ▶ Distinction with drinks and non-food agricultural products
- ▶ Distance not reduced (30 km)
- ▶ No official logo

# France



## ► 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

 **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?



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

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

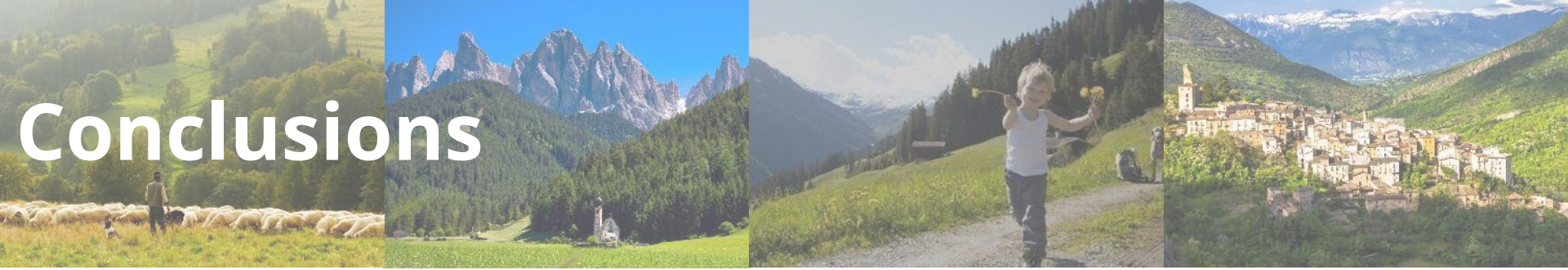
## ► What is the actual impact of the OQT?

- Have the expected advantages been realised?
- Impact on consumer perception and 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?

## ► Complementarity or overlap with other quality labels?



# Conclusions



- ▶ Not relevant everywhere and for everyone, and that is 100% OK.
- ▶ Complementarity with other quality schemes
- ▶ Implementation at national level not always optimal (= issue of logo)
- ▶ No EU level recognition by consumers
- ▶ Lack of data on actual impact on farmers and local economies.





# Thank you !

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