



MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

Optional Quality Term 'mountain product' implementation in Romania

Cătălina Rogozan (Highclere Consulting)

10 April 2024

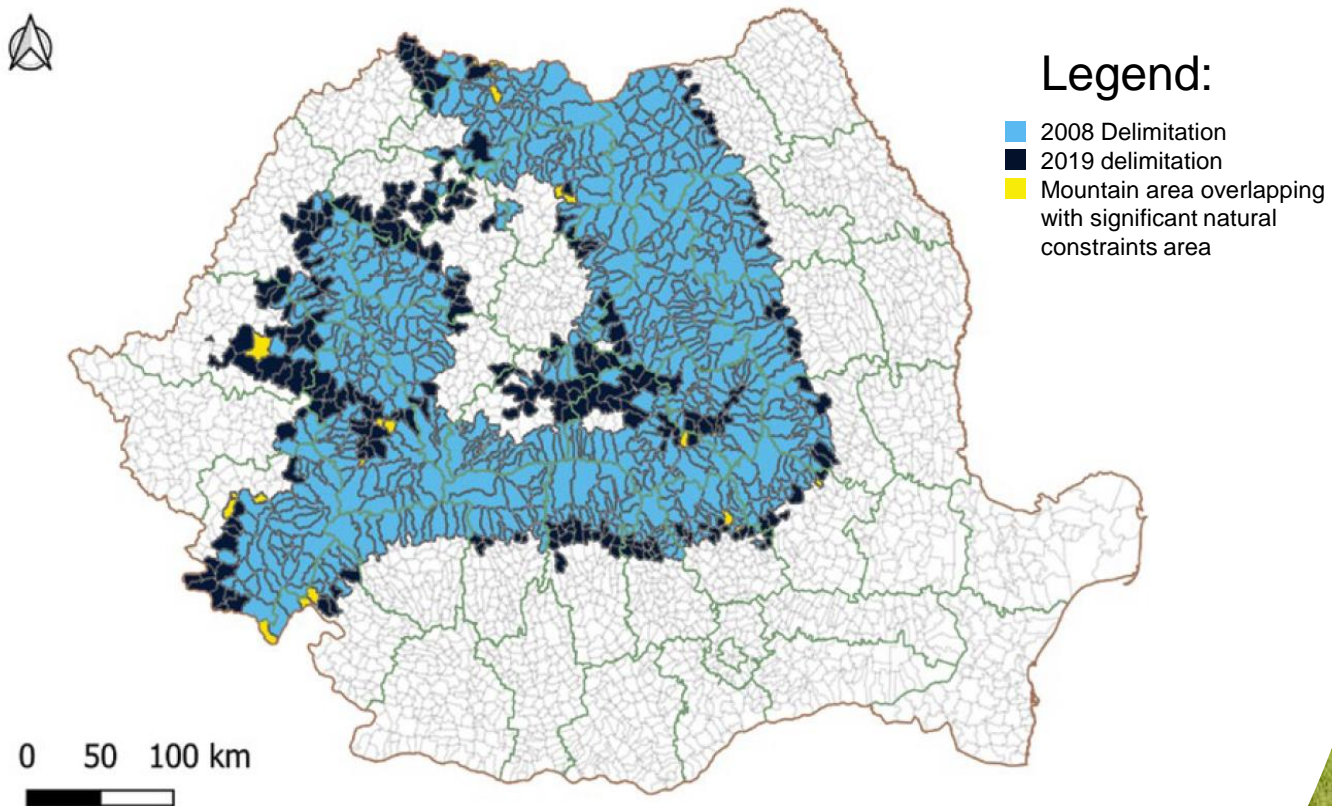


CONFERENCE | The new legal framework for EU Quality Products: opportunities and challenges for mountain and GI products

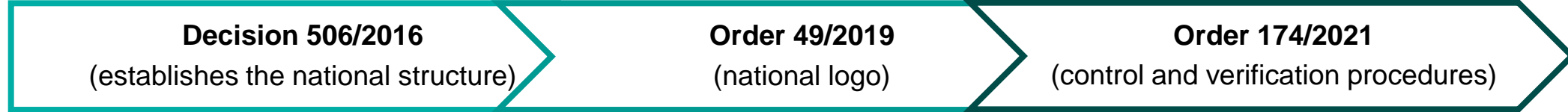


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I. Mountain area delimitation in Romania



II. OQT 'Mountain Product' legal and institutional framework



ANZM
(National Agency for Mountain Area)

ANPC
(National Authority for Consumer Protection)

ANSVSA
(National Sanitary Veterinary and Food Safety Authority)

- ▲ Develops the procedure for obtaining the OQT.
- ▲ Verifies that product requirements are met.
- ▲ Updates and manages the National Registry for Mountain Products.
- ▲ Verifies that the operators that use the OQT are compliant with the legislation.

▲ Verifies product labelling of products on the market which have obtained the right to use the OQT

- ▲ Authorises and registers producers for sanitary veterinary and food safety requirements and controls the food industry operators.



III. Romanian criteria for using the OQT 'mountain product'

- Raw materials originate from mountain areas.
- Animal feedstuffs originate primarily in mountain areas.
- Processing takes place in mountain areas. However, the EU derogation regarding processing is also taken into the national legislation.
 - Milk and dairy processing units.
 - Slaughtering of animals and cutting and deboning of carcasses.



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IV. National Registry for Mountain Products analysis

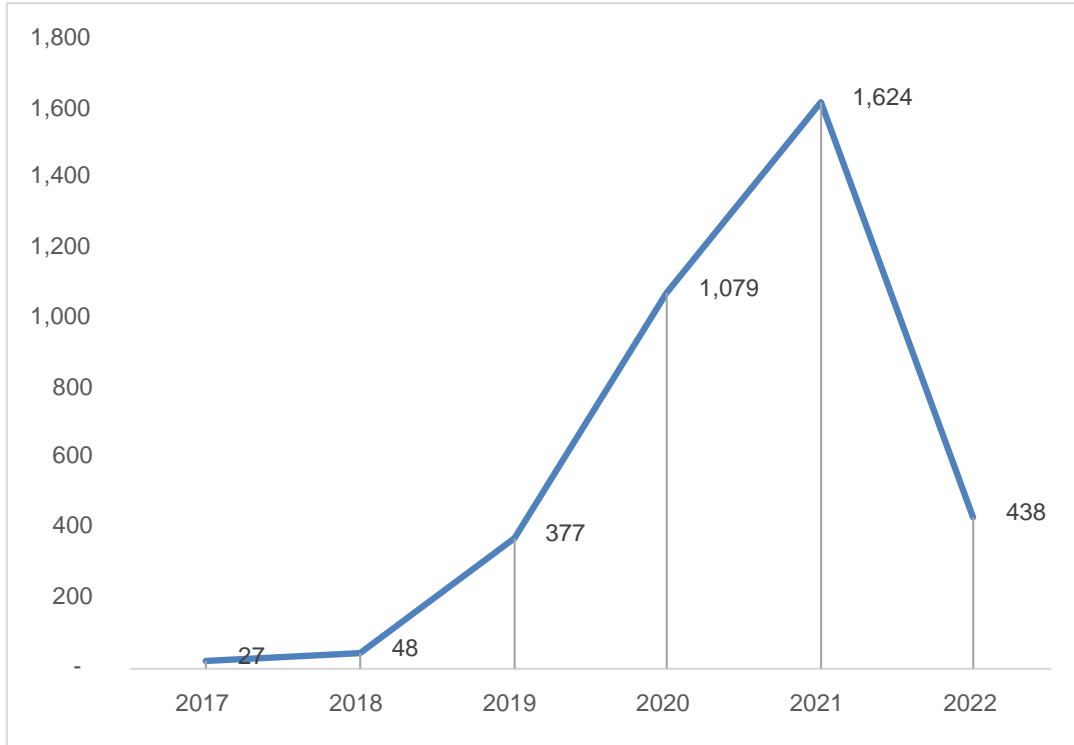


Figure 1: Number of registrations for the OQT 'mountain product' by year

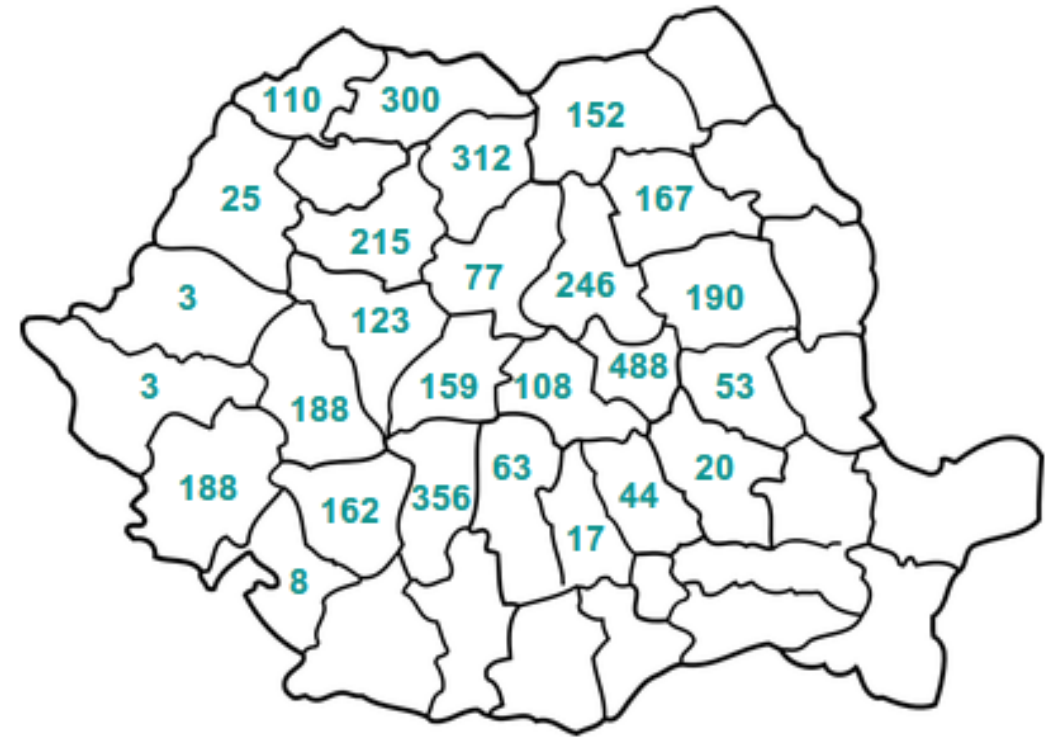


Figure 2: Map of the number of registrations for the OQT 'mountain product' by county



IV. National Registry for Mountain Products analysis

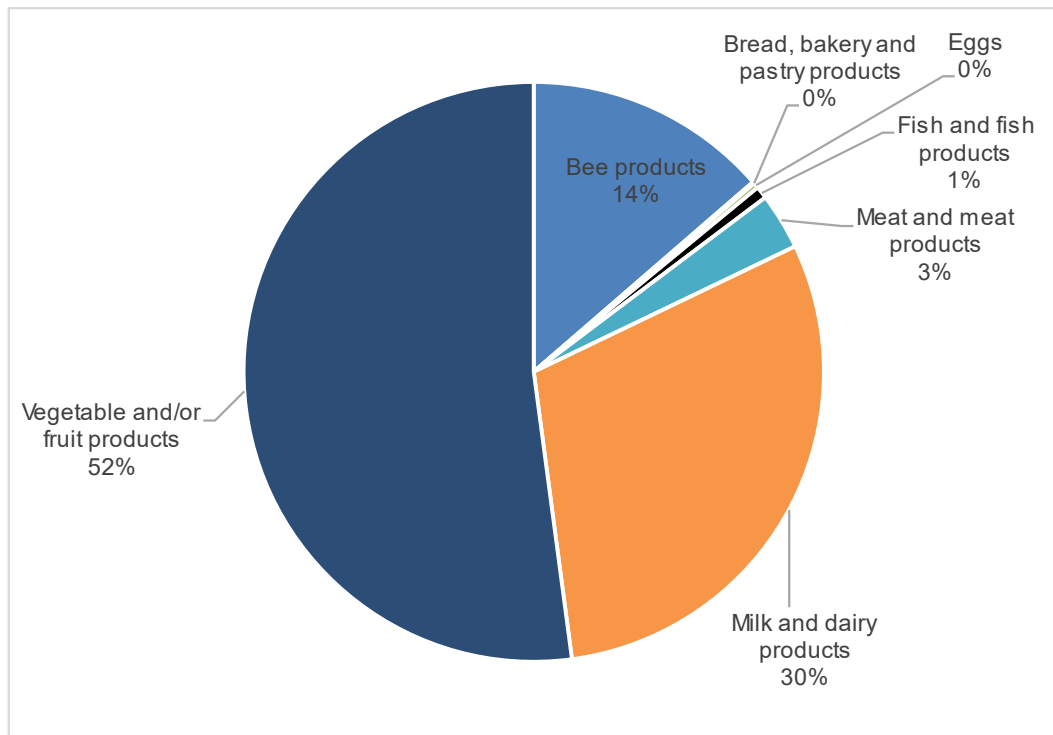


Figure 3: Distribution of registrations for the OQT 'mountain product' by product category

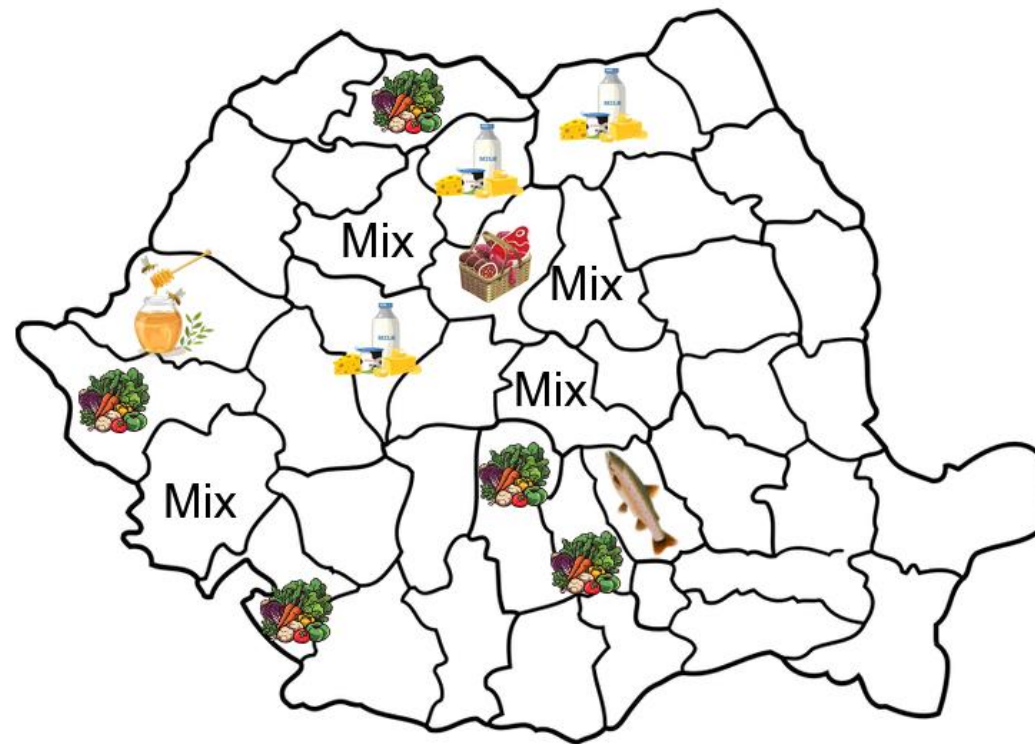


Figure 4: Romanian counties and their specialisation in one product category registered with the OQT 'mountain product'.



V. Consumer analysis



83% from the consumers said:

'origin and place of production are the main reasons behind my purchase decision'



62% from the consumers said:

'we are looking for quality labels when purchasing food products'



70% from the consumers said:

'we are not aware of the national label 'mountain product' and the criteria that the products using this label must meet'



VI. Strengths and weaknesses of the OQT 'mountain product' implementation in Romania



Strengths

- ▲ No fees involved.
- ▲ Easy registration procedure and the ANZM support throughout the registration process.
- ▲ The existence some promotional tools for the products that have the right to use the OQT 'mountain product' (www.produsmontan.ro, ANZM Facebook page).
- ▲ The OQT offers a competitive advantage of the products, which can be distinguished from other similar, non-labelled products.

Weaknesses

- ▲ Very limited promotion of the OQT 'mountain product'.
- ▲ A formal institutional coordination mechanism between ANSVSA, ANPC and ANZM on control attribution is missing.
- ▲ Lack of legislation to control other products that may use mountain-related words or symbols (e.g. *from the mountains*).
- ▲ The VAT reduction is no longer in place.



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Thank you for your attention!



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Photos and video sources:

SLIDE 2:

- Mountain Area delimitation in Romania, Review of Mountain Product Quality Scheme in Romania, MADR and World Bank ([review](#))
- Southern Romanian Carpathians: Dan Dinu (www.dandinu.ro)

SLIDE 3:

- Karpaten Milk a obținut certificarea ‘Produce Montan’ pentru 23 de sortimente lactate, [Meat Milk article](#)
- [Website Produce Montan](#), ANZM

SLIDE 4:

- Lăptăreasa din Tohan [Facebook page](#)
- Arkase [Facebook page](#)
- [Via Profi website](#)
- [Bunătăți uscate website](#)

SLIDE 7:

- [Produce Montan website](#), ANZM
- [Produce la munte website](#)

