



The Mountain Foods Process: Evaluation of the options offered by National and EU Legislation and Policies

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WP5 Objectives

1. Multi-scale policy review - key constraints & opportunities for mountain foods
2. Review policies relevant to the promotion & labelling of mountain quality-foods
3. Identify synergies & discrepancies between policies
4. Recommendations



Mountain and Labelling Policy Reviews

- **Phone interviews**
 - Mountain policy (30)
 - Labelling policy (20)

- **National / EU:**
 - Government / NGOs / Researchers / Regional agencies



Use of Terminology at the policy level

Country	Level of definition and understanding of.....		
	The term 'mountain' in national policy	The term 'mountain foods' in national policy	The term 'mountain foods' among the general populace
Norway	No criteria/definition	Not used/defined	Understood as a general term; not in common usage
Slovenia	No national criteria (LFA)	Not used/defined in policy	Used as a term but not in common usage
Scotland	No national criterion (LFA) <i>'Agriculture not occurring in mountains'</i>	Not used/defined in policy	Not used or well understood
France	Defined: LFA system and national policy (Mountain Law)	Mountain Food can use French Mountain Label from Mountain Law	Relatively well known. Consumers not always clear on meaning of labels
Romania	Defined using LFA system and national policy	Not used/defined in policy	Reasonably well-known, perhaps not in frequent usage
Austria	Defined using LFA system	Not used/defined in policy	Relatively well known



Terminology - Key Points

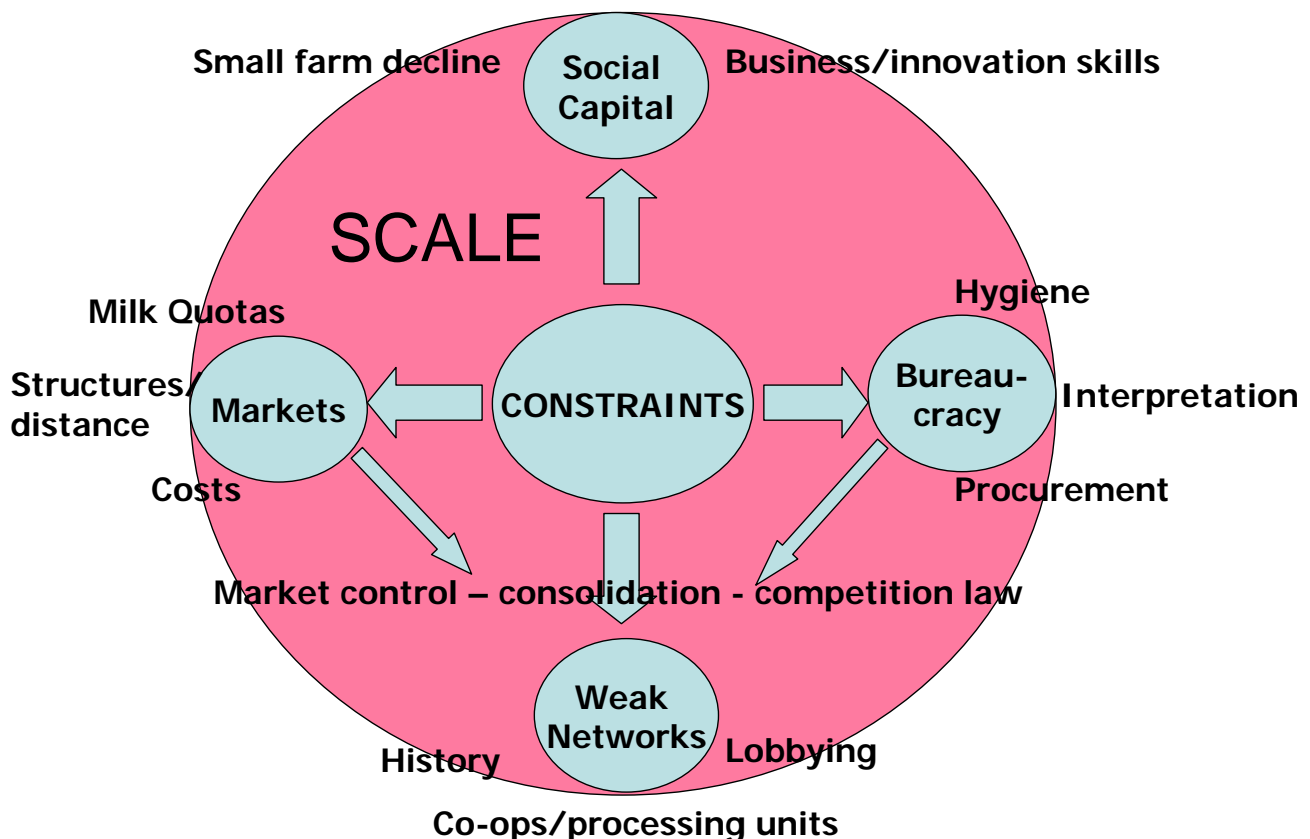
- Other terms – speciality, farm, traditional, regional (foods) – preferred by some
- Norwegian / Scottish respondents:
 - Support all disadvantaged farmers!
 - ‘Mountain Foods’ inappropriate
- 60% support (EU) definition of mountain regions / foods
- EU less supportive – support **national** initiatives



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Rob McMoran and Martin Price, Brussels, 6th November, 2008.



MOUNTAIN FOODS PROCESS - POLICY



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Existing EU-Labeling Schemes - KEY ISSUES

PDO / PGI / TSG / Organic



PDO/PGI – Mountain label conflict or mountain criteria?

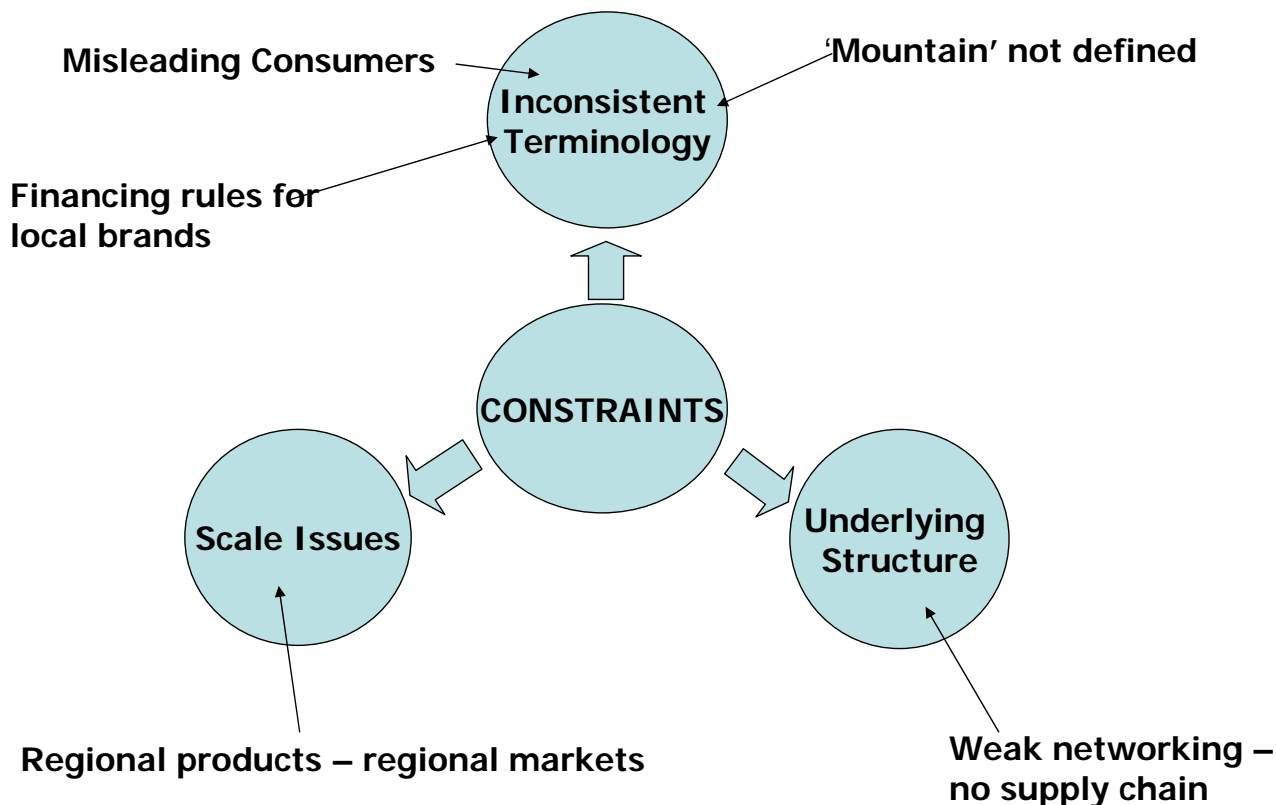
TSG – uptake/intellectual property/inconsistent
 -> A new definition?

Organic – not extensive

Promotion and awareness

Not suited to small producers
 -> A new small producer scheme?

Non-EU Schemes - CONSTRAINTS



Non-EU Schemes - OPPORTUNITIES

- Marketing standards – reserved terms
- EU Labelling Strategy (70-80%)
 - Clarify use of regional names
 - Define key terms (criteria)
- Regional development – Food networks
 - Lead regional products



An EU Mountain Quality Food Label ?

Why an EU Label?

- Generic constraints – high benefits
 - Consumer-producer link at EU level – high-profile
 - Milk quota gap
 - Clarify terminology – align non-EU Schemes
 - Mountain Foods Charter
-
- 50-60% supportive (Round 1)
 - 60%+ supportive (Round 2)



An EU Mountain label – CONSTRAINTS

- Scottish / Norwegian / EU respondents less supportive
 - -most **effective** and **efficient** way?
- Why Mountains? – Not defined outside LFA
- **‘Confusion Hypothesis’**
- EU labels = international marketing tools: unsuited to regional marketing?
- **HNV Scheme** – conflict or complementary?



Possible Levels of Action for EU Mountain Food Labelling

1. **EU Regulated Mountain Products Scheme (criteria?)**
PDO/PGI – beyond origin? – stocking densities? – organic?
2. **NGO-led / private collaborative EU Mountain Quality Scheme & label; centrally monitored or self-regulating?**
3. **Define key terms in EU Marketing Standards** (optional reserved terms); “Mountain Product”
4. **EU Strategy for Non-EU labelling schemes** (definitions; criteria)



Possible Levels of Action for EU Mountain Food Labelling

- **OR** – EU High Nature Value (HNV) label (extensive agriculture)
- **OR** development of a holistic EU ‘sustainable foods’ labelling system (e.g. ‘Gut So’ in Austria)



WP5 Conclusions and Recommendations

1. MQFL – Difficult at EU Level - Labelling alone insufficient; -
-integrate policy & recognise benefits
2. EU-wide food labelling strategy and national strategies
– major potential
3. Member State policy interpretation / implementation
guidelines
4. Regional development: high-quality regional lead products /
networks
5. Integrate regional agriculture / food in sustainable regional
initiatives (e.g. biosphere reserves, organic regions,
national parks)



Respond to the Green Paper!
THANK YOU !

