

# val'mountain

## Valorization of quality mountain products

### Background

In December 2005, the European Charter for mountain quality products has been ratified by the European Parliament and signed by about 60 organisations.

The Charter addresses economic development and policy objective which are

- the better identification of these Quality Mountain products in the market.
- the recognition and promotion of the role of the enterprises that produce in the mountain area in Europe.



### Main Targets

The European Charter for mountain quality products translates the intention of its signatories to characterise, protect and promote mountain quality food products and thus to contribute to the sustainable development of the economies and territories of Europe's mountain regions. It is a political document that needs to be translated into an operational guide.

Therefore, the objective of Val'mountain partners is to evaluate to what extend the Charter could be applicable in the mountain regions of Liguria, Vidin and Rhône-Alpes. Would there be any brakes that will prevent the Charter to be applied? Could these brakes be overcome? How?

### Target groups

- Producers and processors of food products situated in a mountain area
- Traders
- Regional chambers of agriculture
- Regional councils

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<b>Acronym</b>	Val'mountain
<b>Title</b>	Valorization of quality mountain products
<b>Partner regions</b>	<p>Françoise Molegnana/Rhône-Alpes molegnana@peacritt.fr</p> <p>Raffaella Burlando/Liguria raffaella.burlando@regione.liguria.it</p> <p>Ivo Kostov/Vidin ik_ss@mail.bg/ou_@vidin.government.bg</p>
	  <p>Republic of Bulgaria District Administration Vidin</p>  <p>Regione Liguria Department Agriculture and Civil Protection</p>
<b>Duration</b>	November 2005 – August 2007
<b>Project approach</b>	<p>Val' mountain will be based on interviews conducted following the 5 principles of the Charter:</p> <ul style="list-style-type: none"> <li>- raw materials must be derived from a mountain region,</li> <li>- processing must be carried in a mountain region,</li> <li>- production must take into account concerns related to sustainable development,</li> <li>- production must attempt to maintain the biodiversity and heritage of mountain regions,</li> <li>- production must be able to guarantee at all times the transparencies of information to consumers.</li> </ul>
<b>Expected results and outputs</b>	<ul style="list-style-type: none"> <li>• 1 brochure to explain the stakes of the European charter for quality mountain products and the aims of Val' mountain project</li> <li>• 1 study visit in each partner region in order to grasp the reality of food production in mountain area</li> <li>• synthetic document in each partner region with the main conclusions of the surveys with the enterprises</li> <li>• Recommendations to build specifications based on the 5 principles of the European Charter</li> </ul>