



A new CAP

Mountains of opportunities

Content

European Mountain

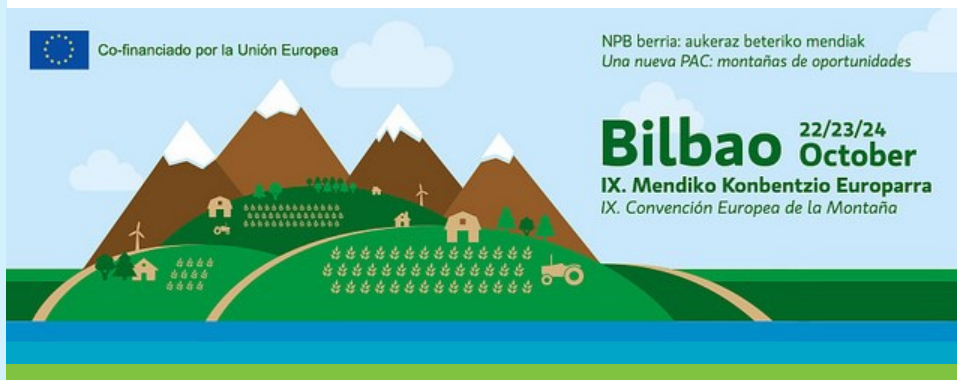
Convention:

- Study visits 1
- Thematic workshops 2
- Actions Plans 3
- Conclusions 3

Stay updated 3

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EUROPEAN MOUNTAIN CONVENTION

Entitled “**Quality from the mountains – Prosperity for people and territories**”, the IXth European Mountain Convention took place in Bilbao (Spain) on 22–24 October 2014, organised by Euromontana and the Basque Government.

[Check here to see the summary video!](#)

The Convention started the 22nd October 2014, with four study visits:

- **Study Tour 1: Getaria-Donostia.**

During the first study visits the participants had the occasion to visit the Txomin Etxaniz txakoli producing holding and enjoyed a lunch in the Basque Culinary Center. The visit ended with a free afternoon in San Sebastián.

- **Study Tour 2: Urdaibai Biosphere Reserve**

In this study tour, the day started with a visit to a Kiwi producing holding with the Euskal Baserri label, followed by the visit to a Euskal Oke-la beef holding. The day finished with a guided tour on the Basque Biodiversity Centre, enjoying the wonderful view of the Urdaibai Biosphere Reserve.



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- **Study Tour 3: Rural Development in Alava Mountains**

In the third study visit, the participants had the occasion to enjoy the “morcillas” (blood sausages) of Suso in Maeztu, followed by a projection of the LIFE + PRO-Izki Project in the Parketxe of Korres, in the Natural Park of Izki.

- **Study Tour 4: Rioja Alavesa.**

The participants of the 4th study tour went to the Rioja Alavesa, known for its wine production. The tour started with a visit to the Oion beef holding, followed by a tour in the Luis Alegre winery. In the afternoon, the participants enjoyed free time to visit the town of Laguardia.



THEMATIC WORKSHOPS

Innovation

Innovation is taking place across mountain areas, in a wide range of business sectors, implemented by individual farmers or businesses, sometimes by collaborative groups. Mountain actors innovate in response to a need, to search business opportunities and or adapt to new threats. Therefore, mountain innovation is coming directly from the stakeholders, bottom-up, as a matter of necessity.

You can check [the Factsheet with the initiatives presented](#) and the conclusions [here](#)

Territorial Approach

Cross-fertilising effects of promotion of products and promotion of places help to increase attractiveness of mountain areas. The new optional quality term « mountain product » has defined a geographic area for producers to be allowed to use this term: it gives importance of the territorial dimension of mountain supply chains.

You can check [the Factsheet with the initiatives presented](#) and the conclusions [here](#)

Socio-economic impact

Mountain farming has a strong socio-economic dimension that should be better explored. To have a better knowledge of it different aspects needs to be analysed, such as the development of SMEs, improvement of local economy. In this context, the impact of mountain product development on employment creation has a special importance.

You can check [the Factsheet with the initiatives presented](#) and the conclusions [here](#)



Environment & heritage

In the coming years agriculture will need to produce more with less environmental impact. In this context it is important to analyse how to create synergies between agri-environmental-climate/organic farming measures and marketing of products, how to promote the environmentally-friendly character of mountain products and how to add value to products highlighting heritage. One of the answers could be the valorisation of public goods delivered by mountain production regimes.

You can check [the Factsheet with the initiatives presented](#) and the conclusions [here](#).

Marketing strategies

At present, many food products on the market carry labels referring to mountains, directly or indirectly (images, other terms such as synonyms, names of massifs, etc.). The interest of consumers in mountain products is emphasized by different research works and studies. However there is still a lot of work to be done to increase the visibility of these products to consumers, and communication work should be undertaken on their origin, qualities and their impact on rural mountain societies.

You can check [the Factsheet with the initiatives presented](#) and the conclusions [here](#).

Tools for quality

Tools for the control of the traceability and quality of agricultural products at European level are numerous: And now we have the new opportunities given by the optional quality term “mountain product”, which need to be explored and developed.

In general, there are many tools available and mechanisms for the control, traceability and quality of mountain products. But, it is not always easy to know them, to have access to them and to find the best strategy and mix of tools for each case.

You can check [the Factsheet with the initiatives presented](#) and the conclusions [here](#).

ACTION PLANS

As a result of the work done in the collaborative sessions in the IXth European Mountain Convention, three action plans for Euromontana have been developed:

- [Improving networking and cooperation among mountain supply chain actors](#)
- [Developing better synergies between mountain value chains and tourism](#)
- [Preparing local development strategies integrating ambitious plans for mountain products development](#)

CONCLUSIONS

In short, as main conclusions of the IXth European Mountain Convention, Euromontana commits to:

- Explore ways in which the new European policies can contribute to structure sectors and territories around brands and labels valorising mountains.
- Provide a space for exchange with local mountain action groups so that they can compare and improve their draft local development strategies regarding the issue of territorial marketing and enhancement of mountain product value.
- Explore the possibility of developing projects that contribute to better achievement of the points mentioned above and particularly in research and innovation, tourism, rural development and territorial cohesion.
- Prepare the contributions to the Milano World Expo 2015 'Feeding the Planet: Energy for Life' by supporting the position paper on "Promotion of European local food systems."

You can check [the conclusions of the IX European Mountain Convention here](#).

All the [presentations are also available here](#).



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