

Implementation of the EU optional quality term “mountain product”: where do we stand in the different Member States?

Rewarding [15 years of Euromontana commitment to the topic of mountain products](#), the use of the optional quality term (OQT) “mountain product” was protected in November 2012 by the European Union with the (EU) regulation No 1151/2012. Following that, the European Commission adopted the delegated act (EU) No 665/2014 in June 2014. Since then, several countries have moved forward with the implementation of the OQT at the national level. The delegated act gave some room for manoeuvre to the Member States (MS) in implementing the term. Euromontana has monitored this process in thirteen countries so far.

This study was first published in early 2016 and was updated at the beginning of 2017, then in November 2017 to take into account the feedback of the conference on “How to better valorise mountain food products? Launch of the European Charter for Mountain Quality Food Products” organised on 18th October 2017 by Euromontana. This last update has been done in January 2019.

As a reminder, MS have the possibility to adjust the derogation on the processing outside mountain areas. While in the delegated act a distance of 30 km is allowed for the production of milk and milk products slaughtering of animals and cutting and deboning of carcasses; and pressing of olive oil, MS can decide to reduce this distance or have no derogation on the distance¹

In addition, in order to avoid the fraudulent use of the OQT “mountain product”, MS have to set up a control scheme to monitor the use of the OQT. This means that they have to define the procedures for the farmers using the OQT and they have to appoint an organisation responsible for controlling the use of the term².

So far, there are three types of Member States: the ones who will directly apply the EU regulation (Austria), the ones who are in the process of adapting their national laws to the EU regulation (Romania – Slovenia – France – Italy – Germany – Bulgaria) and those that have not yet adapted their national laws (Croatia – Portugal – Spain – UK/Scotland).

Countries directly applying the EU regulation, without a specific national adaptation

1. Austria

With 73.4% of its territory covered in mountains³ and 70.50% of its utilized agricultural area (UAA) in the mountains⁴, the production of mountain products in Austria represents a large part of the country’s farming activity (38.1%⁵).

¹ Extract from article 6 of regulation (EU) No 665/2014: “As regards products processed on their territory, Member States may determine that the derogation in paragraph 1, point (a) [i.e. processing operations for the production of milk and milk products in processing facilities in place on 3 January 2013] will not apply or that the processing facilities must be located within a distance, to be specified, of less than 30 km from the mountain area in question.”

² Extract from Article 34 of regulation (EU) No 1151/2012: “Member States shall undertake checks, based on a risk analysis, to ensure compliance with the requirements of this Title and, in the event of breach, shall apply appropriate administrative penalties”.

³ All figures on the proportion of a country covered in mountains come from: Nordregio Report. (2004). *Mountain areas in Europe: Analysis of mountain areas in EU Member States, acceding and other European countries*. Nordregio: Nordic Center for Spatial Development. European Commission – DG Regio Policy, page 29.

⁴ All figures on the UAA come from the JRC publication: Santini et al. (2013). Labelling of agricultural and food products of mountain farming. Joint Research Centre. European Commission. Available from: http://ec.europa.eu/agriculture/sites/agriculture/files/external-studies/2013/mountain-farming/fulltext_en.pdf, pages 24-25.

http://ec.europa.eu/agriculture/external-studies/2013/mountain-farming/fulltext_en.pdf

⁵ All figures on the proportion of a country’s agricultural activity that occurs in mountains comes from the JRC report cited above, page 34.



Adaptation process at national level: No specific legislation will be adopted at the national level and so the derogation will not be redefined. The regulation has been applied as stated in the EU regulation, “*processing outside mountain areas will be allowed provided that the distance from the mountain area in question does not exceed 30 km*”.

Procedure for authorization of use: No specific pre-authorisation is required. Farmers can directly use the OQT, as long as they are respecting the criteria. They are not obliged to be registered in any list.

Control system against fraud: After tough negotiations, an official control system has been agreed between the different Ministries. The Ministry of Health will take over the job of controlling and monitoring the food that reaches store shelves under the provisions foreseen in art. 7 of the FIC regulation (prevention of misleading the final consumer). The Ministry of Agriculture will take over the implementation of the requirements of the regulation 665/2014 in the field.

To facilitate the development of a control system, which appears as the main reason to delay the implementation of the OQT in different countries, the Austrian Chamber of Agriculture and AMA (the Austrian Federal Marketing Agency) have developed together with the Bavarian Ministry of Agriculture and the government of South Tyrol, a manual focused on the requirements for feed stuff in order for a product to be considered a mountain product. These requirements were developed with the assistance of feeding specialists from Italy, Austria, and Germany and are based on a pragmatic correlation between the number of cow-heads per hectare and the relationship between green biomass and feed stuff intake (see below for more information).

Rules on the format used: AMA is developing a special logo to communicate the mountain message to the consumer. The logo contains the term “mountain product”. The control of the use of the logo will be based on a private certification scheme which complies with the official EU requirements.

Producers’ uptake of the OQT

General use: While there is interest in the use of the term, to date it seems that there is not a lot of concrete use in practice. In Austria, the term is most likely to be used for dairy, beef, lamb and fruit and vegetables.

In early 2016, the Austrian Chamber of Agriculture started a national service association called the SVGH (“Serviceverein Geschützte Bezeichnungen für Lebensmittel”, www.svggh.at) for all types of quality terms (Geographical Indications + OQT). This association is publicly funded through a Rural Development measure (from measure 16, cooperation) and will hopefully be able to assist farmers who wish to use the “mountain product” term. The association helps members with judicial and administrative issues, protection of intellectual property, and marketing and promotion while also helping those interested in using the term complete their applications. The association also serves as a contact point for authorities and an indirect way for the involved ministries to coordinate their work.

In 2019, there are on-going talks about a category of food from mountain pastures based on the EU definition of mountain product, but more restricted concerning the area of provenance and the time of the year, where such products are available.

In 2018 there was a private initiative from the biggest dairy cooperative with a fresh milk in glass bottles (single use), with natural fat content, and the labelling of “Almmilch” which was a big success and surprise to the cooperative (they were sold out), although the consumer price was 1,49 €/litre. So based on this positive practical experience, it should be possible to assure the mountain pasture quality this year by a specific module of the national quality seal. Based on the specific guidelines a logo shall be developed.

For mountain products as such the strategic vision is to use it for exportation, but there are further talks necessary as many exporters argue that they have no difficulty to communicate the mountainous origin of their products without the official definition.

In general, one of the main worries is the use of fancy names for products which are abusively using the mountain term or pictures without applying the necessary criteria.



The trans-national initiative between Austria, Bavaria and South Tyrol (in 2015-2016): Euromontana talked with Jochum Christian of the Austrian Chamber of Agriculture and Martin Pazeller working with the Province of Bolzano, Bozen, South Tyrol on the issue, both involved in the negotiations of the delegated act. They are currently developing a trans-national initiative between Bavaria, Austria and South Tyrol. The public-private initiative stems from the acknowledgement that the EU OQT as stated in the regulation lacks marketing appeal (*'Bergerzeugnis'* in German).

Eager to protect mountain products, they have worked together to develop a strategy to promote the new regulation through the joint creation of a private logo. They are confident that by focusing on the symbol rather than on the OQT on itself, they could achieve a better visibility on the market.

The other advantage of choosing private labelling is a better traceability of mountain products. They wish to set up a control system that would guarantee that not only the food authorities check if the criteria are fulfilled. In the long run, the idea is that the private label would be managed by public authorities, as is already the case for other quality schemes. They are also thinking about bringing a local dimension to the logo by adding the symbol of the regions to it. The logo remains under development.

The joint initiative focused on cow's milk as milk is the predominant sector in the three alpine regions involved. To evaluate if the farmers of the three regions would be able to meet the EU requirement relative to the origin of feedstuffs, they worked with experts in animal nutrition who determined that 2 heads per hectare would allow farmers to meet the requirement for 60% of dry matter in foodstuffs must be from a mountain area (as defined in the regulation). Based on the current participation of farmers in the environmental programme (to be eligible farmers should have a maximum of two heads by ha of pastures), they identified that 95% of the dairy farmers would meet the feed requirements.

Work on the initiative continues in 2017. Agrarmarkt Austria, responsible for carrying out all agricultural marketing across Austria, has been in contact with some advertising companies and initial drafts of the logo have been developed.

In 2018, this transnational initiative has been finished with recommendation for an administrative guideline to implement especially the requirements for the feeding stuff.

The idea of a transnational cooperation concerning a logo or a joint marketing campaign has not proven feasible, because Bavaria discovered, that their share of mountainous area is too small to promote it. In the case of South Tyrol their focus is on yogurt and not on cheese. But in practice it is primarily cheese where the mountain origin can be transferred into value. They are still in contact, but there are no activities to cooperate anymore.

The countries who have adapted or are in the process of adapting the OQT regulation at the national level

2. France

Mountain areas represent 22.3% of the French territory and 23.10% of the UAA is in mountains. France accounts for 18.3% of the EU mountain food production. France and Italy are the two EU countries that already had a law regulating the use of the term 'mountain'. Therefore, since the adoption of the EU regulations, these laws have had to be revised.

Adaptation process at national level: On the 7th October 2015, the French Ministry of Agriculture released the [ordinance n°2015-1246 on signs for the indication of quality and origin](#). It introduced two distinct cases:

- For the food products mentioned in the [Annex I of the Treaty on the Functioning of the European Union](#) as stated in the article 31 of the regulation (EU) N°1151/2012, the EU OQT "mountain product" should be used.



- For drinks and other non-food agricultural products (like [water for example](#)) that are not subject to the EU regulations and that were included in the previous French regulation, the national term 'mountain' is maintained.

Derogation on distance of processing: France did not make use of the possibility to reduce the distance of processing outside mountain areas.

Procedure for authorization of use: For both the EU term and the national term, the producers will no longer need an authorisation before making use of these terms. The regulation provides that the use of both national and EU terms may be subject to a prior declaration to the administrative authority to facilitate the monitoring of compliance with the conditions set. For the time being, it has not been confirmed that producers should then register on a list (whereas this was the case when only the French national system applied)

So far, it was not confirmed that these producers will have to be registered in any list (whereas this was the case when the national French system applies)

Control system against fraud: The control will be realised by the competent administrative authorities at the local level.

Rules on the format used: If the OQT appears on product packaging, there is no requirement on the format of the term.

3. Germany

14.7% of the German territory is covered in mountains and 10% of the federal state of Bavaria is mountainous. 2.7% of the German UAA is in mountains, but it still accounts for 5.7% of EU agricultural production in mountain areas.

Adaptation process at national level: The Federal Government adapted the Food Specialties Act (18/6164) to the EU legislation in order to integrate the OQT into the federal legislation. The legislative process was finished in autumn 2015 with the adoption of [Bill 18/6670](#).

Derogation on distance of processing: The German government decided not to redefine the derogation, so that processing operations in Germany may take place outside mountain areas, *"provided that the distance from the mountain area in question does not exceed 30 km"*.

Procedure for authorization of use: The German government is still working on the process for the authorization of use. They are aiming to build a system that does not require extra effort from the farmers and that is not too complex. Most of the producers in mountain areas are small structures that cannot bear additional bureaucratic burdens. An idea could be to delegate some of the administrative tasks to the processors, e.g. the dairy sector.

Control system against fraud: For the control of the OQT use, the existing authority in charge of controlling foodstuffs matters will monitor the cases of misuse and will apply appropriate administrative penalties. The details are not known yet.

Producers' uptake of the OQT: Some Bavarian processing companies started to offer a price premium for milk produced in mountain areas (+1cts/l) in November 2015.

4. Italy

Mountains cover 60% of the Italian territory. With 47.50% of its UAA in mountain areas and producing 30.8% of EU mountain food production, Italy is the biggest producer of EU mountain products (M€ 7 195⁶).

⁶ Santini et al. (2013).



Adaptation process at national level: A decree “Regolamento comunitario” has been adopted on 26 July 2017 (published to the Official Journal of the 13th September 2017) to adapt the EU regulation for application at the national level. The Italian choice relies on the strong involvement of the regions in monitoring and controlling the application of the use of the optional quality term. National guidelines on the controls have been adopted by the [National Decree of 20th July 2018](#). A national logo has been adopted by a national decree on 2nd August 2018.



Derogation on distance of processing: After long discussion, Italy has finally chosen to apply a 10km derogation for the production of milk and milk products, thus reducing the possibility given by the EU regulation to help maintaining the benefit to mountain areas. This reduction of the derogation does not apply for meat and olive oil for which the 30 km derogation is in place.

Procedure for authorization of use: Farmers are allowed to use the term and then have to notify the regional authorities about their intention to label the product with the optional quality scheme. Farmers are thus entered in the regional database ([here is the Lombardian database](#) as an example). If a plant needs derogation for processing, some notification to the regional authorities has also to be done. Each regional authority has to communicate this list of producers once a year to the [national Ministry of Agriculture](#).

Control system against fraud: Regarding the control systems, the current challenge lies in agreeing upon the best way to efficiently implement and control the OQT without causing additional bureaucratic burdens for the producers that would keep them from using the term.

Regional bodies want to make the regulation attractive for producers and to offer them an alternative tool that is simpler to use than the Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) for the promotion of their products. They would like the control to be put in place at the market level meaning that producers would be controlled only after they have started to use the term. With the Italian legislation on traceability of food products, the competent control authorities would be able to trace back the products to the processing and production places. On the other hand, the Ministry of Agriculture would like the competent national and regional control authorities (for example the ICQRF - Ispettorato centrale della tutela della qualità e della repressione frodi dei prodotti agroalimentari of the ministry of controls or the N.A.S., Nuclei Antisofisticazioni e Sanità dell'Arma of the carabinieri) to control the use of the OQT from the start, meaning the producer would have to be pre-authorized to use the term.

Next steps: Each region must set a list of mountains operators to be published on line by the region itself and the ministry as well and updated every 6 months (see regional website). Thus, every region has its own list of producers. Ersaf has started in 2017 a promotion project, involving farmers operating on alpine pastures.

Producers' uptake of the OQT:

The example of the Lombardy Region

In the beginning of October 2015, Laura Ronchi from the Lombardy Region explained how the region plans to implement the OQT at the regional level, once the national legislation is put in place. Regional control authorities of the new quality term will have to be trained on the new regulation and trust will have to be built between control authorities and producers in order to create a good dynamic. To make the process easier, Lombardy Region planned to prepare technical guidelines on the use of the OQT.

For farmers to take ownership of the OQT and to start organising themselves, they will need to have more knowledge on how to best use the term. At the same time, consumers will need to be informed and educated about what the term means. As of January 2017, the Ministry has yet to confirm the regulation and so the Region remains somewhat hampered in its ability to move forward with promotion and education activities.

Nevertheless, some producers have decided to move forward without a final national legislation and to start using the “mountain product” OQT. A group of mountain producers in Lombardy launched the website



<http://www.prodottodimontagna.eu/>. As the adaptation of the derogation in Italy has not been determined yet, they decided only to accept farmers who are following the 2012 regulation strictly. With the funds for rural development to support such projects made available by the Lombardy Region, the producers are currently pursuing their initiative.

During the exchange of Euromontana with ERSAF in Lombardy, we also discussed the OQT with the farmers of the Valtellina and talked about ways the term could fit with the promotion strategy of their products. Different opinions were expressed. For Giuseppe Giovannoni, who sells the totality of his production directly at the nearby refuge and produces his cheese in alpine pastures, the OQT is not very interesting. The OQT does not differentiate between his work in the alpine pastures and maintaining the grasslands at high altitude and other farmers working in down in the valley bottom of the Valtellina. For the family Codazzi, who sell their products in the valley to tourists and local consumers, the OQT is an additional tool to promote and protect their products. In general, farmers would have liked the OQT to go further and to include criteria to protect traditional mountain farming practices.

Other Italian Regions

In other Italian regions, there are a few reports of mountain producers using the term. For example, in Calabria, potato producers in the Sila mountains use the term which they have coupled with the PGI designation (<http://www.patadellasilaigp.com/>). In Emilia Romagna, farmers who have called the regional entity responsible for agriculture have been advised to follow the EU regulation. The term is being successfully used by parmiggiano reggiano who has combined their PDO label with the “prodotto di montagna” term. Veneto has a regional registry where 4-5 people have registered. Not that many people are registered because they are waiting for the national act and for more information about controls. This pattern has also been reported in other Italian regions.

5. Romania

37.9% of Romania is mountainous and 29.90% of Romanian UAA is in mountain areas. 9.15% of Romanian agricultural production⁷ occurs in mountain areas, accounting for .7% of EU mountain production. Therefore, Romania’s mountain regions are an area with important economic, social, cultural and environmental potential. The country is one of the most active MS in developing the OQT in its mountain areas.

Adaptation process at national level: In July 2016, the government released its [Decision nr. 506](#) that defined the institutional framework and measures for the implementation of the Regulation 665/2014. In March 2017, the Ministry of Agriculture [issued Order No. 52/2177](#) which approved the procedure by those wishing to use the mountain products term have to follow in order to be able to use the term (more information about the legislation here).

Derogation on distance of processing: Romania is the only country so far who decided not to use any derogation (reducing the distance to 0km)

Procedure for authorization of use: The Mountain Area Agency, who is a part of the Ministry of Agriculture and Rural Development, is in charge of coordinating the implementation of the quality term by the local authorities. The analysis of the requests to use of the OQT, the authorization and the monitoring of the users of the term will be done at the local level. The Mountain Area Agency will keep track of all the users in their National Registry of Mountain Products. This means that Romania has chosen to ask farmers for a pre-authorization before they are allowed to use the OQT.

Control system against fraud: The National Consumers Protection Authority is responsible for the controls on the market and will check if the producer has been granted the authorisation to use the OQT and if the labelling is in norm with the national regulation.

⁷ All data on individual country mountain agricultural production from Santini et al. (2013) as cited above.

Rules on the format used: In the end, there is no national logo which has been authorised so far, but it might change. Only a private logo “De la Munte” was used up to 2017 (see below). The first products with the new OQT mountain products have been put on the market in July 2017.

Producers’ uptake of the OQT: Partners of the [“Sustainable Agriculture Models in the Romanian Mountain Area” project](#), part of the Swiss-Romanian collaboration programme, are involved with the implementation of the OQT in Romania. The ‘De la Munte’ project aims at creating a brand identity for mountain products in Romania as part of the wider goal to build sustainable agriculture models in Romanian mountain areas. The EU regulation was not complete in January 2014 at the time the project started, but the partners are interested in getting the products certified once the regulation is in place.



Since July 2017, 75 products have already been registered under the OQT for mountain products: 51 dairy and dairy products, 2 meat and meat products, 17 fruits and vegetables, 3 bee products and 2 fish products. The full database [is available here](#).

6. Slovenia

72% of Slovenia is covered in mountains and 55.0% of its UAA is in mountain areas. It is second only to Austria in terms of the proportion of its UAA located in mountain areas. 32.33% of Slovenian food is produced in mountain areas accounting for 1.2% of EU mountain production. The Slovenian mountains can be visualised in purple on this [map](#).

Adaptation process at national level: Slovenia has adapted its national legislation to integrate the OQT. It amended two regulations following the EU regulation: ‘[The Act of Agriculture \(OJ No 26/14\)](#)’ adopted in April 2014 and ‘[The rules on quality schemes for agriculture products and foodstuffs \(OJ No 23/15\)](#)’ adopted in April 2015.

Derogation on distance of processing: Slovenia did not make use of the possibility of reducing the derogation on the distance of processing outside mountain areas.

Procedure for authorization of use: In Slovenia, every producer who wants to use the OQT has to inform the ministry about it at the beginning of their use of the term.

Control system against fraud: The controls will be made by the National Administration for Food Safety, Veterinary Sector and Plant Protection⁸, which is the competent authority responsible for official controls ‘based on a risk analysis’.

Rules on the format used: For the time being, the ministry did not introduce any prescribed logo or any requirement on the size of the font used on packaging.

⁸ Uprava RS za varno hrano, veterinarstvo in varstvo rastlin

Producers' uptake of the OQT: Currently, there is only one known farmer, producing fresh beef meat, registered as using the OQT. The number has not changed since 2016.

7. Czech Republic

32.3% of the Czech Republic is covered in mountains and 20.4% of its UAA is in mountains. 7.23% of its agricultural output comes from mountain areas accounting for 1.3% of the EU mountain production.

Adaptation process at national level: In 2011, the Czech Republic adapted its legislation to integrate OQT in general and, since 2014, has included “mountain products” as one of these OQTs. The term “mountain product” can be added to a product as extra information as long as the product is produced in mountain areas as defined article 18 of [Council Regulation \(EC\) No 1257/1999](#)

Derogation on distance of processing: The Czech Republic did not make use of the possibility of reducing the derogation on the distance of processing outside mountain areas.

Procedure for authorization of use: Every producer who wants to use the OQT has to apply through the Ministry of Agriculture of the Czech Republic.

Control system against fraud: There are two authorities controlling the use of the term, the State Veterinary Administration⁹ responsible for animal products and the Czech Agriculture and Food Inspection Authority¹⁰ responsible for plant based products.

Rules on the format used: For the time being, there is no logo defined or prescribed nor is there any requirement on the size of the font used to write mountain product on the packaging.

Producers' uptake of the OQT: There do not seem to be any producers using the “mountain product” term. The majority of producers using OQTs use national terms such as “Czech food” and “Regional product” that were promoted by the national government through specific campaigns.

Countries that have not yet adapted their national laws

8. Bulgaria

Bulgaria has not yet implemented the OQT at the national level. Given that 53.3% of the Bulgarian territory is mountainous, 38.1% of the UAA is in these mountains, and 6.35% of the total food production occurs in mountain areas, actors linked with the Bulgarian mountain sectors are increasingly interested in the OQT, as [the written questions of MEP Nekov](#) attest to.

After the initiative of MEP Nekov of setting an inter-branch experts' Working Group (EWG) “Mountain product” in September 2017, in 2018 the Ministry of Agriculture, Food and Forestry started an interinstitutional working group with representatives from the Bulgarian food safety agency. In the 2nd half of 2018, the national legislation was modified, so that the OQT could be integrated into the national legislation. This was finally adopted in December 2018. In February/March 2019 the draft decree will be published for public consultation that will last one month. Adoption and entering into force of the final decree is expected during the second quarter of 2019. So a new legislation is expecting in the coming months.

9. Croatia

The national Ministry of Agriculture, who is responsible for the implementation of the OQT in Croatia, has not yet adapted the national policy to the EU regulation. From the 1st January 2019, a new law on agriculture should be applied and the national Ministry of Agriculture expects to develop a national policy for the OQT in

⁹ <https://en.svscr.cz/>

¹⁰ <http://www.szpi.gov.cz/en/default.aspx>

Croatia. Nonetheless, the lack of knowledge and benefits of such scheme explain the lack of interest and delays in the implementation so far.

10. Portugal

39.1% of Portugal is mountainous and has 43% of its UAA in the mountains. 21.45% of its food is produced in mountain areas accounting for 2.3% of EU mountain production. The Portuguese Ministry of Agriculture informed us that they published the information about the OQT on their website and promoted and informed producer organizations and regional services about the term, but they do not have knowledge of any producers using the OQT in the country.

11. Spain

Mountain areas cover 55.7% of the Spanish territory and 40.7% of the UAA is in mountains. Spain is the second biggest producer of EU mountain products after Italy (18.8%). According to Hazi, nothing has been developed in Spain by the Ministry of Agriculture regarding the implementation and regulation of the term. In the Basque country, mountains cover 80% of the territory. Currently, the producers of the Basque Country use the regional scheme called Eusko Label. The scheme is managed by HAZI and it certifies both the origin and the quality of the product. It is the most popular one at the regional level and it is well established.

Some products in Spain are also certified on an individual basis under a regional designation of origin scheme as for example the sheep cheese called Idiazabal or Rioja wine.

12. United Kingdom/Scotland

In the UK and Scotland, no regions have yet been officially defined as mountains by the government, though data from Nordregio suggest that 25.5% of the country is covered in mountains. The reluctance of the governments to designate areas as mountains might be linked to issues having to do with the Common Agricultural Policy (CAP) and Less Favoured Areas (LFAs).

At the same time, the Scottish Government seems reluctant to create supporting measures to foster the use of the OQT as it is already heavily focusing on the Team Scotland branding. They also tried to support other upland related branding in the recent past – The Crofters Brand – without real success.

In the UK EU membership referendum of June 23rd, 2016, the country voted to leave the EU. No further progress on mountain products is expected for the moment as this is linked to EU regulation.

13. Greece

In Greece, mountains cover 49.3% of the area and 37.6% of the UAA is in mountains. So far, there is no implementation of the OQT for mountain products, even if there are plans to do so. Farmers are more encouraged to use the “classical” quality schemes such as PDO, PGI and TSG.

Countries that did not provide Euromontana with feedback

Cyprus, Finland, Slovakia, and Sweden are all MS with an important part of their territory covered in mountains. Nevertheless, for now, we are not aware of whether they have started the implementation process of the OQT at the national level. Euromontana members are invited to contact us if they know more about the adaptation in their countries.

Conclusions

Since the OQT “mountain product” officially entered in to use in July 2014, mountain actors across Europe have taken steps to implement the OQT at the national and producer level. However, the process is far from complete. Some Member States still have to put in place appropriate measures to protect the use of the term “mountain product” in their territories. Euromontana calls upon the Member States to accelerate the implementation of the optional quality term and to put in place adequate control systems.



There is a need for greater incentives to foster the use of the OQT by mountain producers so that producers see the benefits of using the term. In addition of sharing information, Euromontana has taken steps to promote the use of the term:

1. In 2014, Euromontana organized a communication campaign in 6 different countries (France – Slovenia –Romania – Italy – Portugal and Spain) with the project “[A New CAP – Mountains of opportunities](#)” (co-funded by DG AGRI).
2. In September 2016, Euromontana launched the [2016 European Charter for Mountain Quality Food Products](#) which contributes to the promotion and valorisation of mountain products at all levels. We encourage you to sign the Charter by visiting the [Charter web page](#) or [Facebook page](#).
3. To encourage the uptake at producers’ level, Euromontana has organised the conference on “[How to better valorise mountain food products? Launch of the European Charter for Mountain Quality Food Products](#)” on 18th October 2017.

New possibilities to raise consumer awareness of the existence of the OQT have been provided by the DG Agri with the launch of the [new promotion policy in 2016](#). The [regulation 1144/2014](#) for the promotion of European agricultural products that underlies the policy entered into force at the beginning of December 2015 and funding was made available as part of the Annual Programme for 2016 and [has been made available again in 2017](#). This programme is now well established and will run again in 2019. Mountain products and the optional quality term are included in the call for proposals and Euromontana calls upon its members to develop project proposals (This is a great opportunity for mountain producers to promote their products and the OQT).

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| member state | adaptation national laws | Mountain area concerned (UAA) ¹ | derogation on distance of processing | procedure for authorization of use | database | control system (authority and procedure) | rules on format used | producers' uptake |
|--------------|--|--|---|---|---|---|----------------------|--|
| Austria | no | 70,50% | none | none | none | - The Ministry of Health is taking over the job of controlling and monitoring the food that reaches store shelves and the Ministry of Agriculture is taking over the implementation of the requirements of the regulation 665/2014 in the field | none | trans-national initiative between Austria, Bavaria and South Tyrol initiative on pastures products |
| France | - Ordinance 2015-1246 of 7 th octobre 2015 on the indications of origin and quality -The Ministry of Agriculture has confirmed the legal framework for the use of the term | 23,10% | none | None (declaration) | none | - done by the competent administrative authorities at local level | none | Several products are using the OQT |
| Germany | - Bill (Drucksache 18/6670) amending the Food specialties Act (18/6164) | 2,4%(10% Bavaria) | none | none | none | - the existing authority in charge of controlling foodstuffs matters will monitor the cases of misuse and will apply appropriate administrative penalties | none | Price premium in Bavaria |
| Italy | A decree "Regolamento comunitario" has been adopted on 26 July 2017 (published to the Official Journal of the 13th September 2017) to adapt the EU regulation | 47,50% | - 10km for milk and milk products - 30 km for the rest | declaration of use to regional government | - regional governments communicate producer list to national ministry | - control the use of the term at the market level | A national logo | - producer website http://www.prodottodimontagna.eu/ - potato in Sila Mountains http://www.patadellasilaignp.com/ |
| Romania | -In June 2016, the government released its Decision nr. 5016 that defined the institutional framework and measures for the implementation of the Regulation 665/2014. | 29,90% | No existing derogation, distance reduced to 0km | pre-authorization of use | -National Registry of Mountain Products managed by Mountain Area Agency (Ministry of Agriculture and Rural Development) | - control the use of the quality term and the labelling on the market done by National Consumers Protection Authority - monitor the implementation of the legislation regarding food safety of the products that request and/or have obtained the right to use the OQT done by National Sanitary, Veterinary and Food Safety Authority | none so far | 'De la Munte' project 75 products already registered |
| Slovenia | - Act of Agriculture (OJ 26/14) - Rules on quality schemes for agriculture products and foodstuffs (OJ 23/15) | 55% | none | - declaration of use to the Ministry | National ministry keeps track of the use of the term | - done by the Administration of the Republic of Slovenia for Food Safety, Veterinary Sector and Plant Protection | none | only one farmer, producing fresh beef meat, registered as using the OQT |



| | | | | | | | | |
|----------------|--|------------------------|------|---|--|--|------|---------|
| Czech Republic | -existing legislation on OQT includes mountain product | 20.4% | none | - declaration of use to the Ministry of Agriculture | - National ministry keeps track of the use of the term | - done by the State Veterinary Administration ¹¹ responsible for animal products and the Czech Agriculture and Food Inspection Authority ¹² responsible for plant based products | none | none |
| Bulgaria | not yet (on-going process) | 38,10% | none | none | none | none | none | unknown |
| Croatia | not yet | unknown | none | none | none | none | none | unknown |
| Portugal | not yet | 43,00% | none | none | none | none | none | unknown |
| Spain | not yet | 40,70% | none | none | none | none | none | unknown |
| UK/Scotland | not yet | not defined officially | none | none | none | none | None | unknown |
| Greece | Not yet | 37.6% | None | None | None | None | None | unknown |

¹ Share of LFA mountain agriculture.
Source DSS 2007

¹¹ <https://en.svscr.cz/>

¹² <http://www.szpi.gov.cz/en/default.aspx>