



## Commercialization/quality/labelling of mountain products: experiences, initiatives from South Tyrol and other Italian regions

- Overview on the state of the art of commercialization/ quality/labelling of mountain products in Italian regions within the Alpine Perimeter as basis for discussion of best practices and improvement of the situation
- No list of mountain products with EU, slow food or DOC labels (controlled destination of origin of foodstuffs)



Products with European certification of quality or origin

## South Tyrolean market label “Quality South Tyrol” for eight product groups (2005)

„This label represents proved quality of agricultural products and food. It guarantuees the origin from South Tyrol and a quality superior the legal standard. Independend and certified controll organs prove the compliance of the regulations.“



## South Tyrolean market label “Quality South Tyrol” for eight product groups (2005)

- Berries
- Bread, Strudel, Zelten (sweets)
- Vegetables
- Grappa
- Herbs, spices
- Honey
- Milk, milk products
- Fruit products (juice, nectar, dry fruits)
- South Tyrolean apple g.g.A
- South Tyrolean Speck g.g.A
- South Tyrolean wine DOC



Red rooster since 1999 of the South Tyrolean Farmers Association (Südtiroler Bauernbund)

Since 2003 label for high processed quality products from the farm

Conditions:

- Origin of raw products: minimum 75% from the own farm
- The restant 25% may come from othe farms in South Tyrol
- Product quality which is controlled by a technical commission





## Environmental label (Umweltsiegel) of food retailers



### Criteria:

- ÖKO: environmental protection within enterprise, open sold products, packaging,
- REGIONAL: local products
- BIO: certified organic products
- FAIR: fair trade products



- Holder: Provincia Autonoma di Trento
- Management: Trentino Marketing S.p.A.
- Approved may 2011

Objective:

- Communication and identification of the quality of regional agricultural products according to known, objective and selected criteria and secondly definition of the origin of the product
- Independent and technical controll organism

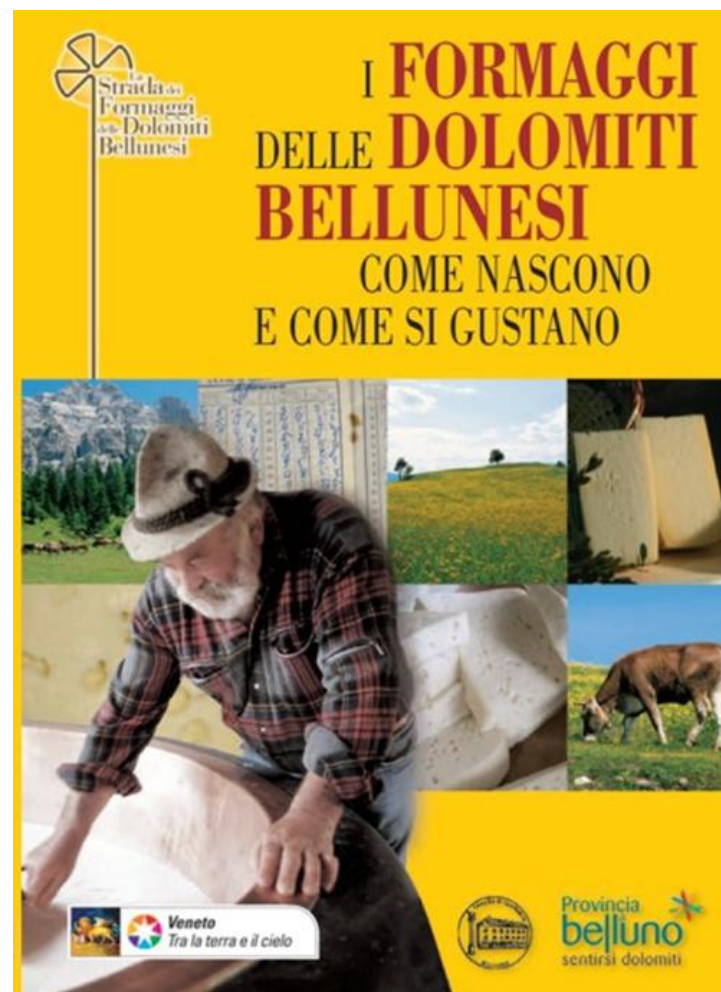




Regional quality label  
since 2001,  
not limited to mountain  
products



Promotion of mountain cheese street



Generic quality label promoted by  
<http://www.buonalombardia.it/>  
without explicit reference to origin  
mountain  
exclusive lombardian origin



*Qualità e sapore  
in tavola.*

Selected products IGP and  
DOP only refeering to  
mountains



Non specific mountain labels, but farm must be situated in Lombardy



Quality label „Agricoltura Ambiente Qualità (AQUA) since 2002 for the whole territory without specific reference to mountain products



Label Via dei Sapori





- Cheese protected designations of origin (PDO)
- Within PDO creation of a label PDM: Prodotto della montagna (Mountain product)
- Milk coming exclusively from mountain areas
- Cheese is elaborated only in mountain areas
- Ca. 6,5 % of all Montasio production is PDM

Generic quality label (for retailers), partially  
with graphic reference to mountains



Saveurs du  
**VAL D'AOSTE**







- No general directive and labelling for Italian mountain products like the Swiss directive 910.19 concerning the use of the terms „mountain“ and „Alp“ for agricultural mountain products and relative food
- Single regional approaches e.g. South Tyrol (red rooster)
- Labels of protected areas or specific areas (Dolimits) situated in mountain regions
- New labels for quality products on the way or recently elaborated (e.g. Trentino), but mostly not limited to mountain products