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

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Objective

● 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)
South Tyrolese market label “Quality South Tyrol” for eight product groups (2005)

„This label represents proved quality of agricultural products and food. It guarantees the origin from South Tyrol and a quality superior the legal standard. Independent and certified control 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 Baunernbund)

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 other 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
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 control organism
Regional quality label since 2001, not limited to mountain products

Promotion of mountain cheese street

I FORMAGGI DELLE DOLOMITI BELLUNESI COME NASCONO E COME SI GUSTANO
Generic quality label promoted by [http://www.buonalombardia.it/](http://www.buonalombardia.it/) without explicit reference to origin mountain exclusive lombardian origin

Selected products IGP and DOP only referring to mountains
Non specific mountain labels, but farm must be situated in Lombardy
Friuli Venezia-Giulia

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
Quality labels of mountain protected areas
Conclusion

- 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 (Dolimites) 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.