

Cluster V: Value and quality products

Europe has a long-standing tradition in the definition and protection of quality agri-food products: a) Geographic Indications highlighting the value of the areas where the products originate and/or are processed and which promote local knowledge and tradition; b) Organic products, whose value rest on the production/processing method used; c) other Mountain products or products from Protected areas that boost the value of these territories.

The overall purpose of the labelling is to define the identity of the products and contribute to the sustainability of the areas where they come from. At the same time, it enhances the competitiveness of EU food and drinks on the local and global market.

Key aspect of EU quality products is their certification (based on a common standard and third-party certification), intended to guarantee the authenticity of the product and production process.

MOVING identified several “certified quality products” from mountain areas value chains, where they are linked to local resources and site-specific conditions, production systems, traditions and knowledge. Main examples are specialty cheese and processed meat, wine, honey, olive oil. An innovative case deals with ecotourism, defined by National Romanian rules, that opens the concept of quality certification also for services.

Despite the original scope of quality certification, some issues need to be assessed:

- How are value chains linked to a territory enhancing the value of local resources?
- What is the actual and potential value (and also cost) of optional quality terms such as “mountain agriculture”?
- What are the contributions of territorialized value chains to territorial resilience and sustainability?

The findings will be available in November 2023.

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Anticipated users of PA

- Local policy-makers
- Certified quality products consortia managers
- Farmers, processors, distributors

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