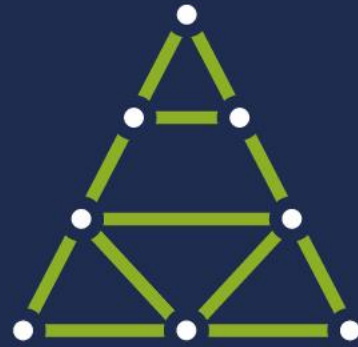
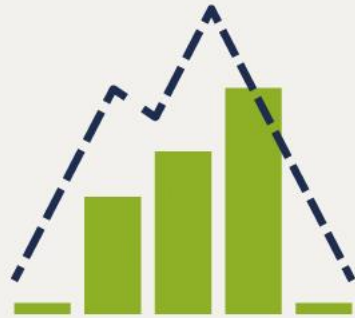
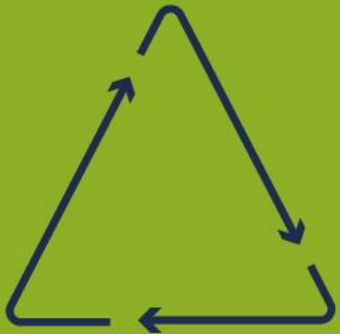
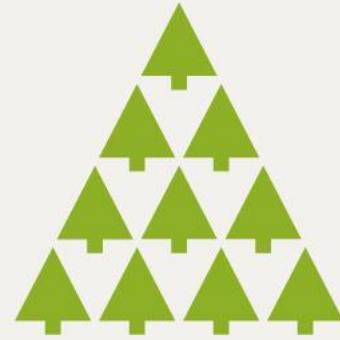


XIII European Mountain Convention

Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia



BOSCH Jérémie

In charge of agricultural and agri-food sectors in mountain areas

Collective promotion of French mountain products through the ALTITUDE association

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Recent history of mountain issues in France



- The CNIEL's mountain commission has launched a working group on mountain milk in collaboration with ANEM (the national association of elected representatives of mountain regions).
 - ⇒ Publication of a detailed and data-backed technical note.
 - ⇒ Two members of the French parliament have taken up the issue and initiated a parliamentary mission on the topic of mountain milk.



Recent history of mountain issues in France



- **Main conclusions of this parliamentary mission**
- The structural competitiveness gap of agriculture and agri-food sectors in mountain areas oblige local stakeholders to build an economic, fiscal, and regulatory framework that allows these sectors to continue to exist sustainably.
- The risk of failure would lead to a lasting decline in mountain areas, which could result in a form of territorial “archipelization” that contradicts the social contract promoted by the Republic.
- This is why, for the past several decades, operators in agricultural sectors have focused on achieving value differentiation in the markets to create wealth.
- However, the PDO (Protected Designation of Origin) cheeses that are heavily present in these areas represent only one-third of the volumes produced in the mountain regions.



Recent history of mountain issues in France



- Main conclusions of this parliamentary mission

Thirteen proposals arising from this report aim to support the following **three action areas**:

1. **Evolving the regulatory and fiscal framework as well as the assistance dedicated to this territory**
2. **Strengthening the attractiveness of careers in the mountain dairy sector**
3. **Structuring the sector and better valuing mountain dairy products outside of PDOs (Protected Designation of Origin)**

- The dairy sector is strategic for the socio-economic fiber of French mountain areas, and the risk of deterioration is real and tangible.
- Mountain sectors must first take matters into their own hands to demonstrate that they are active and dynamic.
- Public authorities should be able to support/facilitate initiatives from the mountain sectors in France (the cost of deterioration in these sectors will be greater for the state than the support needed to maintain them).



The recent revitalization of the Altitude association.



Several sectors have attempted to work at their level on the valuation and segmentation of massifs/mountains.

- The dairy sector tried to establish an association called 'Montagne terre de lait,' which did not succeed.
- The meat sector worked in the Massif Central on structuring a collective brand called 'alt 1886,' which has proven to be a commercial failure.
- The pork sector has its association 'Origine Montagne,' which is functioning well.



The recent revitalisation of the Altitude association.



- The failure to structure the Montagne Terre de Lait association came at the same time as the desire to dissolve the existing, non-active association ALTITUDE, owner of the 'produit de MONTAGNE' logo.
- The dairy and pork sectors wanted to continue and revitalise the Altitude association, believing it to be the best collective vehicle to promote French mountain products.
- A new dynamic for the ALTITUDE association emerged in 2023



THE ALTITUDE ASSOCIATION

- ALTITUDE is an association under the law of 1901, created on 6 November 2003.
- Its founding members are the *FNSEA*, the *FN Bovine*, the *FN Porcine* (delegate to Asso Porc Montagne), the *CNIEL* and the *Syndicat des eaux de source et des eaux minérales naturelles*.
- The aim of the association is to ‘unite, defend and promote mountain products under a common banner’.



A NEW DYNAMIC FOR THE ALTITUDE ASSOCIATION



- New governance in place: Stéphane Joandel, General Secretary of the FNPL and member of the CNIEL board, is the new chairman of the ALTITUDE association.
- A survey of members was launched in 2023 to gather the expectations and needs of companies.
- Expectations and needs expressed => to keep requirements simple, i.e. to continue to apply the rules set out in the European 'mountain products' decree, and to promote the association collectively using the ALTITUDE logo so that the association's members can have a stronger presence on future markets.



A NEW DYNAMIC FOR THE ALTITUDE ASSOCIATION



- The shared ambition of the members of the ALTITUDE Association:
 - To increase the volume and value of mountain products through strong collective promotion of the Altitude Association logo.
 - Not to compete with existing PDO, PGI and company brands, but to seek coherence and complementarity for the benefit of mountain operators.

So **FEDERATE** the sectors from upstream to downstream in order to give **VISIBILITY** and **VALUE** to mountain products.



A NEW DYNAMIC FOR THE ALTITUDE ASSOCIATION



- To achieve collective promotion, you need a clear collective framework, a shared roadmap, resources and skills.
- Within the ALTITUDE association, we are working to define a clear collective framework (internal rules and regulations governing the use of the brand).
- Pooling resources to promote the brand collectively
- Seeking funding from financial backers in France
- Try to identify potential European partners to seek funding at European level => perhaps today in this room some people are also looking for European funding for this?



Gràcies
Gracias
Thank you
Merci

