

“Produs Montan” mountain product certificate.



Country	Romania
Sector	Agriculture
Year	2017 -
Narrative description	<p>Producers in mountain areas can voluntarily opt for the labelling of the products. Producers, growers and beekeepers who carry out their production activity in mountain areas (as defined by the Ministry of Agriculture and Rural Development) can promote their food by labelling it "mountain product", if the products live up to a series of requirements. The label is easily recognised by consumers and will include consumer information on the importance of the biological quality and health guarantees of mountain foods, which can increase the demand for such products.</p> <p>Mountain farming is a traditional production system in Romania and is associated with small-scale farmers. The traditional systems in the mountain are generally associated with fewer environmental externalities than is the case for lowland intensive agriculture and tend to enhance soil fertility and to encourage crops to develop deeper roots, which increase the amount of organic matter in the soil, sequestering atmospheric carbon.</p> <p>However, mountain producers are often competitively disadvantaged compared to intensive lowland agriculture and this has led to a high level of land abandonment in the mountain regions, shifting even more of the food production to the more environmentally problematic intensive farming.</p>
Responsible authority	National Agency of Mountain Zones (AZM); Regional Agriculture Directions of the Ministry of Agriculture.
Relevant legal basis	Governmental Decision no. 506/2016 of 20 July 2016

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Order no. 52/2017 of March 3, 2017	
Policy Type	Quality schemes for food products
Governance Level/ Target audience	National / small agri-companies in mountain areas
Objectives	The purpose of this legislation is to ensure that consumers can trust that the term “montan” (“of mountain”) is only given to products actually produced in mountain areas with the various climate, environmental and social benefits related to mountain food production. This will strengthen the market position of such products and thus benefit the environment and support mountain economies and communities.
Summary of reasons for success	<p>Strengthening the market position of mountain products is enhancing the economic viability of traditional mountain farming, often counting on extensive production systems, Carpathian space conservation, semi-natural areas, use of ecosystem services, and carbon capture, beneficial for the climate and environment.</p> <p>By improving the economic viability of the mountain production through added value, improvements can be achieved for climate and environment and for rural communities and traditional culture.</p> <p>The certification taps into an already existing cultural appreciation of mountain products and associated culture in Romania and thus targets a market opening already established.</p>
Replication potential	Replication potential is high all over Europe as the mountain products are being governed by a EC Regulation. Documentation is fully available to the public on the AZM website.
Relevant website	http://azm.gov.ro/produs-montan/