

Quality Products Linked to Geographical Origin: A Strategy for Development in Mountain Regions?

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Introduction

- Mountain Products Programme initiated in 2004 and funded by France
- Objective is to improve the livelihoods of mountain people and conserve mountain environments through promotion of mountain quality products
- Countries of intervention: Peru, Morocco, Kenya, Kyrgyzstan
- Activities: selection of promising products: participatory value chain analysis, project formulation, fund raising



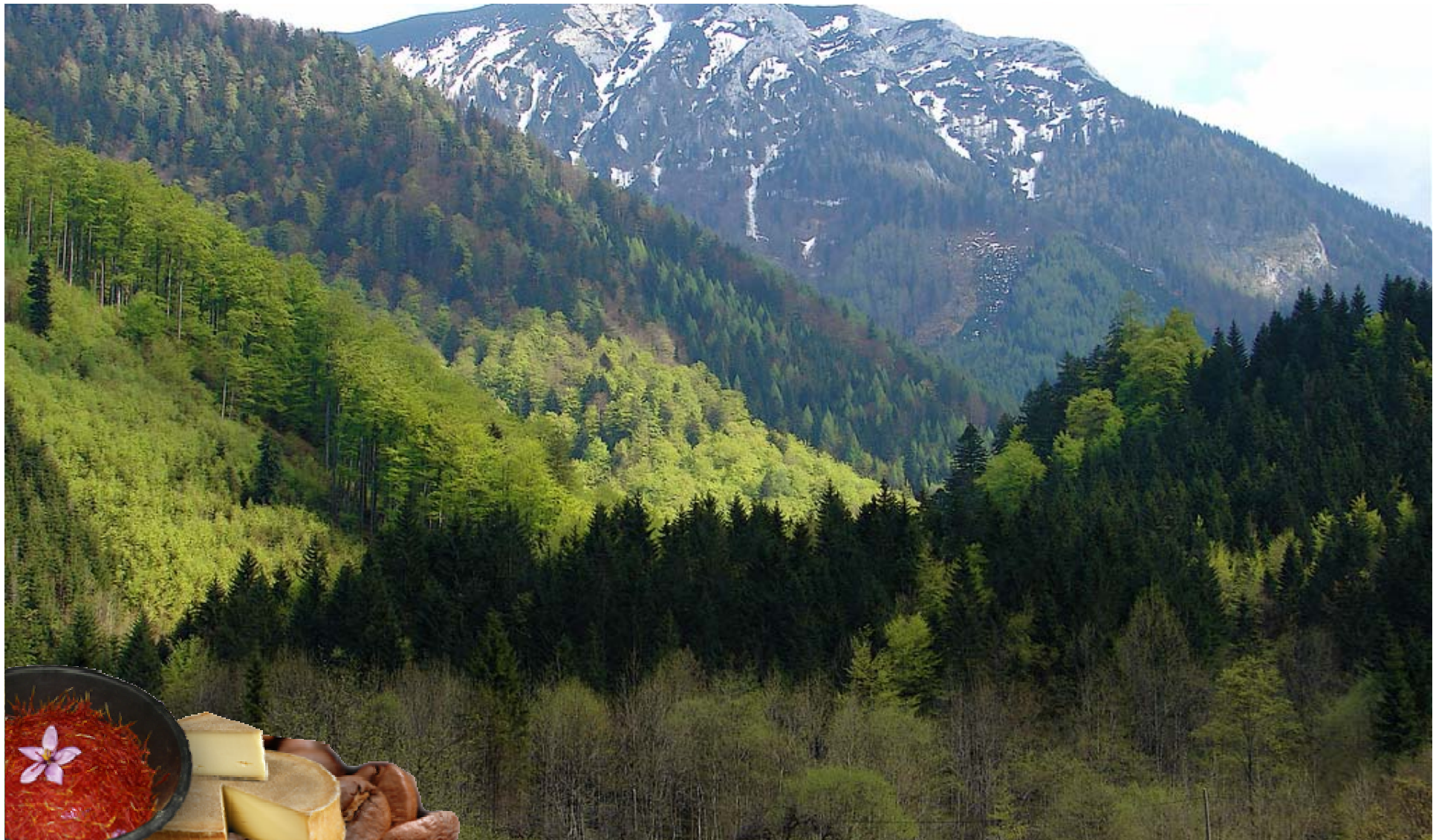
**Mountains are the water towers
of the world...**



Mountains are storehouses of global biodiversity...



Mountain forests represent 28% of the world's closed forest area...



Mountains are vital sources of energy...



Mountains are sources of spiritual inspiration...





Mountain people are among the world's poorest and hungriest. Indeed, according to FAO, as many as 245 million rural mountain people in developing and transition countries may be at risk, or actually experiencing, hunger.



Long distances from markets...




Harsh climates...



Distance from centres of power...





How can the promotion of specific quality products linked to geographical origin contribute to addressing these constraints and preserving mountain ecosystems?



Cheeses of the Savoy Alps

Abondance AOP

Beaufort AOP

Chevrotin AOP

Emmental Savoie IGP

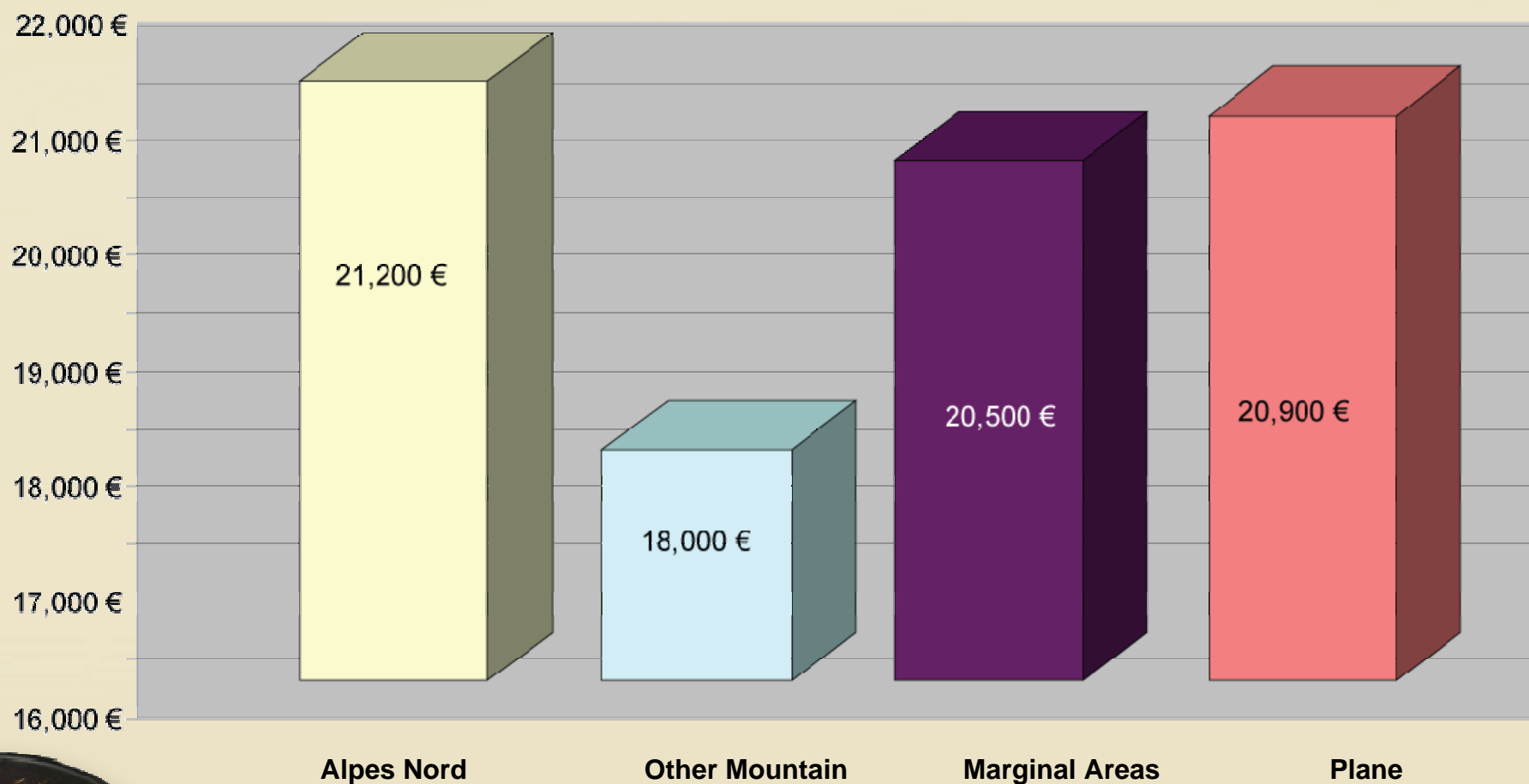
Reblochon de Savoie IGP

Tome des Bauges AOP

Tome de Savoie IGP



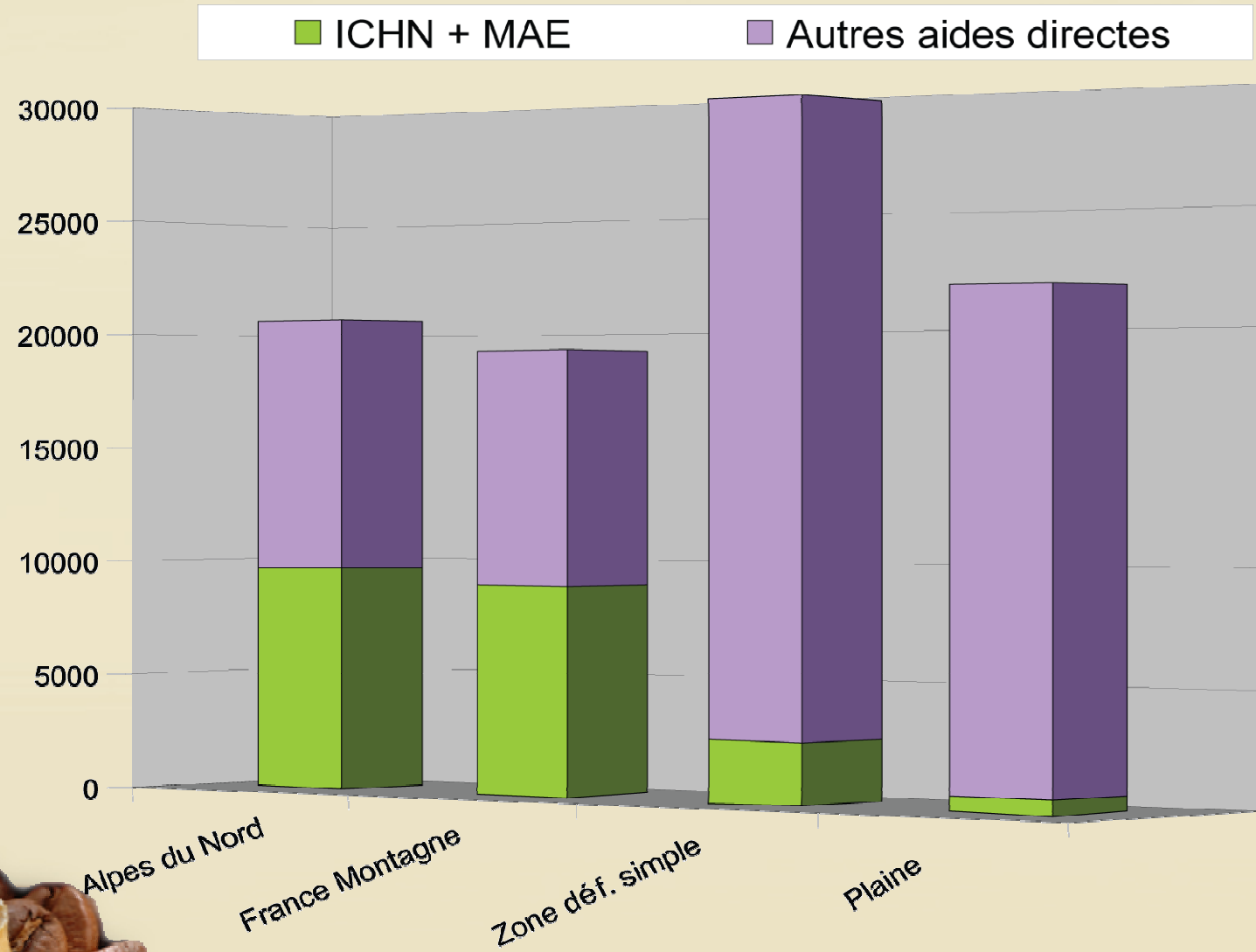
Economic impacts



Source: RICA France 2003/ INRA SAE2 Nantes

Economic impacts

Source : RICA2003, INRA Nantes



Environmental impacts

- Conservation of traditional breeds of cows (e.g. Abondance, Tarine, Montbéliarde) and goats (e.g. Alpine goat)
- Number of dairy cattle increased (a study of Groupement d'Intérêt Scientifique des Alpes du Nord (2004) in 110 cantons of Alpes du nord shows an overall decrease of 41% in number of dairy cattle in the period from 1979 to 2000...BUT difference between cantons with AOC (22%) and those without AOC (49%)



Environmental impacts



Environmental impacts

- Conservation of mountain pastures and grasslands (conservation of local flora and fauna)
- Conservation of large open spaces and mountain landscapes resulting in reduction of avalanches
- Conservation of microbial organisms in the cheeses

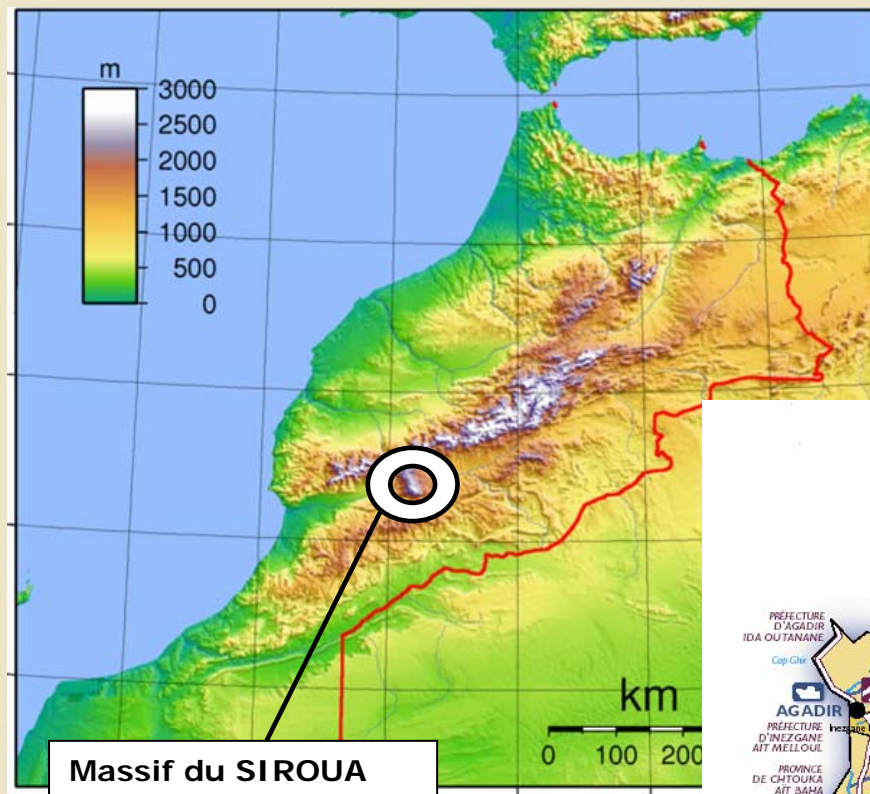


Social and cultural impacts

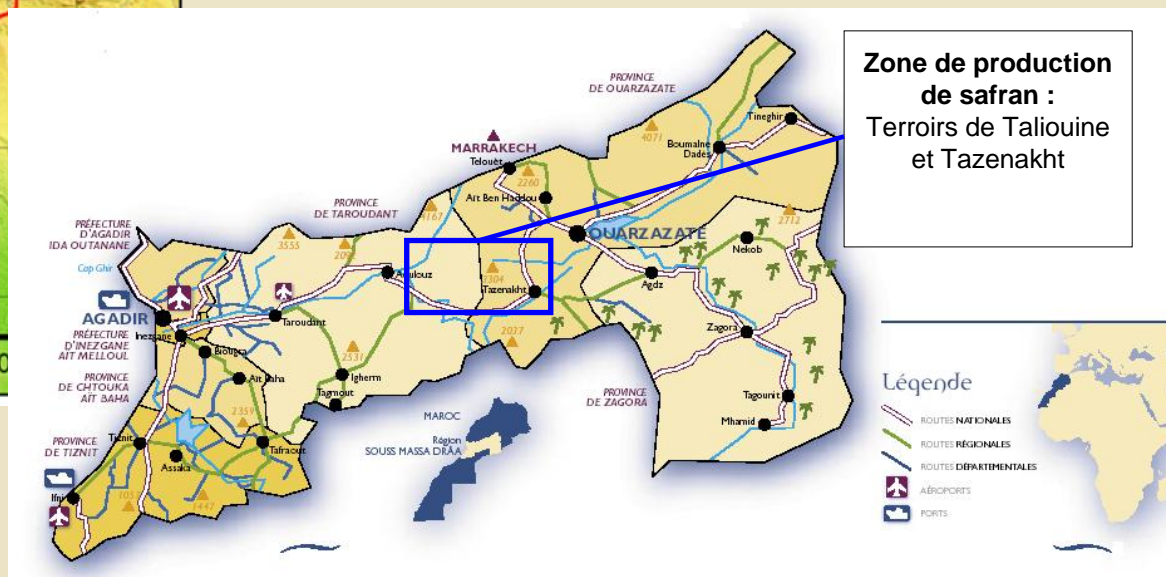
Conservation of
ancestral
production
techniques and
traditional tools
and materials...



Saffron of Morocco



Souss Massa Drâa region



Farming system

Sheep and goat
farming
Agroforestry
system with
fodder crops,
cereals,
vegetables and
trees (olives
or almond trees)



Value chain actors: local

Producers: plantation, irrigation, sell dry stigmates after harvesting and on necessity, 1 kg of saffron per family, price on local market = 1 Euro/g

Cooperatives: Souktana (380 members) and Taliouine (11 members)

Local and foreign middlemen: buy batches (lots) of saffron from producers

Traders: buy from middlemen (Casablanca, Marrakech, Rabat, Fes) Selling price double buying price

Importers/Exporters: to UE, USA, Arab Emirates, Egypte



Value chain actors: international

Importers/Exporters: reception of lots, stockage, distribution, very high plus valeur in the sale of lots and it bulk

Retailers: reception of bulk/lots, packaging and retail selling

Saffron selectors: select saffron lots based on quality, specificities and origin

Restaurants

Consumers



Assets

- Relatively good rainfall ensured by Siroua massif (300mm/an at 3000 m) and of excellent quality as filtered by volcanic soils
- Scattered agricultural land (concentrated around water points) favourable for protection of crops from spreading of pests/diseases
- Traditional cultivation practices (alternating cultivated and fallow land/alternating crops/traditional soil conservation practices and natural fertilizers are in line with organic agriculture



Assets

- Traditional villages (douars) far from city centres maintain strong community traditions
- Well functioning village associations are a proof of effective collective action which favours creation of producer associations/cooperatives
- Migrants from the area to foreign countries can ensure good marketing of products linked to original territory
- Strong tourism potential
- High quality of product as confirmed by lab tests



Assets

- Saffron production is intimately tied to berbère culture which represents a guarantee of sustainability (6 centuries of existence) and a cultural factor of projection into the future (saffron festival 2007)
- Presence of strong supporting institutions: Migrations et Développement, INRA, IAV, ORMVA, ECOCERT
- Law n. 25-06 on Distinctive Seals of Origin and Quality of Agricultural Products has just been approved by Parliament
- Commercial linkages already established with Slow Food and CTM Altromercato



Potential impacts of origin scheme

Economic impacts: potential high revenue (2 Euro/g) linked to access to niche markets

Social impacts: participation of youth and women and creation of linkages between government and non-government institutions as well as public and private sector actors, establishment of close relationship between producers of Taliuoine and Tazenakt

Environmental impact: realisation by producers of the need to conserve the biological diversity of saffron land



Challenges

- Cost of obtaining origin label?
- How the different quality schemes link to one another?
- Lack of commercial strategy
- Few cooperatives, no union of cooperatives
- Absence of inter-professional union
- Potential conflict on name Siroua or Taliouine?
- FAO projects will aim to address some of these issues in the next two years



Link to case study



www.mp-discussion.org/casablanca