



Mountain Partnership Products

Labelling mountain products for an ethical, fair and organic future



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The Mountain Partnership Products (MPP) initiative strengthens the resilience of mountain peoples, their economies and their ecosystems.

It is a certification and labelling scheme based on environmentally and ethically sound value chain approaches, which promotes short, domestic value chains while ensuring transparency and trust between producers and consumers, fair compensation for the primary producers, conservation of agrobiodiversity and preservation of ancient techniques.

The MPP initiative provides technical and financial support to small-holder mountain producers from developing countries to create enterprises, enhance their marketing skills and boost their livelihoods by improving the value chains of mountain products such as organic food, textiles and tourism services.

Currently, the initiative operates in 7 countries and includes 17 products. Goods marketed under the MPP label include a rare black amaranth grain produced in the Bolivian Andes and pink and purple rice cultivated by farmers in India's Himalayas, as well as tea, coffee, pulses and textiles.

The MPP label is a narrative label which tells the story of each product, enabling consumers to make informed purchases by learning about products' origins and cultivation, processing and preservation methods, nutritional value and role in local cultures.

Around 10 000 farmers have already been supported by the MPP scheme, 6 000 of whom are women, as young men often leave the mountains and move to cities in search of work.

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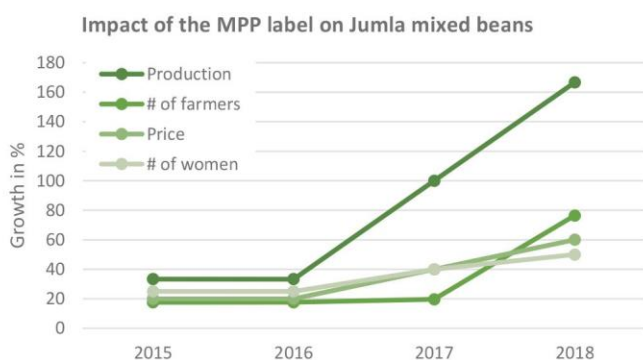


Key facts

- ✓ 10 000 farmers involved (60 percent women)
- ✓ 13 producers organizations
- ✓ 17 products carrying the MPP narrative label
- ✓ 7 countries involved: Bolivia, India, Kyrgyzstan, Mongolia, Nepal, Panama and Peru
- ✓ Sales increase up to 49 percent
- ✓ Production increase up to 40 percent
- ✓ Selling price increase up to 25 percent
- ✓ Capacity development on production techniques and product development
- ✓ Training on entrepreneurship and marketing
- ✓ Preservation of mountain agro-biodiversity and ancient varieties
- ✓ New markets for indigenous crop varieties
- ➔ 5 countries coming soon: Guatemala, Lesotho, Papua New Guinea, the Philippines and Rwanda

Success story – Nepali Jumla mixed beans

Cultivated at 2 300 metres above sea level on the slopes of Nepal's remote Sinja Valley, Jumla mixed beans are an indigenous black, red, yellow and spotted bean variety closely linked to local culture and religious festivals. The beans are entirely produced without mechanical inputs or pesticides. Although they are high quality, they were relatively unknown on the market and earned little for the mountain communities who grow them. Since 2016, Jumla beans from this region have carried the MPP label: their price has increased by 25 percent, sales are up and production has risen by 40 percent. Now, these indigenous Nepalese variety are being sold in a large, national supermarket chain. As a result of the benefits offered by the label, bean cultivation has attracted a 17 percent increase in women farmers like Lalita Rokaya, a 25-year-old farmer who now sees farming as her future.



Mountain Partnership Secretariat

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