



## **Mountain Partnership Products Initiative**

### **Terms and Conditions for the use of the Mountain Partnership Product label**

Mountain agriculture is generally known to be of high quality and is also small scale in nature, with diversified farming systems and high rates of involvement among women. Mountain products and services have great potential to improve livelihoods and boost local economies. Many quality foods and beverages are produced in mountain areas, such as coffee, honey, herbs and spices, as well as handicrafts and cosmetics. However, mountain agricultural enterprises are often at a disadvantage compared to lowland businesses due to harsh and inaccessible terrains, poor infrastructure and transportation, limited access to markets, and lack of training opportunities and investments.

The Mountain Partnership Products Initiative is a certification and labelling mechanism to enhance marketing opportunities for mountain producers, leveraging global trends towards healthy, organic and locally sourced products and ensuring fair compensation for farmers while protecting agrobiodiversity of mountain environments.

#### **I. Purpose of the Mountain Partnership Product Label**

1. Consumers often cannot easily distinguish mountain products from others when displayed in the marketplace. The Mountain Partnership Products label (also referred to as the “Label”) aims to communicate the added values of a mountain product, enabling consumers to make a more informed purchase and producers to sell at a premium price. The Mountain Partnership Products Label is a voluntary, global label supported by a value chain and marketing strategy, created to support small-scale mountain producers from developing countries to obtain fair compensation for their products underlining the products’ high value from a social, environmental, economic and cultural point of view.
2. The Label is a communication tool to promote and add value to mountain products. The Mountain Partnership Products Label is a customized narrative label that tells the story of a specific product and its producer, highlighting its unique properties by providing background information that is not included in a typical commercial label.
3. The Mountain Partnership Products Label aims to convey to the consumers the origin, the production processes and the commitment of the producers, however it does not certify the quality, safety or any of the characteristics and/or components of the Product, nor its suitability for any use. The



Mountain Partnership Products Label integrates, but does not replace, any existing label mandatory under all applicable laws.

## II. Requirements for the use of the Mountain Partnership Product Label

4. The Mountain Partnership Products Label may be used on foods and beverages, cosmetics, official products and handicrafts that comply with the following **requirements and key values**:
  - **Altitude.** Products mainly produced and transformed in mountain areas [as defined by the UN WCMC](#);
  - **Small scale.** Products from small-scale production, including family farming and/or smallholder mountain producers/cooperatives/organizations, [as defined by the Food and Agriculture Organization of the United Nations \(FAO\)](#); and
  - **Ethical, fair and organic.** Production processes that are respectful of the environment and guarantee fair returns for the primary producer and an equitable distribution of profits along the value chain, as defined by the Mountain Partnership in the [Ranikhet Declaration](#).
5. The Mountain Partnership Products Label, including the Mountain Partnership Products logo, cannot be used without prior written authorization by the [Mountain Partnership Products Initiative Committee](#), in accordance with the procedure and requirements set out in these Terms and Conditions.

## III. Label-granting system

### Application

6. Any individual (hereinafter referred to as “the applicant”) can apply for the use of the Mountain Partnership Products Label on a product if:
  7. – For all products: the applicant has endorsed the Ranikhet Declaration of the Mountain Partnership for ethical and fair production. [Click here to endorse](#).
  - For agricultural products: the product is certified organic (either through a third-party certification or a Participatory Guarantee System [PGS]) or is transitioning to become organic.
8. The applicant shall complete the online application form. Click [here](#) to apply.
9. The Mountain Partnership Products Initiative Committee may request the applicant to provide additional information or documents. The lack of sufficient information or documentation may constitute the basis of denying authorization to use the Mountain Partnership Product Label.
10. The Mountain Partnership Secretariat assesses the compliance of new products with the key values and requirements.
11. The [Mountain Partnership Products Initiative Committee](#) endorses the assessment of the applications. Based on the information provided by the applicant and, if necessary, on the result of further assessment, the Mountain Partnership Products Initiative Committee may approve or deny the use of the Mountain Partnership Products Label for the Product.



12. Should the use of the Mountain Partnership Products Label be approved, the Mountain Partnership Products Initiative Committee will review the label content proposed by the applicant and may modify its layout and information contained therein, as appropriate.
13. The Mountain Partnership Products Initiative Committee provides the first sample batch of 1,000 labels for each Product. The applicant is responsible for the printing of the labels after the first batch.

Label monitoring:

14. The applicant is responsible for maintaining the dedicated product page on the [www.mountainproducts.org](http://www.mountainproducts.org) portal (under development). The applicant is requested to update the relevant information and data on an annual basis.
15. The [Mountain Partnership Products Initiative Committee](#) annually reviews the data shared by partners.
16. Based on the results of this review, the Mountain Partnership Products Initiative Committee may revoke the authorization to use the Mountain Partnership Products Label, temporarily or permanently. Following such revocation, the applicant shall refrain from using the Mountain Partnership Products Label for the relevant product and shall promptly remove and destroy all Mountain Partnership Product Labels of Products that have not yet been distributed.
17. The applicant consents to promptly inform the Mountain Partnership Secretariat ([info@mountainpartnership.org](mailto:info@mountainpartnership.org)) of any material changes in the information contained in the Application Form or of any circumstance or occurrence that may affect the compliance with the requirements set out in Section II above. The Mountain Partnership Products Initiative Committee may conduct a new assessment of the requirements for granting the use of the Mountain Partnership Products Label in accordance with the procedure set out in this Section.
18. The applicant participates in the annual meeting of the Mountain Partnership Product Initiative, organized by the Mountain Partnership Secretariat

**VI. Terms and Conditions for the use of the Mountain Partnership Product Label**

19. The Mountain Partnership Product Label may be used only on the specific Product for which it was authorized. The authorization is not transferable to third parties.
20. All reasonable precautions have been taken by the Mountain Partnership Secretariat to verify the information contained in the Mountain Partnership Product Label. However, the Mountain Partnership Product Label is issued without warranty of any kind, either expressed or implied, and any responsibility for the interpretation and use of the information contained in the Mountain Partnership Product Label lies with the applicant or user of the Product, as applicable.
21. The Mountain Partnership Product Label includes the following disclaimer:

“ This label is for information purposes only and is not intended to make any representations or warranties about the characteristics, quality, suitability or any other feature of this product. The



Mountain Partnership or any of its Partners will not be liable for any loss or damages resulting from use of, reference to, or reliance on this Product or any information relating thereto.”

**V. Final conditions**

22. The Mountain Partnership Secretariat does not assume any responsibility for the activities conducted by the applicant. The applicant is responsible for ensuring that the Product, including any phase of its production, processing, manufacturing and distribution, is produced in accordance with all applicable laws.
23. Nothing in these Terms and Conditions shall be deemed a waiver, express or implied, of any of the privileges and immunities of FAO.
24. Changes to these Terms and Conditions will be available via the [Mountain Partnership website](#).