



**Food and Agriculture
Organization of the
United Nations**



**Italian Development
Cooperation**
Ministry of Foreign Affairs



Mountain Partnership
working together for mountain peoples and environments

Mountain Partnership Products

In collaboration with Slow Food International

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

Mountain people are among the World's poorest and hungriest: according to a recent study, one in three mountain people in developing countries is at risk of facing hunger and malnutrition. Mountain peoples are hugely disadvantaged compared to lowland peoples. They live in harsh and inaccessible terrains and suffer from lack of investments, infrastructure and training opportunities, as well as from being marginalized, both socially and politically.

Yet, 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. Mountains and mountain communities also offer tourism-related services that allow visitors to discover unique landscapes and biodiversity. Small-scale mountain businesses cannot compete with lower prices and larger volumes of lowland production, but they can focus on specific markets and tap into the rising demand for sustainable, high quality, handcrafted, fair trade products.

I Purpose of the Label

1. Consumers often cannot easily distinguish mountain products from others when displayed in the marketplace. The "Mountain Partnership Product" label (also referred to as the "Label") aims to communicate the added values of a mountain product, enabling the consumers to make a more informed purchase, and the producers to sell at a premium price. It is a voluntary global label supported by a value chain and marketing strategy, created to support small mountain producers from developing countries to obtain fair compensation for their products underlining the high value from a social, environmental, economical and also cultural point of view.
2. The Label is a powerful communication tool to add value and promote mountain products. The Mountain Partnership Product label is a customized narrative and supplementary label that tells the story of a specific product, and highlights what makes it unique, by providing information that is not included in a typical commercial label.
3. The Mountain Partnership Product label does not certify the quality, safety or any of the characteristics and/or components of the Product, or its suitability for any use. The "Mountain Partnership Product" label integrates, but does not replace, any existing label mandatory under any applicable law.

II. Requirements for the use of the Mountain Partnership Product label

4. The “Mountain Partnership Product” label may be used on food and beverages, cosmetics, official products, handicrafts and that comply with the following **key values and requirements**:
 - **Altitude**: Products mainly produced and transformed in mountain areas;
 - **Small-scale**: Products from small-scale production; including family farming and/or small mountain producers/cooperatives/organizations;
 - **Environmental sustainability**: Production processes respectful of the environment, either traditional or innovative;
 - **Equity**: Fair returns for the producer, equitable distribution of profits along the value chain;
5. Products related to local biodiversity are considered with preference.
6. The Mountain Partnership Product label, including the Mountain Partnership Product logo cannot be used without prior written authorization by the MPS, in accordance with the procedure and requirements set out in these Terms and Conditions.

III. Label-granting system

Application

7. Any producer (the ‘Producer’) may request the authorization to use the Mountain Partnership Product label.
8. The Producer shall complete and sign the application form (Annex I hereto) and submit it to the MPS by email to Giorgio Grussu, at giorgio.grussu@fao.org.
9. The MPS may request the Producer to provide additional information or documents. The lack of sufficient information or documentation may constitute the basis for denying the authorization to use the Mountain Partnership Product logo.

Assessment

10. An expert/entity appointed or authorized by the MPS will assess the compliance of the Product to the Mountain Partnership Products’ key values and requirements and collect any other information that might be useful to evaluate the Product, including by visiting the production site, if required by the MPS.

Label granting

11. Based on the result of the assessment, the MPS may authorize or deny the use of the Mountain Partnership Product label of the product. The MPS will inform the Producer of the outcome of the assessment.
12. Should the use of the Mountain Partnership Product label be authorized, the MPS will review the label proposed by the Producer and may modify its layout and information contained therein, as appropriate.

Label monitoring:

13. An expert appointed, or an entity authorized, by the MPS will periodically monitor a random sample of Products on which the Mountain Partnership Product label was authorized.
14. Based on the results of this monitoring, the MPS may revoke the authorization to use the Mountain Partnership Product label, temporarily or permanently. Following such revocation, the Producer shall refrain from using the Mountain Partnership Product label for the relevant Product and shall promptly remove and destroy all Mountain Partnership Product labels of Products that have not yet been distributed. Within ten (10) calendar days of such revocation, the Producer will have to certify in writing the compliance with the decision of the MPS.
15. The Producer will promptly inform the MPS of any material change 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 MPS may conduct a new assessment of the requirements for granting the use of the Mountain Partnership Product logo in accordance with the procedure set out in this Section.

IV. Terms and Conditions for the use of the Mountain Partnership Product label

16. 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.
17. All reasonable precautions have been taken by the MPS to verify the information contained in the Mountain Partnership Product label. However, the Mountain Partnership Product label is being 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 Producer or the user of the Product, as applicable.
18. The Mountain Partnership Product label will include 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 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

19. The MPS does not assume any responsibility for the activities conducted by the Producer. The Producer is responsible for ensuring that the Product, including any phase of its production, processing, manufacturing, and distribution, is produced in accordance with any applicable law.
20. Nothing in these Terms and Conditions shall be deemed a waiver, express or implied, of any of the privileges and immunities of FAO.
21. Changes to these Terms and Conditions will be available via the MPS website.



Mountain Partnership Products Initiative Application form

1. About the producer:

Name (individual or juridical person):

Country of nationality:

Name of the mountain area the product comes from (area, country):

Name of the person submitting the application:

Email:

Telephone:

2. What type of producer are you (you can select more than one option):

- Independent producer
- Family farmer
- Cooperative
- Community
- Producers organization
- Women association
- Other:

3. Do you belong to the category of smallholders described below?

- YES NO

Smallholders are small-scale farmers, pastoralists, forest keepers, fishers who manage areas varying from less than one hectare to 10 hectares.

4. If you are not an independent producer, what is the size of your company?

- 1-10 people
- 11-20 people
- 21-50 people
- >50 people

5. Where do you sell your product?

- Direct sale
- Export
- Intermediary
- Local market
- Online
- Retailer
- Other: _____

6. In which phase of the production cycle would you need support to improve your product the most?

- Production process
- Transformation
- Storage
- Marketing
- Distribution
- Other: _____



About the product:

- 1. What is your product? What is its name?**

- 2. Please describe the product.**

- 3. What makes it special?**

- 4. Which are the main ingredient(s)/materials characterizing your product? Are they all from mountain areas?**



5. Is your product entirely produced and processed in mountain areas? Where? At which altitude? Please explain.

6. Is your product linked to the local culture/know how?

7. Is your product or production technique at risk of disappearing?



8. Is your production process respectful of the environment?

9. Is the product or the production process either traditional or innovative?

10. Can you describe the transformation process, if any?

ANNEX I



By submitting this application to the MPS, you confirm that you have received, read, understood and agree to the Terms and Conditions for the use of the Mountain Partnership Product label.

Signed _____

Date _____

Name _____

Company _____

Email _____

Fax _____