

- high-quality products
- renewable energies
- tourism

# RegioMarket



## Alpine Space

Optimizing Regional Marketing and networking for development of a corporate marketing and branding strategy for the entire Alpine Space



Product Group Food, Final Conference, Friedrichshafen 14th February 2008

Report from project partner Autonomous Region of Aosta Valley

County Council for Agriculture and Natural Resources



Association Régionale  
Eleveurs Valdôtains  
Vallée d'Aoste - Valle d'Aosta  
Italia

Disciplinare volontario  
d'uso del marchio

**Produit Fermier**

Latte prodotto e trasformato  
in azienda agricola

A.R.E.V. Sheep and goat Breeders  
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[www.carnevaldostana.com](http://www.carnevaldostana.com)



AREV is the most important Association of Aosta Valley cattle breeders:

- ✓ 35.000 cows in 1.200 cow-breedings
- ✓ 5.000 goats in 456 goat-breedings
- ✓ 2.800 sheep in 242 sheep-breedings



## AREV 3/3

AREV is a technical and economic Association

AREV is a not for profit organisation

AREV aim is to improve cattle-breedings and milk products





## AREV ACTIVITIES 1/5

AREV activities are:

- ✓ Cattle genealogical books
- ✓ Register of births and deaths
- ✓ Cattle identification
- ✓ Technical aid for cattle-breedings
- ✓ Sanitary plans
- ✓ Promotion of cattle products



## AREV ACTIVITIES 2/5

AREV is involved in:

- ✓ Promotional events (like Open mountain summer pasture, Festival of Aosta Valley meat)
- ✓ Aosta Valley meat label regulation (CE 1760/2000)
- ✓ *Produit Fermier* brand (sheep and goat milk products)



## AREV ACTIVITIES 3/5

meat, viande, fleisch,  
мясо, vlees, κρέας



per qualcuno è solo carne  
per noi è quella  
"valdostana"

www.carnedaldostana.com



**AREV**

**DOCUMENTO INFORMATIVO PER IL CONSUMATORE**

Documento informativo per il consumatore

**MACELLO ARBIO** **SCYTA**

**PURTO VERDITA ARBIO** **CHATELON**

**DESCRIZIONE**  
Specie: **MANZONELLA**  
Razza: **PIRENEA**  
Età: **ADULTA**  
Sesso: **MALE**

**PROVENIENZA**  
Paese: **FRANCIA**  
Regione: **PIRENEA**  
Località: **CHATELON**

**INFORMAZIONI**  
Mettitore: **MACELLO ARBIO**  
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Reg. CE 1760/2000 - Organismo di controllo SPS della UE -  
Autorizzazione n° 00001

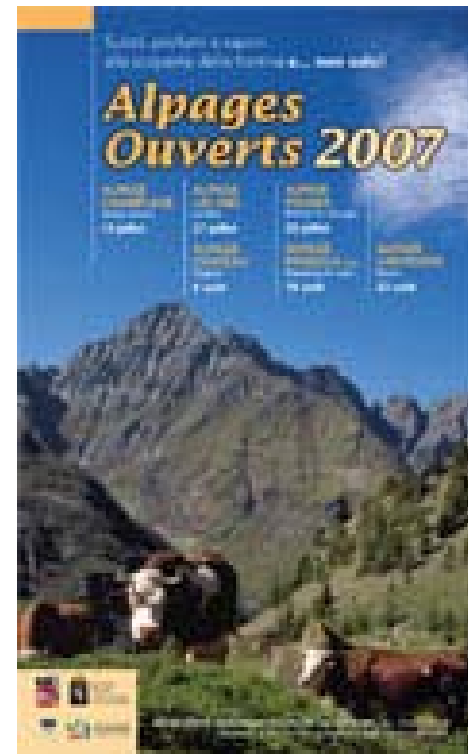
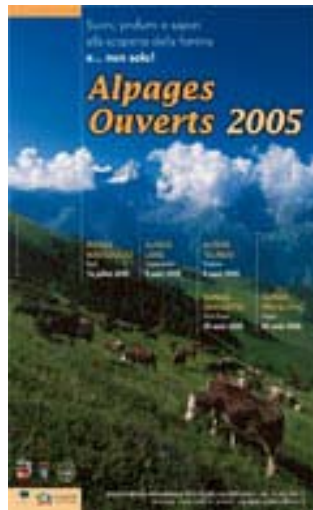
**AREV**





## AREV ACTIVITIES 4/5

### Alpages Ouverts 2004







## AREV ACTIVITIES 5/5





## **PRODUITS FERMIER BRAND 1/6**

*Produit Fermier* brand include

- ✓ Instructions for brand use
- ✓ Instructions for milk products





## PRODUITS FERMIER BRAND 2/6

Instructions for *Produit Fermier* brand use contain the following rules:

- ✓ Sheep-breedings and goat-breedings have to be registered in the regional register of birth and death
- ✓ Sheep-breedings and goat-breedings have to be registered in the sanitary schedules
- ✓ Sheep-breedings and goat-breedings have to be associated AREV
- ✓ Sheep and goats have to be submitted to a production control
- ✓ The whole production's chain has to be located in the regional territory
- ✓ Enough land has to be guarantee for the animals maintenance
- ✓ Brand exclusion in case of restrictive measures from the designed authority



## **PRODUITS FERMIER BRAND 3/6**

Instructions for milk products contain the following rules:

- ✓ Milk transformation has to be done mainly in the farm
- ✓ Milk must be produced from goats, sheep and cattle. In case of mixed cheeses 25% of milk have to be ovine-caprine
- ✓ Maximum 3 heads/ha for farm
- ✓ Maximum 0.8 heads/ha for mountain summer pasture
- ✓ Periodic communication to AREV about production



## PRODUITS FERMIER BRAND 4/6



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- ✓ AREV furnishes adhesive labels to put on products
- ✓ Brand use for promotion is authorized by an AREV approbation
- ✓ Brand is managed by a committee composed by breeders, agriculture and sanity representatives





## PRODUITS FERMIER BRAND 5/6

*Produit Fermier* brand philosophy is:

- ✓ To distinguish Aosta Valley regional products from other regional products
- ✓ To explain the importance of a short production's chain
- ✓ To improve the product value with control activities





## PRODUITS FERMIER BRAND 6/6

Improving the product value with control activities, the products are guaranteed because:

- ✓ They observe sanitaries parameters
- ✓ The animals eat local fodder
- ✓ The production is controled
  - Control of each animal´s production
  - Periodic communication about transformed products



# Thank you!

