

Collective marks in Parks to value and differentiate local products on territories



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PARC NATUREL RÉGIONAL
DE LA GUYANE

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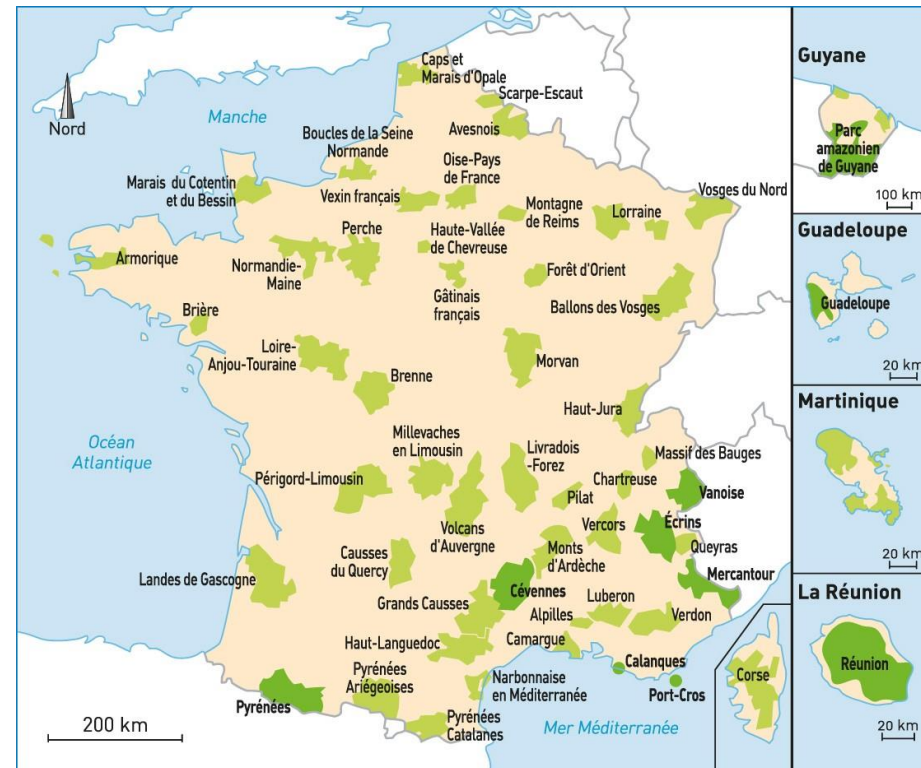
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French parks networks

Regional Natural Parks

Territories :

- with a rich natural and cultural heritage that is threatened
- with a development project based on the preservation and valorisation of this heritage.



National Parks

To preserve exceptional heritage and promote sustainable development

- Earth or sea core zone with rules to preserve heritage
- Adhesion area in geographical continuity and/or ecological solidarity with the core

Mark attribution process

Regional Natural Parks

User Agreement the only contracting tool with:

- reference to mandatory criteria
- possibility of park-specific requirements
- optional criteria: follow-up of margins of progress

National Parks

Generic Use Regulation : the use of the mark and the general principles

Categorical Use Regulations : technical criteria developed for all national parks :

- * mandatory criteria
- * optional criteria : adaptation to local context and margins of progress

Project of convention between
Candidate and Park

National commission

Accreditation audit

Agreement by the Park

**Award
for 5 years**



Accreditation audit

Local commission

Agreement by the Parc

Partnership agreement

**Award
for 3 years**

A "network" dimension with communication and animation

Regional Natural Parks

Awareness and training days
Facebook, page on the Web site of RNPs
Press Campaign
Events : « Village des Parcs 50 ans »
Newsletter for awarded

National Parks

Local meetings and trainings
National and local Events
Facebook, espritparcnational.com
Press Travel in parks
communication kits for Parks

Some figures

Regional Natural Parks

2000 marked companies ; 300 markings
. 50% agri-food products
. 40% tourist and educational services
. 10% artisanal production (wood and stone)

National Parks

300 participants in 9 NPs
> 500 products and/or services
> 75% tourist services
Project implemented in 2015

Context of agriculture in French parks

Regional Natural Parks : 58 000 farms, 11 % France
Park is an asset not a constraint for farmers, strategic players in the park.



National Parks : 15 000 farms
Mountain, tropical and mediterranean context



Values of the marks :

- Attachment to the territory
- Agroecological and eco responsible practices
- Activities allowing a decent income to the farmers
- Products diversity and short circuit distribution
- Biodiversity and landscape quality/attractivity
- Preservation of natural resources
- Limitation of chemical inputs



Values of the mark

Regional Natural Parks

Park is an asset not a constraint for farmers, strategic players in the park.

Values of the mark :

- Attachment to the territory,
- Human dimension of agriculture,
- Valuation of the environmental asset and natural resources
- Preservation of agricultural activities allowing a decent income to the farmers
- Preservation of landscape quality

National Parks

Values of the mark :

- Commitment, Authenticity, Respect, Sharing, Vitality

Characteristics :

- Attachment to the territory,
- Agroecologic and eco-responsible practices,
- Préservation of landscape biodiversity,
- Consumer awareness of environnement

Some examples of marking

National Parks

Agroforestry products :

- System associating trees and cultures on the same plot : at least 2 species cultivated or culture under shade of trees
- Protection of local, old or threatened varieties
- Examples : coffee, cacao, vanilla

National and Regional Natural Parks

Food low miles :

- Short sales circuits
- Contact between producer and consumer



Interest of these marks Parks

- These marks value products and services created by people who make a commitment in the conservation of parks, territories of exception (landscape and biodiversity)
- These marks combine economic development with respect for the values of sustainable development
- From the consumer point of view, citizen and local purchasing act
 - meets a citizen need to know what is consumed, where and how it was produced preserving natural resources / environment
 - is an expressing European demand today

Encourage, promote these approaches and integrate them in the CAP with an agricultural policy on food

Thank's





Flowering Meadows Contest

What is a « Flowering Meadow » ?

- Not sowed herbaceous environment, rich in a wide variety of species
- A biodiversity-friendly habitat
- A fodder resource
- Various uses and types: mown, grazed, dry, wet, plains, hills or mountain

Why choosing « Flowering Meadows » ?

- Could disappear rapidly
- Basis of the territory biodiversity
- The major fodder resource



Why this contest on « Flowering Meadows » ?

- Create dialogue between actors
- Highlight the need to preserve biodiversity
- Communicate on the interest of these natural meadows in the breeding and also in their conservation
- Communicate on the link between biodiversity and quality of the products

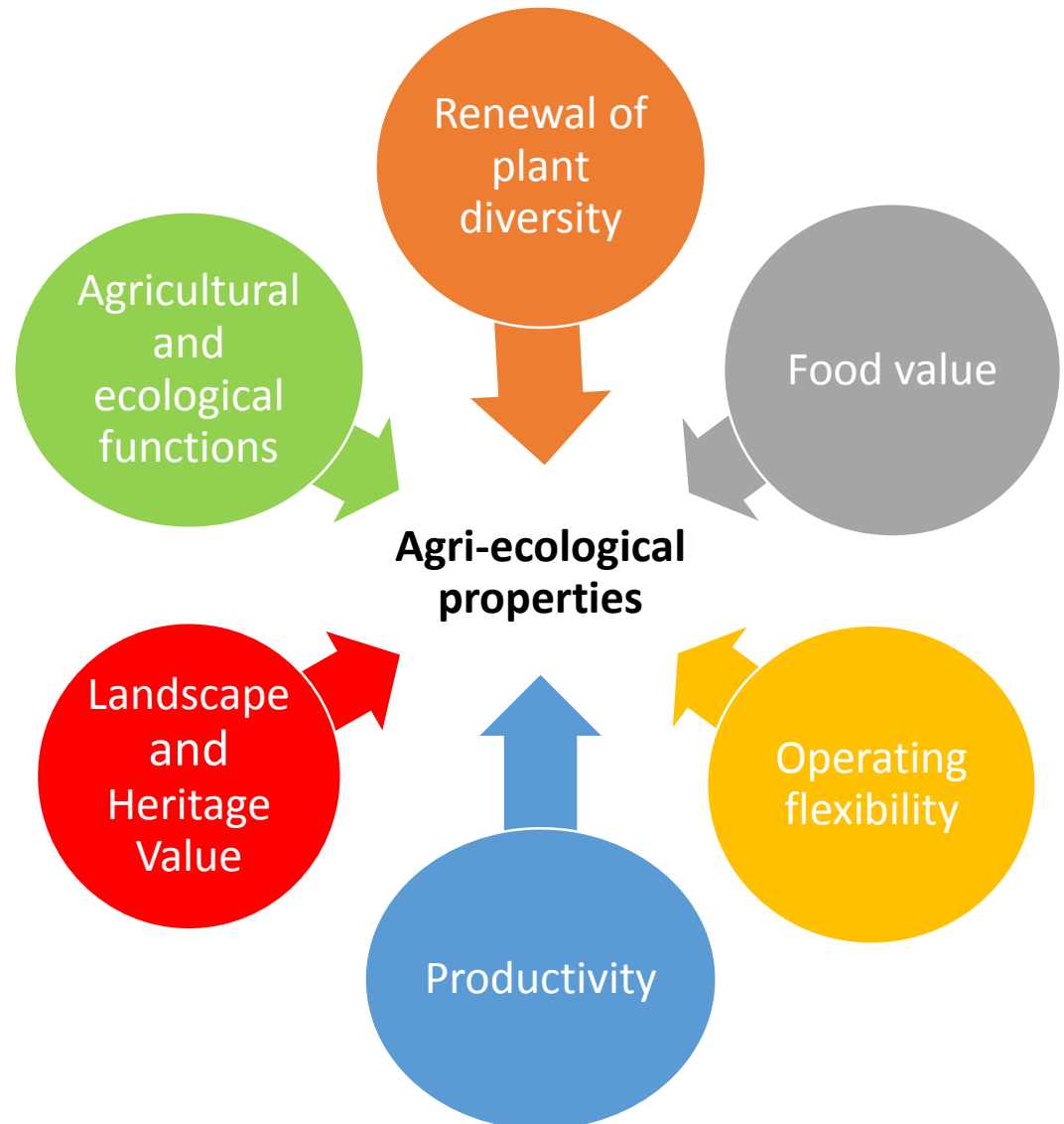
Flowering Meadows National Contest

What do we judge ?

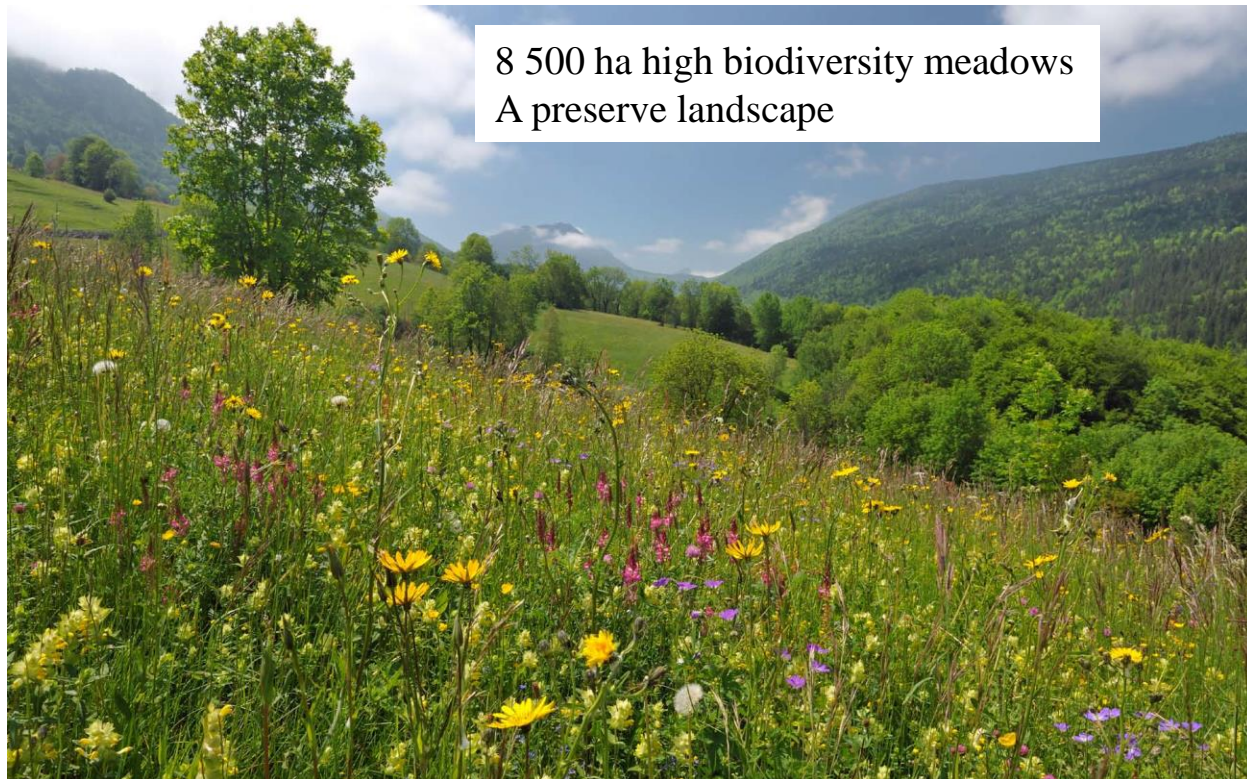
- Balance between agricultural and ecological value based on six criteria

How does it work ?

- Farmers are candidates
- A jury of experts
- The local winner is candidate at the national contest



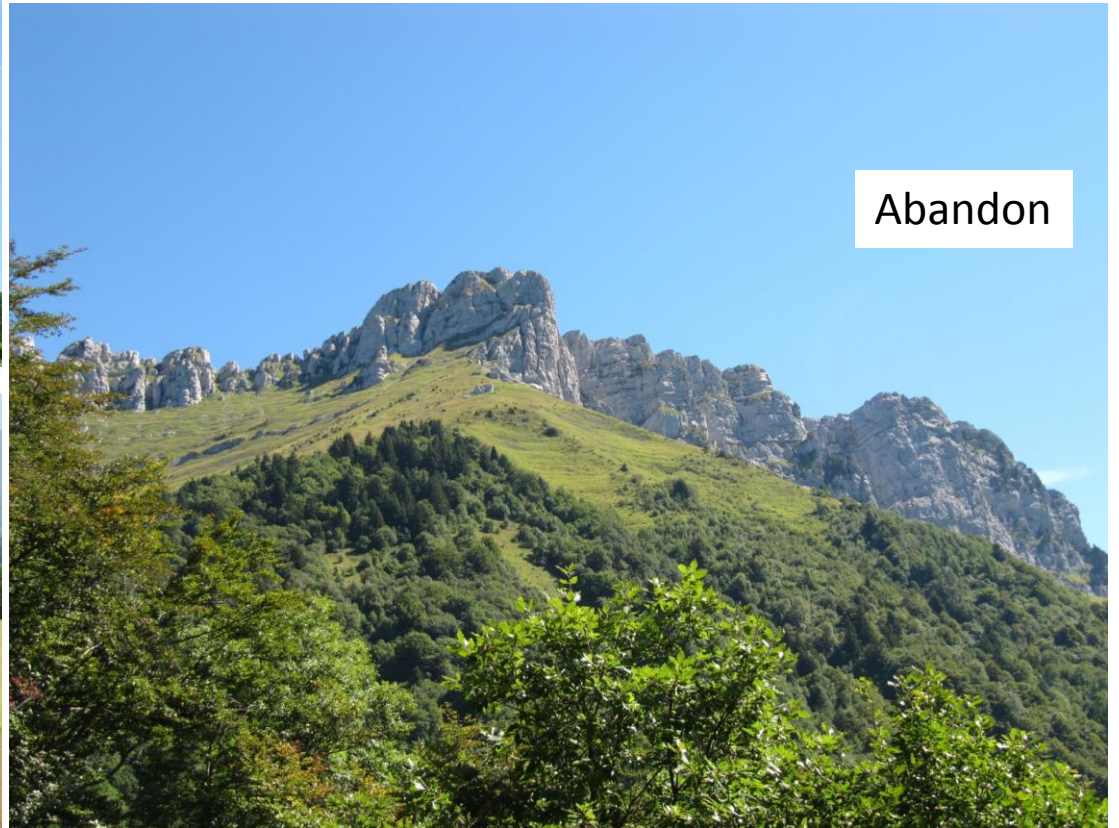
Grassland : a natural and cultural heritage



Risks for Grassland : a natural and cultural heritage



Intensive Agriculture



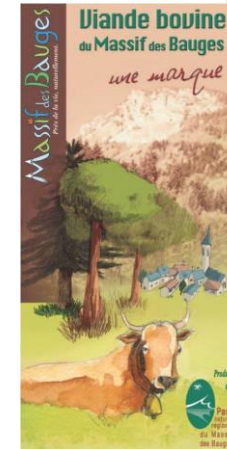
Abandon

Promotion of local products

High quality products

Trademarks

Tastes



Flowering meadows products from the Bauges Massif

