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

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Bruxelles – 14/06/2017
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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 exceptionnal 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
- Accreditation audit
- Agreement by the Park

- Accreditation audit
- Local commission
- Agreement by the Parc
- Partnership agreement

Award for 5 years
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
Moutain, 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
**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
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

8500 ha high biodiversity meadows
A preserve landscape
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