

3rd Mountain Cheese Olympics

Information and programme of events



28th – 31st October 2004
Appenzell, Switzerland



Internationales Zentrum zum Schutz und zur Werthaltung der Bergkäse
Centre International pour la Sauvegarde et la Valorisation des Fromages de Montagne
Centro Internazionale per la Salvaguardia e la Valorizzazione dei Formaggi di Montagna
Centre for the safeguarding and the Valorization of Mountain Cheese Products
Centro Internacional para la Salvaguardia y Valorización de los Quesos de Montaña
Centro International para a Salvaguarda e a Valorição dis Queijos de Montanha

Main partner
MIGROS

Programme of events

There is an attractive programme awaiting visitors to Appenzell. The Swiss Cheese Awards and the Mountain Cheese Olympics offer cheese producers from Switzerland and other mountain regions in Europe and around the globe the opportunity to demonstrate their cheese-making abilities in a competition setting. Prominent experts from the areas of politics and agriculture will be present at both the seminar on the development of food production in mountain regions and the round table which will look at agricultural globalisation. The setting for the opening of the International Mountain Cheese Market will be the historic town square in Appenzell and the Swiss Federal President, Mr Joseph Deiss, will be honouring us, and our visitors from around the globe, by performing the opening ceremony.

The whole of Appenzell will be devoted to cheese in October, so don't miss out on this opportunity, because it is only through your participation that we can turn our 3rd Mountain Cheese Olympics into an international cheese festival! We look forward to receiving your registration forms!



All entry forms, registration documentation and corresponding information can be found inside the document folder which has been sub-sectioned for ease of reference, as well as on the following website: www.caseusmontanus.ch. **The closing date for entries is Wednesday 15th September 2004.**



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Day	Date	Time	Programme	Appenzell
Thur	28.10.04	10.00 am – 18.00 pm	Seminar – «Research findings»	Kunsthalle Ziegelhütte
Thur	28.10.04	14.00 pm	Swiss Cheese Awards 2004	Aula Gringel
Fri	29.10.04	9.00 am	3 rd Mountain Cheese Olympics	Aula Gringel
Fri	29.10.04	9.00 – 11.15 am 12.15 – 14.15 pm	Seminar – the future agricultural policy Round table «Mountain regions, victims of globalisation?»	Kunsthalle Ziegelhütte
Fri	29.10.04	15.00 pm	Opening of the International Mountain Cheese Market by Federal President, Joseph Deiss	Marquee and Town square
Fri	29.10.04	15.00 – 20.00 pm	International Mountain Cheese Market	Town square
Fri	29.10.04	19.30 pm	Gala Dinner	Aula Gringel
Sat	30.10.04	11.00 am	Swiss Cheese Awards 2004 prize-giving ceremony	Marquee
Sat	30.10.04	11.30 am	3 rd Mountain Cheese Olympics award ceremony	Marquee
Sat	30.10.04	9.00 am – 19.00 pm	International Mountain Cheese Market	Town square
Sun	31.10.04	10.00 am – 16.00 pm	International Mountain Cheese Market	Town square

Foreword by Joseph Deiss, President of the Swiss Confederation

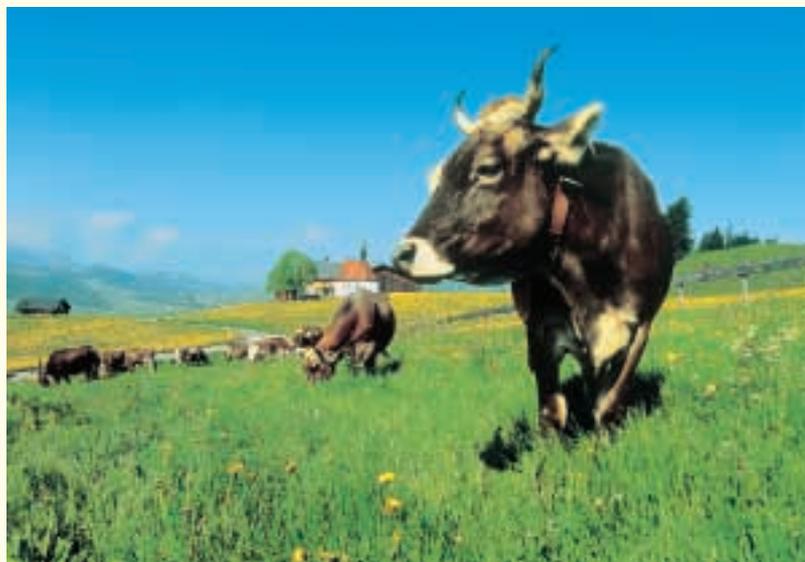


Enjoying a piece of mountain cheese evokes many images: cows, goats and sheep grazing contentedly on lush Alpine pastures, meadows with their particularly colourful carpet of wild flowers, the enticing aroma of warm hay drying on the steep slopes. Mountain cheeses are also ambassadors of mountain regions and their agriculture. The particular characteristics of the fodder, the special environmental conditions and the knowledge and skills passed down through generations of mountain farmers and cheese-makers are evident in a great many ways in their numerous dairy products.

Not only is mountain cheese produced under difficult conditions but it also has particular qualities. It is for this reason that it sells at a higher price, which will only be paid, however, if the cheese is well enough known and if the corresponding demand is there. The Mountain Cheese Olympics play an important role in achieving this. They encourage and pay tribute to the past and future efforts made by mountain farmers to take responsibility for shaping their lives. Manufacturing their own products and foodstuffs such as mountain cheese generates added value, thus ensuring the economic basis of mountain farming.

For mountain farmers, to be able to offer special products such as mountain cheese and to sell them at a good price is more than merely an economic opportunity, however. It is also part of their cultural identity and a source of self-confidence. And for this reason, I hope that mountain farming will continue to be creative and that the Mountain Cheese Olympics, which is being held in the beautiful canton of Appenzell this year, will be a great success.

Joseph Deiss



«Sönd Willkomm» («you are most welcome») to the Appenzellerland

Has time stood still here? And is the Appenzellerland really a part of this world? You can't really be sure when you roam through the gently rolling countryside which runs from the Bodensee to the mighty Alpstein range, home of the Säntis peak. Old farmhouses, sprinkled among the lush green hills, picturesque landscapes, cows being herded across the roads and friendly, welcoming faces. . . Appenzellerland is certainly a world of its own, a place, perhaps, where time has chosen to go by more slowly.

Guests are welcome to share in the life here in Appenzell; a life which is still largely governed by the changing seasons and the phases of the moon. You can stand and wonder at the old traditions which are still practised here as a matter of course.

Hiking and walking with the most beautiful views

1200 kilometres of signposted trails await hikers and walkers in Appenzellerland. And you can choose anything between walks in the foothills of the alps in the Appenzeller Vorderland enjoying the views of the Bodensee and the Rhine valley, to mountain paths and rock climbing routes to above 2000 metres. The Alp-

stein, with its mountain lakes, forms an incredibly diverse region for hiking and includes the Säntis peak (2502 metres), the highest point for miles around in the eastern part of Switzerland.

Appenzellerland – good for your health

In need of a whey bath? It revitalises, purifies the body and is generally very agreeable. This applies equally to the beneficial mineral water from the natural source in Gonten, situated 3 kilometres above Appenzell, the principal town in the canton of Innerrhoden. The water is naturally low in sodium, but has a high iron content and contains other important minerals – a real fountain of youth for body and soul. Heiden, a climatic health resort with panoramic views across the Bodensee, has even developed an international reputation.

Information about Appenzellerland:

Appenzellerland Tourism AI,

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Canton Appenzell-Innerrhoden extends a warm welcome

Appenzell will host the 3rd Mountain Cheese Olympics from the 28th until 31st October. This international event is under the aegis of «Caseus Montanus International», an association of German, Italian, French and Swiss organisations which have defined their goal as the promotion of the mountain region economy and in particular the protection and promotion of activities associated with cheese production.



gional and national marketing organisations which have supported the organisers. Finally, we hope the event enjoys great success here in Appenzell.

*On behalf of Landammann
and Standeskommission
of Appenzell-Innerrhoden
The governing Landammann
Carlo Schmid-Sutter*

The 3rd Mountain Cheese Olympics play an important part within the framework of these aims. The cheese competition, cheese market and international seminar on the subject of «Development of food production in mountain regions, mountain cheese, a successful product?» which form the foundations of the event will place significant emphasis on promoting recognition of mountain cheese and additionally improving cooperation between rural areas.

We are very pleased that Appenzell, the principal town in the canton of Appenzell Innerrhoden, home of the Appenzell cheese brand name, has been chosen to play host to the Mountain Cheese Olympics this year, and we would like to extend a very warm welcome to all participants, exhibitors and guests to Appenzell. We are convinced that this event is of symbolic importance, given that it takes place at a time when discussions about regional policy and in particular the promotion of a sustainable economy for marginal and mountain regions has been rekindled in Switzerland. An economy suited to its region – we call it a milk economy – including efficient commercial food production (in this context we are talking about cheese production) is one of the mainstays of a viable, sustainable economy for the marginal and mountain regions.

On this note, we would like to thank the national and local organisers, namely FROMARTE, Appenzellerland Tourism, Appenzeller Käse GmbH and the various re-



The Swiss cheese specialists wish you a warm welcome!

«Min Vater ischt en Appenzeller, er frisst de Chäs mit samt em Täller...» (My father is from Appenzell, he eats the cheese and the plate as well) – These lines, taken from a well-known Swiss folk song, describe perfectly how proverbially close the Appenzeller are to their home cheese – the Appenzeller.



With a total of 46 mountain peaks above 4000 metres, surrounded by our neighbouring countries from the European Union, Switzerland spreads upwards rather than outwards. 43% of all milk producers live in mountain areas, an area which begins 1000 m above sea level for the Swiss. The mountains and the neighbouring hills form the cradle of Swiss cheese culture. 700 village dairies and more than 1500 alpine dairies have been cultivating the skill of the cheese-maker for generations and are proud of their original Emmentaler Switzerland, their Le Gruyère AOC, Appenzeller, Tête de Moine AOC, Vacherin Fribourgeois, Tilsiter Switzerland and the alpine cheeses, to name just the most important ones.

Swiss natural cheeses have long had their place on European cheese buffets and so it is a great honour for us to invite cheese producers and cheese lovers alike to the 3rd Mountain Cheese Olympics in Appenzell. Take the cheese knife in your hand and slice the best bit off for you – whether this be the competition for the best Swiss cheese on Thursday 28th October, the international competition to decide the best mountain cheese on Friday 29th October, as a delighted winner during the award ceremony on Saturday 30th October, as a member of a judging panel, as a speaker or participant at the international seminar. All this is there to ensure that a «grate» cheese festival will take place in Appenzell. We would like to thank you in advance!

Finally, we look forward to seeing lots of visitors in the Town Square where the International Mountain Cheese Market will be open from Friday 29th – Sunday

31st October in the afternoon so that cheese lovers can peruse, taste and buy the cheeses on offer; for it is the consumers from near and far who can assure our cheese producers of a successful future. Let's celebrate the three days of Mountain Cheese Olympics together.

We feel very honoured that our Federal President, Mr Joseph Deiss, will be opening our International Cheese Market – a sign of his close affiliation with the European cheese culture.

Dear cheese lovers from around the globe, we look forward to welcoming you to the beautiful Appenzellerland and to the 3rd Mountain Cheese Olympics and we thank our hosts, the people and government of the Canton Appenzell Innerrhoden for their hospitality.

*René Kolly, President of FROMARTE
The Swiss Cheese Specialists*

From mountain air to mountain cheese

Mountain cheese is the perfect ambassador to represent the protection of alpine regions and the preservation of their cultural heritage. And this is exactly why I believe it is of fundamental importance that laws be enacted at both an Italian and European level which really promote both mountain regions and the products which originate there. Laws which appeal to a wide public, which open people's minds to the fascination of these areas and are maximally efficient. The Mountain Cheese Olympics, now in their third year, are an initiative from the Coopagrival Aostatal, and are proof of the success of this entirely Italian idea. This is where they started out, in Saint Vincent in the Aosta Valley, and began their very important journey around the world for producers and consumers alike. The Mountain Cheese Olympics is not just a competition in the simplest sense of the word, but a shop window so that the best known and most famous products can be presented on an international stage and consumers can learn to appreciate them. All the mountain regions which support demands for a clear nomenclature for this unique product are put in the spotlight.

The Mountain Cheese Olympics is an event to promote communication, to convince people and public opinion in general of the skills and importance of the mountains, to bring us back to the important, original, real things in life. Nutrition, and in particular high quality nutrition, and cheese, which represents one of the most characteristic, oldest food products are symbols of the important and original things in life. People must be made to realise that mountains are a natural resource for all people and all communities in the world. We should not aim to introduce tourism and consumer thinking into the mountains; on the contrary, we should be able to go to the mountains to rediscover the magic, the sentiments and vitality which they offer us both materially and spiritually for our lives in the community.

I believe that an international initiative such as these Olympics, where producers from the whole world can gather together, is something special and will receive significant attention. The spirit of competition is an incentive for producers and associations alike. The result is increased protection of this agricultural resource and

the agricultural and food production network which creates unique products such as mountain cheese. No matter how many laws we pass to protect mountain areas and their characteristic products, they will be meaningless unless they are accompanied by knowledge and acceptance, appeal to a wide public and ignite fascination for these areas. This is why highly communicative events, such as the Mountain Cheese Olympics are so vital. If we can create an appropriate legal framework and at the same time emit positive cultural and consumer signals, the economic consequences will certainly be worth all the efforts and the Italian agricultural and food production branch in its entirety will benefit from a positive, advantageous image. This is the best way to react to the danger of depopulation and migration from our mountain regions.



*Gerardo Beneyton,
Gianni Alemanno
(from left to right)*

*Gianni Alemanno,
Land and Forestry Minister, Italy*

* * *

The Mountain Cheese Olympics, now in their third year, are an impressive proof of the significance of dairy products in rural areas, and especially mountain regions. For Caseus Montanus («International Association for the Safeguarding and Valorisation of Mountain Cheese»), the Mountain Cheese Olympics are yet another incentive to continue promoting the mountain economy, particularly through the safeguarding and valorisation of activities associated with cheese manufacture. The Mountain Cheese Olympics will also provide an opportunity to honour the efforts of our «mountain farmers» appropriately. They contribute much to the upholding of the traditions and characteristics of our products with their arduous work.

*Gerardo Beneyton
President of CASEUS MONTANUS*

The first Mountain Cheese Olympics in Saint Vincent, Aosta Valley, Italy 2002

We successfully overcame a difficult challenge. When the Coopagrival first had the idea to organise Mountain Cheese Olympics, not even the most optimistic voices thought that the initiative would ever see the light of day. But quite on the contrary, thanks to the open-mindedness of Giovanni Alemanno (Land and Forestry Minister) to our idea, the Mountain Cheese Olympics is already in its third year. And that is not all, for in Appenzell there are even more participants; a sure sign that the event has achieved international recognition and, more importantly, has become a global window, increasing knowledge of these unique and incomparable products, products which have an undeniable place in the story of mountain region agriculture.



Anton Schmutz, Bernard Detrez, Gianni Alemanno, Gerardo Beneyton (from left to right)

and the second Mountain Cheese Olympics in Les Rousses, Jura, France 2003

The 2nd Mountain Cheese Olympics in Les Rousses 2003 were already a complete success. 50000 visitors came to the Olympic village, ceremonially opened by the Secretary of State for State Reforms, Henri Plagnol, the President of the Franche-Comté Regional Council and the President of the Jura General Council, Gérard Bailly. There was also a good atmosphere in the chalets which offered tastings of mountain cheeses from a total of 15 countries.

The Olympic competition itself was also a great success. Experienced experts from throughout Europe judged 355 different cheeses. The best received prizes in an award ceremony and yet again demonstrated the excellent quality of mountain cheese production. Representatives from France, Switzerland, Germany and Italy had a chance to exchange ideas about steps to protect and promote mountain regions during a political podium discussion. Valuable advice and contributions came from Senator Pierre Jarlier, President of the National Association of Peoples Representatives from the Mountain Regions (A.N.E.M) and from delegate François Vanson, President of the French Parliament's Mountain Commission.



and now to Appenzell 2004, the third Mountain Cheese Olympics

The location is different, but the motivation to promote mountain cheese remains the same. The enthusiasm and commitment shown by the Swiss cheese specialists, the people and government of Appenzell Innerrhoden in organising the 3rd Olympics has known no bounds and an extensive «cheese buffet» is the result. The focus is on cooperation between cheese producers to promote a sustainable agriculture in the mountain regions. The cheese competition, the seminar, the political round table and the cheese market testify to the active efforts of the people concerned. Over 100 jury members invited from throughout Europe and the whole world stand ready to judge the best cheeses from the mountain regions. Several hundred cheese producers from many different countries demonstrate the strength of the European cheese culture. The international cheese market will take place in the town square, the political centre of the direct democracy alive in Canton Appenzell. It is a good omen for the international cooperation between Switzerland and European Union countries and beyond, working towards a common goal, sustainability in the mountain regions.

The registration documentation, including conditions for participation and the competition rules and regulations can be found in the appropriate section of the documentation folder or directly at www.caseusmontanus.ch

We would like to take this opportunity to wish all participants great success.

Gerardo Beneyton, Henri Plagnol, Gérard Bailly (from left to right)



4. Swiss Cheese Awards

The Swiss Cheese Awards are already a tradition in national cheese production. All Swiss cheese producers may enter, wherever they come from, whatever the texture of their cheese and whatever the colour of their cows.

The Swiss Cheese Awards are the pride of every Swiss cheese professional and the reward for standing up to be compared with others, fulfilling the high quality expectations of the judges and the proof of careful day-to-day work in the dairy.

The contest judges, experienced experts from Europe and overseas, will complement the highly qualified team of Swiss officials and will confer this award for Swiss cheese specialities on behalf of FROMARTE, who are responsible for ensuring professional conditions and a fair contest.

The definitive registration documentation, including conditions for participation and the competition rules and regulations can be found in the appropriate section of the documentation folder or downloaded directly from www.cheese-awards.ch

The International Mountain Cheese Market

From the afternoon of Friday 29th October to the afternoon of Sunday 31st October (16h00), the centre of Appenzell will be transformed into a cheese lovers' mecca. Cheeses from all the Swiss and European mountain regions will be offered to visitors for sale and tastings.

Entry is permitted to all those with a mountain cheese badge which will be available everywhere for CHF 5.–. This is a date which cheese lovers should not forget to enter in their diary, because the International Mountain Cheese Market will be a unique gourmet cheese buffet, with the motto «Immer schön der Nase und dem 'Gluscht' nach!», meaning: «Follow your nose and your 'fancy'!»



The seminar

«Development of food production in mountain regions, mountain cheese, a successful product?»

New research findings and the effects of globalisation on mountain agriculture will be the main topics of the presentations and political discussions.

This international seminar will take place in collaboration with EUROMONTANA, European Association for cooperation between mountain territories, the SAB (Swiss Working Group for Mountain Regions), Comité plénier fromage (Plenary Cheese Committee) and CASEUS MONTANUS (the International Centre for the Safeguarding and Valorisation of Mountain Cheese). The 3rd Mountain Cheese Olympics will be used as a

platform for scientists, politicians, representatives of the authorities and producers who will be presenting and discussing the latest findings concerning the development of food production in mountain regions.

The seminar will take place in the «Kunsthalle Ziegelhütte», about 5 minutes up the hill from the Appenzell train station.

Thursday 28th October 2004 –**«New research findings on food production in the mountain regions.»**

09.30 am	Participants meet for the start of the day
10.00 – 10.10 am	Welcome speech by a representative from Canton Appenzell Innerrhoden Lorenz Koller , Landeshauptmann Canton Appenzell Innerrhoden
10.10 – 11.00 am	European mountain products: characteristics and strategies for development, Euromontana research results 2002 – 2004 Euromontana representative
11.00 – 12.00 am	European principles and central measures for European quality mountain products Euromontana representative
12.00 – 14.00 pm	Lunch
14.00 – 14.45 pm	Strategies for milk production and milk processing in the mountain regions of Switzerland, Dr. Roger Schwarzenbach , Swiss Agricultural Technical University
14.45 - 15.30 pm	The «mountain cheese» specification – the basis for a recognised label, Jean-Charles Arnaud , Vice-President, CASEUS MONTANUS
15.30 – 16.00 pm	Break
16.00 – 16.45 pm	Sales strategy for dairy products from the mountain region, Peter Diethelm , Head of Dairy Product Marketing, Federation of MIGROS Cooperatives.
16.45 – 17.30 pm	Cheese – a common link among the cities of Europe. A joint project to promote cheese specialities, Prof. Enrico Fasoli , Lecturer in Computing at the «G.Galilei» Institute for Technology and Industry, Crema
17.30 – 17.45 pm	Summary of the first day
20.00 pm	Evening meal

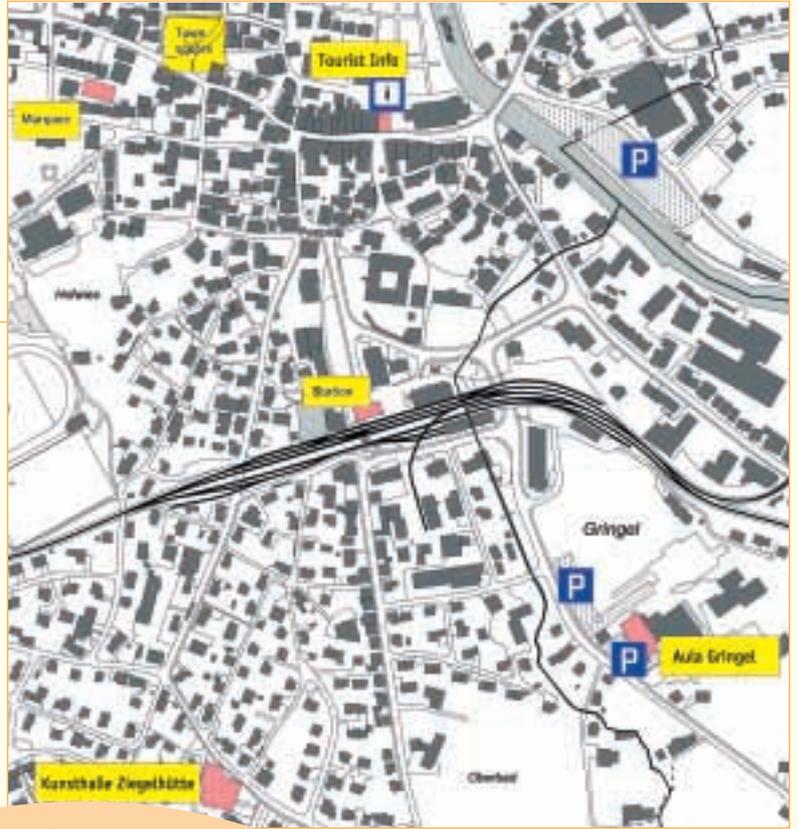
Friday 29th October 2004 – «Round table: mountain areas – victims of globalisation?»

09.00 – 09.15 am	Start of the second day
09.15 – 10.15 am	A look to the future agricultural policy in the EU, Dipl. Ing. Mr. Ch. Rosenwirth , Milk Department Manager, Federal Ministry of Agriculture, Vienna
10.15 – 11.15 am	Lifting of the milk quotas in Switzerland, Manfred Bötsch , Director of the Swiss Federal Office for Agriculture, Bern
11.15 – 12.15 am	Lunch
12.15 – 14.15 pm	Round table on «Mountain areas, victims of globalisation?», chaired by journalist Mariano Tschuor . Participants include Christophe Darbellay , Member of Swiss Parliament, Manfred Bötsch , Director of the Swiss Federal Office for Agriculture, Lorenz Koller , Landeshauptmann Appenzell Innerrhoden, Switzerland, Augusto Rollandin , President of «Friends of the Mountain Regions» in the Senate of the Italian Republic, Saverio Abate , General Director of Quality Assurance and Public Relations, Ministry of Agriculture, Rome, Frank Gaskell , President of Euromontana, Brussels, two Members of Parliament from French mountain regions .
14.15 – 14.30 pm	End of the seminar
14.30 – 15.00 pm	Participants will then head to the International Cheese Market
15.00 – 16.00 pm	Federal President and Head of the Swiss Federal Department of Economic Affairs, Mr Joseph Deiss , will officially open the International Mountain Cheese Market.
19.30 pm	Gala Dinner

Directions for travel to Appenzell:



Directions within Appenzell:



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FROMARTE
 Swiss Specialist Cheesemakers

We would like to thank our partners:

