

«The 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 EU-ROMONTANA, 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, politici-

ans, representatives of the authorities and producers who will be presenting and discussing the latest findings on 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 mountain regions»

Time	Event
09.30am	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?»

Time	Event
09.00 – 09.15 am	Start of the 2 nd day
09.15 – 10.15 am	A look to the future agricultural policy in the EU, Dipl. Ing. Mr Ch. Rosenwirth, Milk Departmental 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 will include Christophe Darbellay, Member of Swiss Parliament, Manfred Bötsch, Director of the Swiss Federal Office for Agriculture, Bern, Lorenz Koller, Landeshauptmann Appenzell Innerhoden, 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 Mountain 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

Closing date for registration is the 15th September 2004



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