

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
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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-

