

## **Bringing together private sector and small-scale farmers: the collaboration between Mountain Partnership Products Initiative and organic and biodynamic distribution company EcorNaturaSì**

### **Background**

The Mountain Partnership Products (MPP) initiative is a certification and labelling scheme based on environmentally and ethically sound value chain approaches, which promotes short, domestic value chains while ensuring transparency and trust between producers and consumers, fair compensation for the producers, conservation of agrobiodiversity and preservation of ancient techniques.

The MPP initiative was launched in 2016 and provides technical and financial support to small-holder mountain producers from developing countries to create enterprises, enhance their marketing skills and boost their livelihoods by improving the value chains of mountain products such as organic food, textiles and tourism services.

Currently, the initiative is promoting 20 products in eight countries and has led in some cases to a 25 percent increase in the selling price and nearly a doubling in the production.

Around 10 000 farmers have already been supported by the MPP scheme, 6 000 of whom are women, who are left to manage the farms as young men often leave the mountains and move to cities in search of work.

EcorNaturaSì, the biggest organic distribution company in Italy and the MPS, recently joined forces to improve the lives of people living in rural areas and fragile ecosystems, such as mountains and develop more inclusive food and agriculture systems.

In April 2019, the MPP producers committed to the principles of the [Ranikhet Declaration](#) for a Global Mountain Participatory Guarantee Systems (PGS) network, a commitment to protect the environment and biodiversity of their mountains by promoting the [ten elements of agroecology](#) and apply the [four principles of organic agriculture](#).

The partnership with EcorNaturaSì focuses on ensuring the right price for farmers and consumers, improving value chains and access to markets for small-scale producers; advocating for the conservation of biodiversity; reducing food loss and waste; and promoting animal welfare.

### **Objectives**

The presentation will focus on the role of EcorNaturaSì in supporting small-scale producers in mountain regions. The aim is to show how identifying and developing or improving value chains for quality food products, cultivated in fragile ecosystems, is crucial to create employment opportunities in these areas.

EcorNaturaSì agricultural marketing expert Carlo Murer will discuss:

- capacity development on production techniques and product development;
- training on entrepreneurship and marketing;

#### Main organizers

#### Co-organizers

#### Sponsors



