

Labelling group

Origin is most important: how to integrate HNV in regional farming systems?

- What to do?
 - a) Clarify standards in a transparent way
 - b) Inform the producers (training)
 - c) Spread good examples, study tours
- Who is to do so?
 - a) Experts together (practitioners and researchers)
 - b) All!!!
 - c) Authorities (funding)

There is a jungle of labels: how to make HNV visible in it?

- What to do?
 - a) Collaborate and Improve the existing labels and movements at EU, international regional levels
 - b) Keep the regional and seasonal values and focus in HNV in existing labels
 - c) Feasibility study Harmonise/clarify the regional labels
- Who is to do so?
 - a) Regional actors (?)
 - b) Regional (?)
 - c) Advisory group for RD and ??

The consumer needs simple and reliable messages: how to make the link with the truth of HNV products?

- What to do?
 - a) Inform the consumer (as a citizen) that HNV exist first!
 - b) Built on “HNV ready” local/regional projects
 - c) Actions at school level
- Who is to do so?
 - a) The EFNCP
 - b) Local developing bodies, associations,...
 - c) ? (but not directly the “experts”)