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”)