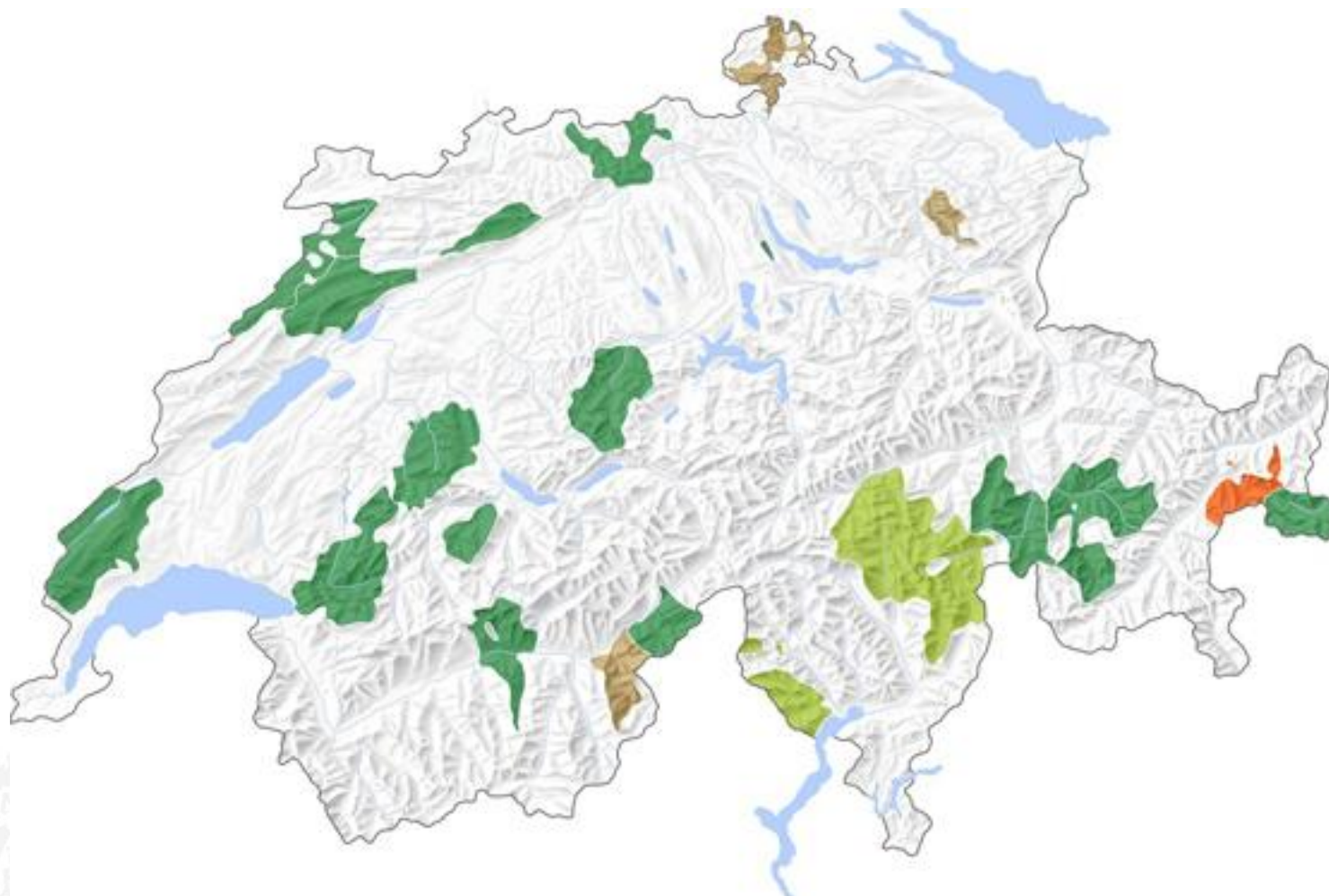


Utvikling av lokale produkter, opplevelser og arrangement

Naturpark Pfyn-Finges, Sveits





24
09

> Pärke von nationaler Bedeutung: Produktelabel

Richtlinie zur Verleihung und Verwendung des Produktelabels



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun Svizra





Bundesamt für Umwelt BAFU

Label for products & services






- Protected by the federal government
- Production within the park
- Sustainability
- Consumer helps the park to reach its goals
- partners



Structure of the label

-  National level
-  Park level
-  Contract
-  National label commission

Categories

-  Food
-  Non-food and handycraft
-  Animation (excursions)
-  Catering
-  Combined offers

The case of Pfyn-Finges

Food:

8 wineries with 15 wines

1 bakery with 2 breads

1 cheese

1 oil (to come)

Catering:

4 hotels, 1 B& B and 1 Restaurant

Animation



Naturpark Pfyn-Finges









Naturpark Pfyn-Finges



Naturpark Pfyn-Finges

Ideas for the future

- Local materials
- Regular presence on local markets
- Regular presence on national markets
- Develop a spin-off
- Exchange products between parks
- Invitations among parks