



PRESS RELEASE

Food

Bergkäse (alpine cheese)

Alpine cheese has a long tradition. Generations of farmers have sought ways of preserving and refining milk, an especially valuable commodity.

The European Union protects numerous quality products and, as such, their natural diversity. Their characteristics are connected to their geographical origin. The “Protected Designation of Origin” (PDO) has been awarded, for example, to “Tiroler Bergkäse” PDO, “Vorarlberger Bergkäse” PDO and Gailtaler Almkäse PDO. These cheeses form an essential component of traditional alpine dishes such as Käsespätzle (cheese spätzle), Käsknöpfle (cheese button spätzle) and Kaspressknödeln (flat cheese dumplings).

Speck ham

In the Land of the Alps, speck ham (air dried ham) is an alpine speciality with a long tradition. Its production requires a great deal of experience, patience, knowledge and natural raw materials.

Various factors influence its unique taste: the breed of pig, the animals’ well-being, their feed, the right time for slaughtering, the traditional recipes, the fresh mountain air for dry curing and the maturation period. The EU protects this special food with the quality label “Protected Geographical Indication” (PGI).

Haymilk

In the Land of the Alps, Haymilk has been protected as a “Traditional Speciality Guaranteed” (TSG) since 2016. It protects the original type of milk production. Haymilk cows are fed exclusively on grasses and herbs: either fresh in the meadows or dried in the form of hay.

Organic Food

The Land of the Alps is also the land of organic food. All milk and meat products as well as fruit, vegetables, grains, fish, eggs, honey and refined products are produced in organic quality. Austrian supermarkets have been selling organic food products for around 25 years.

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AMA-Marketing GesmbH is the Austrian platform for quality, sales promotion and communication of agricultural products and food. It awards the AMA Quality Seal and the AMA Organic Seal in recognition of excellence in the food industry. Its duties are regulated by law. Financing is provided through agricultural marketing contributions from farmers, European Union funding and licence holder fees.

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