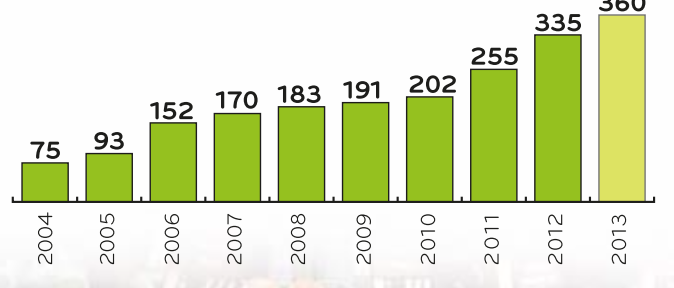


**Consumption**

**GRTA : It's sure to be local!**

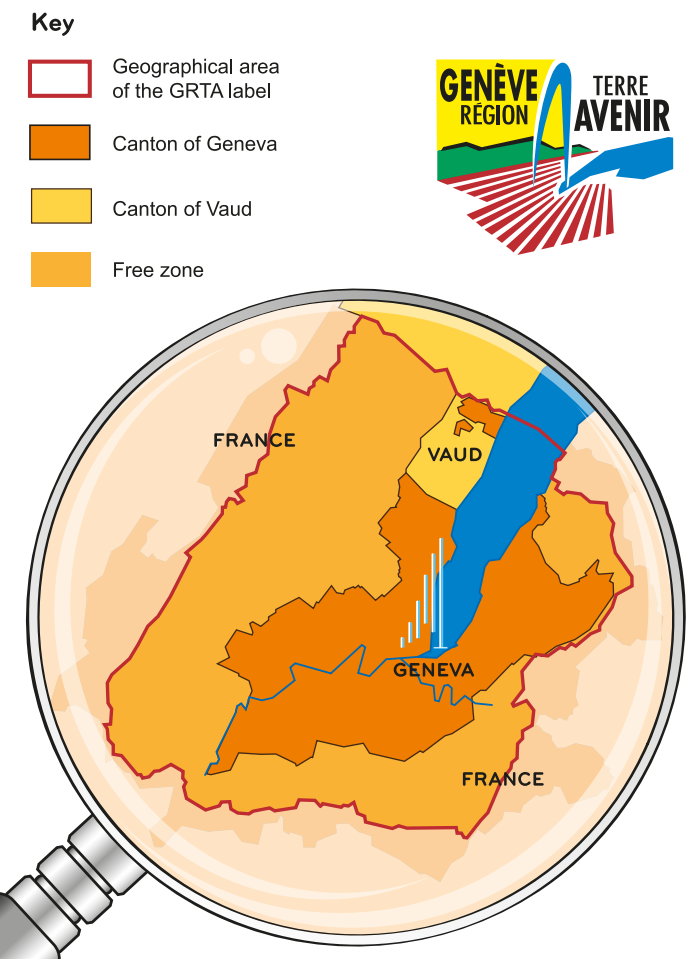
The number of companies using the GRTA label has risen significantly since its creation. These include agricultural producers, bakers, butchers, retailers, etc.

Number of GRTA label users



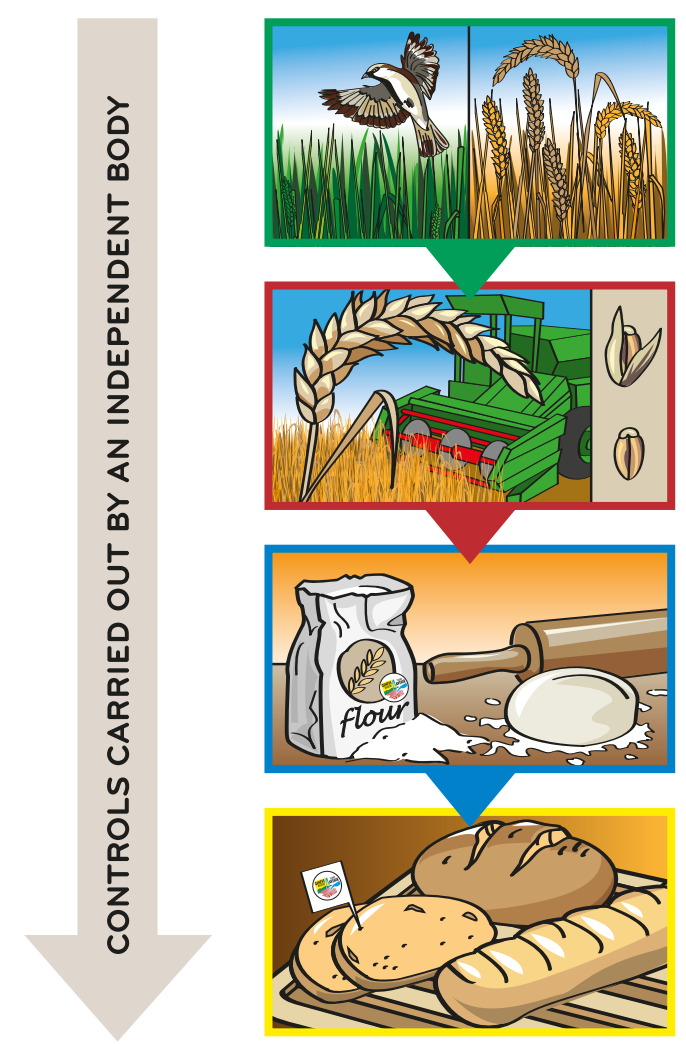
**Map of the GRTA area**

The Genève Région - Terre Avenir (GRTA) certified products originate in the Canton of Geneva and its free zone, a coherent cross-border geographical area in and around Geneva.



**Processing**

**GRTA: Full traceability from field to plate!**



**To find out more**

Republic and Canton of Geneva  
 Directorate-General of Agriculture (DGA)  
[www.geneve.ch/agriculture](http://www.geneve.ch/agriculture)  
[www.terre-avenir.ch](http://www.terre-avenir.ch)  
[www.geneveterroir.ch](http://www.geneveterroir.ch)



**Contact:**  
 Directorate-General of Agriculture (DGA)  
 109 Ch. du Pont-du-Centenaire  
 1228 Plan-les-Ouates  
 Tel : 022 388 71 71  
 Fax : 022 388 71 40  
[agriculture.dim@etat.ge.ch](mailto:agriculture.dim@etat.ge.ch)

Application **Genève Terroir**  
 Available on App Store & Google Play



**Genève Région - Terre Avenir GRTA**

Products and values from field to plate



Recycled paper Graphic design and illustration: Christine Steiner - Geneva



**Consumption**



**GRTA products that satisfy consumer tastes!**

GRTA guarantees:

- local food to promote regional farming activities and to protect the environment by reducing transport distances,
- seasonal food to respect production rates.



The Directorate-General for Agriculture (State of Geneva), the City of Geneva and the communes of Geneva work together to supply GRTA products to community restaurants, whose chefs design GRTA menus throughout the year.

Activities are also organised for primary school children on the theme of local food and seasonal products.

**Compliance with specification requirements**

- public and private community restaurant specifications
- labelling of community restaurants that offer at least 2 - 3 certified products on their daily menu



**Production**

Genève Région - Terre Avenir (GRTA) is a guarantee label created in 2004 by the State of Geneva, its holder and guarantor.

GRTA enables consumers to identify agricultural products from the Geneva region. It covers all farm products, at each stage of their processing, from field to plate.

The GRTA guarantee label helps to promote closer ties between farmers and residents of the Geneva region by facilitating access to local food products.



**The 4 key principles of GRTA**

- Quality**  
The GRTA label guarantees high quality fresh products. Specific controls are carried out along the entire production chain. The label's directive includes many requirements for production standards (integrated or organic production, certified Non-GMO).
- Proximity**  
The origin of the products is controlled. The areas of production and processing are the Canton of Geneva and its free zone. This proximity reduces the environmental impact of transport to promote more sustainable agriculture.
- Traceability**  
The GRTA certified products are controlled from field to plate. An independent body ensures that the products comply with the label's directive. The products are monitored every step of the way, from production and processing to packaging and distribution.
- Equity**  
People working at all stages in the production chain benefit from fair labour conditions set out in standard contracts and collective employment agreements. The OCIRT (Cantonal Office for Employment Supervision and Labour Relations) is responsible for company monitoring.

The GRTA guarantee label brings together farmers from all agricultural sectors: cereals and oilseed, market gardening, viticulture, tree cultivation, horticulture and beekeeping. Livestock farmers breeding cattle, goats, pigs, sheep, bison and poultry also produce food under the GRTA label.

**Some examples of GRTA fresh products**

- vegetables (aubergines, cucumbers, lettuces, onions, radishes, courgettes, squashes, cardoons, etc.)
- herbs (parsley, basil, etc.)
- fruit (apples, pears, quinces, soft fruit, etc.)
- cut flowers and pot plants
- milk

**Compliance with the requirements of the directive**

- controlled areas of production
- compliance with production standards (Proof of Ecological Performance, Integrated Production, Organic Farming)
- non-GMO
- physical separation of material flows
- compliance with collective employment agreements

**Processing**

Other users of the GRTA label include many of those who process food, like butchers and bakers.

A wide range of GRTA products is available.

**Some examples of GRTA processed products**

- bread
- meat
- pâtés
- cheese
- yoghurts
- fruit syrups
- jam
- blinis
- wine
- fruit juice
- soup

**Compliance with the requirements of the directive**

- controlled processing areas
- verification of GRTA product components (90% minimum GRTA ingredients)
- products identified by the GRTA logo

**Distribution**

A wide variety of distribution channels allows consumers to purchase GRTA products from different sources:

- supermarkets
- wholesalers
- farm shops
- local contract farming
- markets
- public and private community restaurants



**Compliance with the requirements of the directive**

- the GRTA logo is placed on the packaging of all certified products

