



Charter of values

Mmmh... Minett!

A brand to promote
quality local food products
from the Minett UNESCO Biosphere
with a regional visual identity

REGIONAL ORIGIN

- .Food produced or processed in the MUB
- .Traceability
- .Beneficial to the local economy

RESPECT FOR NATURE

- .Seasonal and tasty products
- .Preservation of biodiversity
- .Animal welfare

TERRITORIAL ROOTS

- .Ties to the region
- .Enhancement of the landscape
- .Link between man and nature

ETHICS

- .Fair payment for producers
- .Fight against food waste

