

Sustainable Agricultural Models in the Romanian Mountain Area



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CONTEXT:

- ACCORDING TO THE NRDP MORE THAN 70% OF THE POOR ARE LOCATED IN RURAL AREAS (NRDP 2007-2013)
- THE TRADITIONAL SHEEP PRODUCTION SYSTEM IS BUILT AROUND THE SHEEPFOLD, WHICH IN THE ROMANIAN MOUNTAINS IS SERVING AS SHEEP SHELTER, MILK PROCESSING UNIT AND HOME FOR SHEPHERDS.
- THE SHEEPFOLD CALLED IN ROMANIAN “STANA” IS DIVIDED IN TWO PARTS:
 1. ON THE NORTH SIDE IS THE STORAGE AND AGEING ROOM FOR THE TRADITIONAL CHEESE CALLED “CAS”.
 2. THE SECOND ROOM IS BIGGER AND SERVES FOR CHEESE MAKING BEING IN THE SAME TIME HOME FOR SHEPHERDS AND VISITORS.

Description of the problem(s):

- Most of the approximately 10,000 Romanian sheepfolds (number estimated by a representative of the MARD, Tutu Chirileanu in 2012) are not conform to national and European norms.
- The quantity of milk processed in an average sheepfold is furthermore insufficient to achieve economies of scale and allow for a long-term economic viable functioning of the sheepfolds.
- Lack of personnel and poor maintenance of pastures
- Limited market opportunities, low prices, low income opportunities
- The cheese produces in traditional sheepfolds have no quality certification.
- 30% of milk related products are used for own consumption, while the rest is sold directly or through local traders in the local market or on the road, not taxed activity that violates the laws in force.
- Low quality of products and lack of know how

➔ A modernization of the way of working is needed to obtain competitive recognition :

Quality, quantity, standardization, profit/added value

- strengthening farmers' associations
- increase the negotiating abilities
- attractive labeling
- better marketing opportunities.



Overall Goal:

Improved sustainability of livestock based agriculture in the Romanian Carpathian Mountains by means of integrating traditional activities in the modern economic system.

Outcome 1:

The production factors of the traditional production system are strengthened



Outputs:

- ✓ **Improved pasture management**
- ✓ **Improved livestock shelters**
- ✓ **Modern sheepfolds**

Activities:

- 6 technical documentations (analysis of documents, floral structure analysis, surface measurements, topography measurements, assessment of water sources).
- Pasture's cleaning from stones, etc.
- Water resources management
- Flattening the pasture area
- Elaboration of a grazing planning and monitoring
- Floral structure improvement
- Technical assistance, guidance and monitoring

Outcome 2:

Better market opportunities
for traditional products

Outputs:

- ✓ **Technical specifications for products**
- ✓ **Marketing study**
- ✓ **Branding kit for mountain products developed and implemented.**



Activities:

- Analysis of recipes and ways of manufacturing cheese in six representative areas of the Romanian Carpathian Mountains
- Elaboration of a standardized recipe which will allow some deviation from producer to producer – e.g. percentage of goat and cow milk in order to assure diversity and creativity). A standardised recipe facilitates production (hygiene, quality controlling, common purchase of production factors etc.) and marketing aspects (packaging, labeling, etc.)
- A technical file of production including the manufacturing sheet, production flow steps and the logistical information, traceability, utilisation of a Hazard Analysis and Critical Control Points Concept (HACCP)
- Current market analysis
- Creation of an appropriate brand name and logo and making that is available for all mountain farmers who respect the standard and are ready to join the initial groups.

✓ **Local, regional and national events to promote traditional products**

Campaign for local traditional products consumption towards different target groups



- Packaging and labelling system established
- Partners will organize fairs, festivals and exhibitions (in total 6) where products will be tasted, sold and promoted
- Traditional products will be promoted through media campaigns, prints, and other related events.

Outcome 3:

Improvement of producers' competences to diversify and adapt their production

Outputs:

✓ New Curricula for shepherds, sheepfold masters and farmer organizations Farmers associations are strengthened.



Activities:

- Development of a new vocational training package for shepherds and sheepfold master (150 hours): need assessment, elaborate curricula, training on milk processing with new facilities etc. in all 6 project locations.
- Organize shepherd/sheepfold masters vocational trainings in all 6 project's locations
- A training handbook that will be available for all participants

Outcome 4:

Models and best practices are promoted and disseminated on a regional and national scale

Outputs:

✓ **Best practices guide**



Activities:

- All the activities and achievements will be recorded processed and structured
- As a result, the best practices guide will include information on:
 1. Pasture management and livestock wellbeing
 2. Cheese making facility (sheepfold)
 3. Product specification and marketing strategy
 4. Documentation for establishment and development of farmers associations

✓ **Exchange visits in Switzerland, France or Spain**



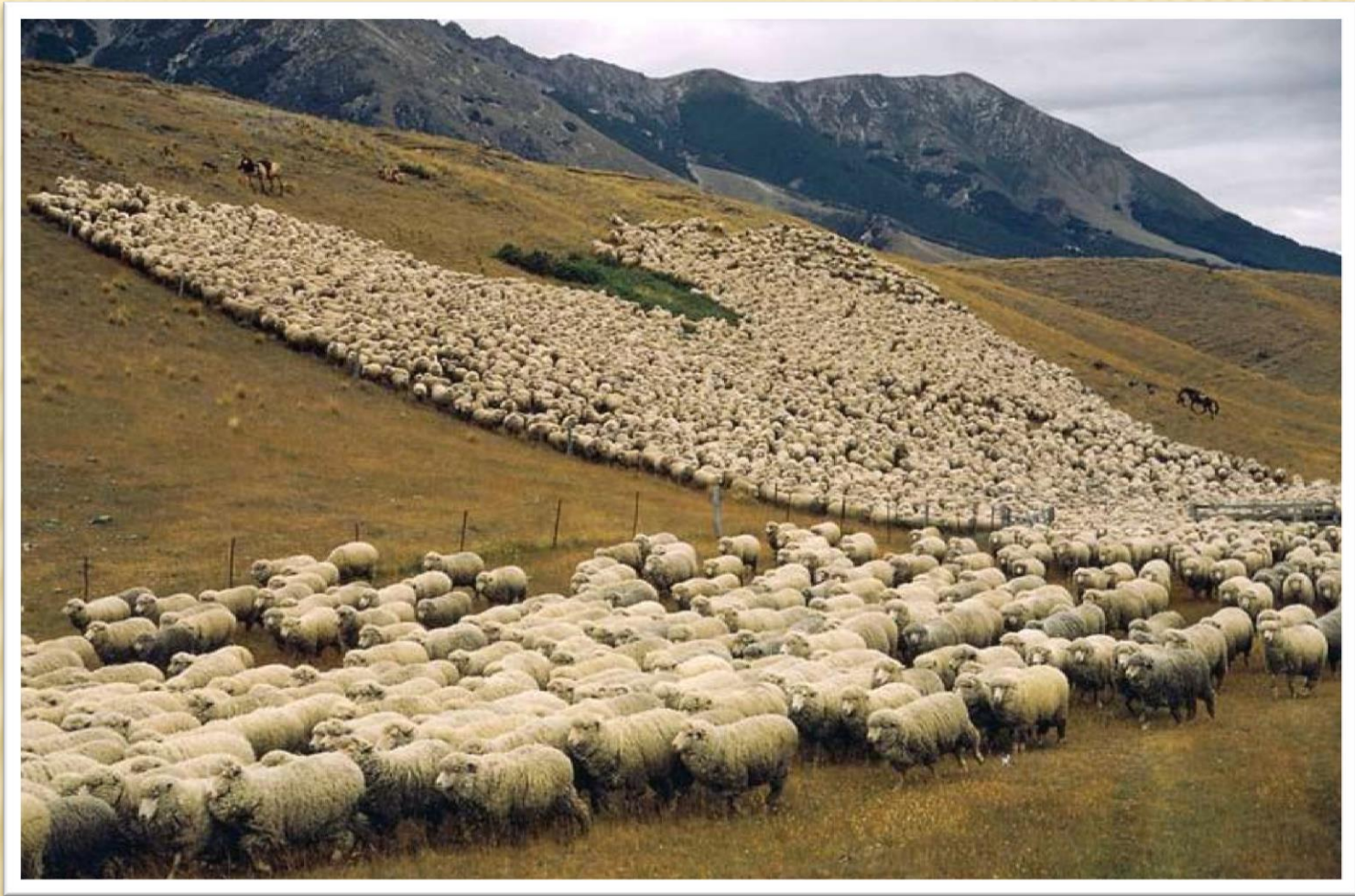
- Training to improve and strengthen farmers organizations: organizational development, registration, accounting and business plans, access to national and EU funding, agricultural payments in all the 6 project locations .
- Organisation of exchange visits

✓ **Assuring sustainability of results and dissemination of models**



- Projects' achievements will be made known to other mountains farmers who could adopt the model.
- Information about the best practices guide will be disseminated through various channels (MARD, Sanitary Veterinary Directions, Agricultural Universities, local authorities, other NGO's, producers associations.
- Information & Public Relations activities through Media channels and internet Platform
- Integration of a MARD representative in PSC board
- Searching ways of possible integration of project results into strategies and development programmes, and to influence legislative processes related to agriculture and regional development.

Thank you!



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