

HUMAN CAPITAL & KNOWLEDGE TRANSFER

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Fundatia ADEPT Transilvania



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In collaboration with



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About Fundatia ADEPT Transilvania



About Fundatia ADEPT Transilvania

- Founded in 2004, ADEPT is a biodiversity conservation and rural development NGO based in Saschiz, Romania.
- ADEPT has been working for the last 20 years to protect the nature-rich, farmed landscapes of Transylvania and to support the traditional farming communities who have created them over centuries and who maintain them today.

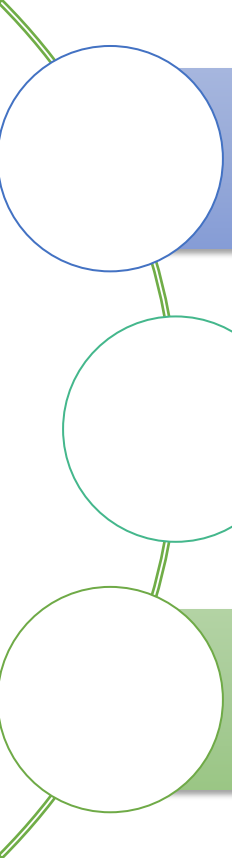


About Fundatia ADEPT Transilvania

- Our aim is to give these landscapes and communities an economic future and relevance in the 21st century without sacrificing their sustainability and productivity.
- Fundația ADEPT is carrying out an integrated programme linking **economic** and **social benefits** with **biodiversity conservation**, and raising local capacity for good management in the future (for example, encouraging associations)



ADEPT's contribution to the short food supply chains

- 
- Acting as a mediator between small producers and local authorities
 - Training and support for small producers
 - Encouraging innovation and collaboration with cultural and tourism stakeholders

Acting as a mediator between small producers and local authorities

- ADEPT is implementing a range of measures to create demand for products, and to **boost local income from agriculture**. This will improve the economic viability of small-scale producers and of small-scale farming.
- ADEPT plays a key role in **bridging the gap** between **producers** and **policymakers**, piloting initiatives, and advocating for **favourable legislation and regulatory frameworks**.

Acting as a mediator between small producers and local authorities

At EU level, we work with technical advisory groups in DG Agriculture & Rural Development, and DG Environment, and have carried out policy studies on their behalf. We have influenced some specific measures in the Common Agricultural Policy 2014-2020, which will greatly benefit these high-nature farmed landscapes and associated small-scale farming communities, in Romania and also more widely in Europe.

ADEPT's local solutions and results are consolidated and greatly amplified by our policy work.

Acting as a mediator between small producers and local authorities

- The foundation promotes **best practices** at both **policy** and **implementation levels**.
- Promoting **good food hygiene policy** to protect small/traditional producers. Since EU accession in **January 2007**, ADEPT has been in the forefront of a campaign for **flexibility in enforcement of regulations**.
- It is essential that food hygiene policy is developed transparently, **consulting** representatives of small/traditional producers, and is then transmitted clearly to inspectors and producers at local level.

Acting as a mediator between small producers and local authorities

- ADEPT worked with the **National Rural Development Network** for the promotion of **traditional and GI products**.
- Identified **60 potential GI products**.
- Helped **10 potential products** get started in the **GI registration process**.
- Introduced a **new measure** in the **Romanian National Rural Development Programme** supporting the **registration process** and covering part of the cost.

Acting as a mediator between small producers and local authorities

- **SES Fruleco HNV - Saschiz Community Food Processing Unit** meeting all **hygiene requirements**. The building where the enterprise operates is equipped with the necessary equipment for the **collection, storage and processing** of **fresh and frozen vegetables and fruits**, as well as **jams and syrups** and is also a **regional collection and distribution center**.
- This community enterprise also functions as a **demo centre**, it can be visited by other entrepreneurs as **an example of good practice**.

Acting as a mediator between small producers and local authorities

- The social economy structure aims to support both **small local producers** and **fruit pickers** in the spontaneous flora.
- This enterprise is an economic sector on the **border** between the **private and the public sector** and is designed to **generate innovative solutions** for the social, economic and environmental issues of local community members.

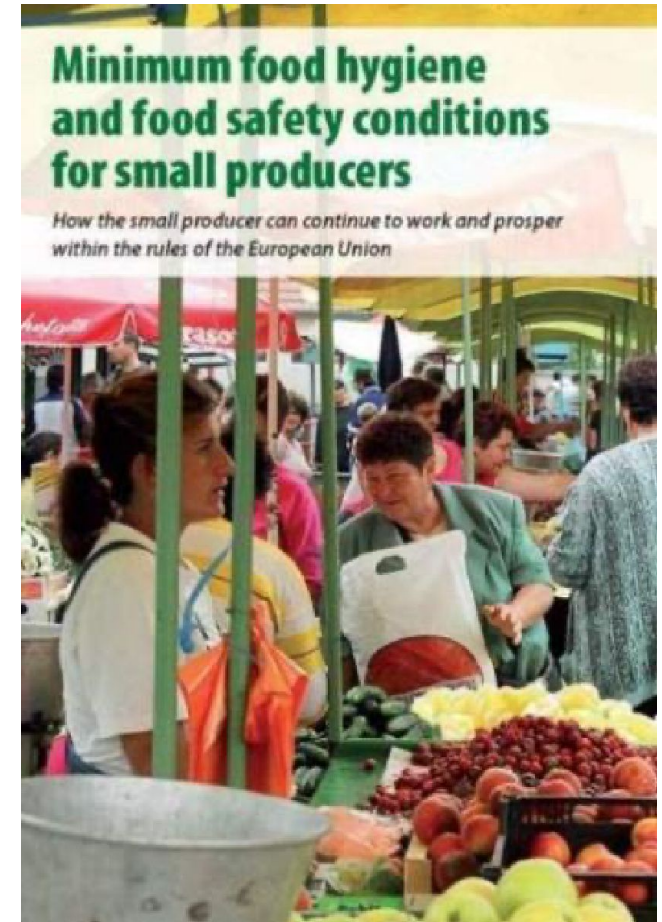
Training and support for small producers

- ADEPT have given high priority to **farmer training and capacity building**, so that our work leaves **long-term sustainable economic benefits**, helping small-scale farmers and food producers **improve their skills, adopt best practices**, and **increase the quality and marketability of their products**.
- **Courses and workshops** where held to groups in many **villages** of the area addressing different topics:
 - **agri-environment policies & incentives**
 - **food hygiene**
 - **food production**
 - **marketing**
 - **rural tourism**

Training and support for small producers

Food Hygiene & Production

- Helping **micro-producers meet the regulations**
- Promoting good food hygiene policy to protect small/traditional producers.
- As part of this campaign, in early **2008** ADEPT, Milvus and WWF published a booklet on Minimum Food Hygiene Conditions
- This is an important clarification, which will enable small producers to resist the threat represented by excessive regulations. 40,000 copies in Romanian and 10,000 in Hungarian were distributed throughout Romania in 2008.



Training and support for small producers

Food Hygiene & Production

- **8 milk collection centres** build up to EU standard in free-rent premises and equipped with relevant equipment (including milk testing equipment) in **8 villages** in Târnava Mare area
- **100 farmers trained** in **organic farming certification, milk hygiene, product marketing**



Training and support for small producers

Food Hygiene & Production

- **Resulted in Increased incomes** to local community.
- The milk collection point provides **shared quality control** and cooling /collection facilities for local communities. By **improved quality (training)** and quantity (larger bulk tanks, more farmers participating) and direct negotiation with milk processor companies the local community felt the real outcomes of the project



Training and support for small producers

Marketing

- **Innovative marketing** - creating a brand of the area - a quality mark for local products & services.



Training and support for small producers

Marketing

- **Adding value to the local products:**
 - Our products come from High Nature Value Farmlands (HNVF) that deliver benefits for the wider society, beyond the communities that live within HNV areas.



Training and support for small producers

Marketing

Food related benefits from HNV Farmlands:

- **Food production:** smaller farms in Romania produce twice as much per hectare as larger farms (measured as difference between value of agricultural outputs and cost of inputs, Eurostat 2011). They have a significant role in providing food to localities and wider families.
- **Food security for the future:** HNV farming provides sustainable land use, including healthy bee populations for pollination. HNV mosaic farmed landscapes are more flexible in their farming activities, more adaptable to climate change and environmental challenges.
- **Diversified, nutritious and tasty food.**
- **A rich pool of agriculture and gastronomy-related traditions and customs**



Training and support for small producers

Marketing

- Developing and marketing value-added products, helping to develop the link between good quality, clean and free of chemical residues and a fair price, in the minds of both producers and consumers.



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Training and support for small producers

Marketing

- ADEPT helped form Slow Food Tarnava Mare (formerly SF Sighisoara), the **first Slow Food Convivium in Romania**, bringing together consumers (hotels and restaurants) with local farmers and producers.
- The visit of Slow Food (Italy) in **2005**, instigated by HRH The Prince of Wales, to the Tarnava Mare area prompted the formation of **Saxon Village Preserves**, a Slow Food project which receives marketing assistance to attend the biennial **international Slow Food festival in Turin**.



Training and support for small producers

Marketing

- Facilitating the participation of local farmers to fairs and exhibitions
 - Muzeul Taranului Roman, Bucuresti
 - Piata Fermierilor



Training and support for small producers

Food production & marketing

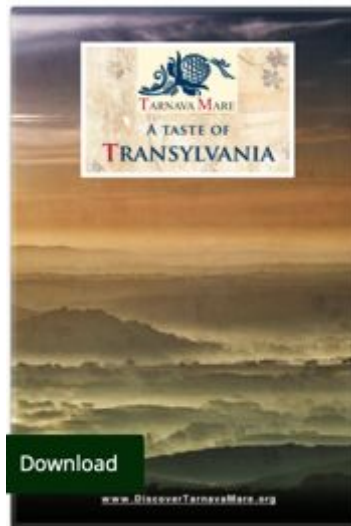
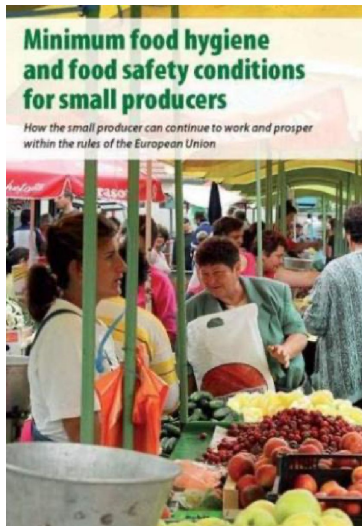
- Gourmet advisors who adapt recipes to contemporary consumer behaviour



Training and support for small producers

Food production & marketing

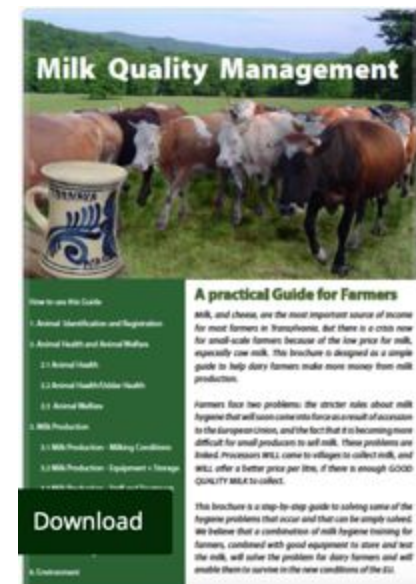
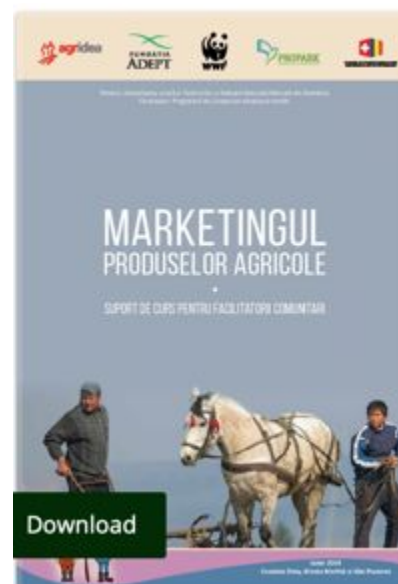
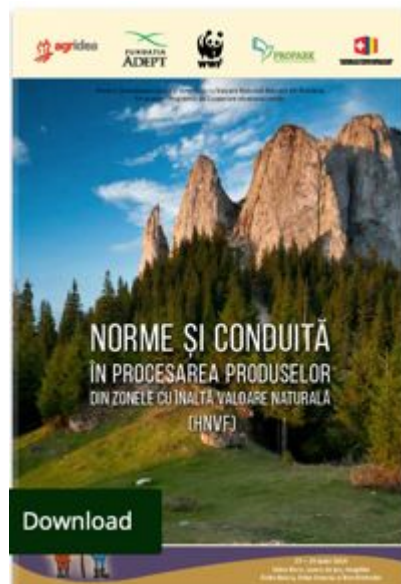
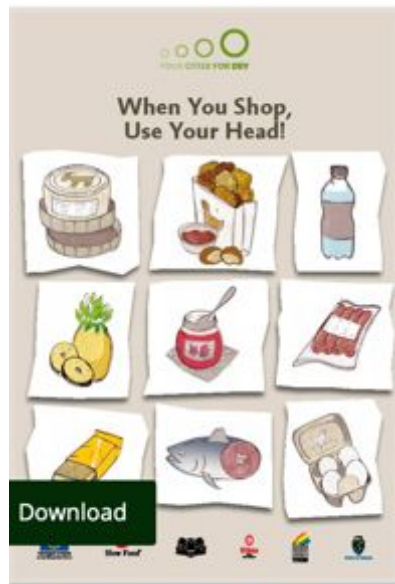
- Publications and training materials



Training and support for small producers

Food production & marketing

- Publications and training materials



Encouraging innovation and collaboration with cultural and tourism stakeholders

- ADEPT fosters **sustainable tourism** and supports local production through different activities and events such as the Transilvania Bike Trails, creative workshops, and gastronomic tours.
- These initiatives highlight the **value of local products** while promoting **economic and cultural development**.



Encouraging innovation and collaboration with cultural and tourism stakeholders

- **Transylvania Bike Trails - 100km of mountain bike trail - links 8 villages, as catalysed a network of guesthouses and guiding services. 10-fold increase in income, 10,000 visitors/year**
 - TBT Race
 - Bike & Brunch



Encouraging innovation and collaboration with cultural and tourism stakeholders

- Informative campaigns for consumers
 - “Know your food, know where it comes from”
 - “Peasant food for modern people”



Encouraging innovation and collaboration with cultural and tourism stakeholders

- **Bazna Big Festival** – educating the consumers
- The aim of this festival is to promote the local values and tourism activities in Bazna Resort and to help maintain the area's tradition, stimulating the interest of local people in raising Bazna pigs and cattle in individual households in order to provide consumers with tasty products closer to nature.



Encouraging innovation and collaboration with cultural and tourism stakeholders

- **Haferland Week** - one of the largest festivals dedicated to the cultural heritage of the Transylvanian Saxons held annually in our region.
- **Rhubarb Festival in Saschiz** - the Women's Neighborhood of Saschiz has dedicated a festival to it. On the first weekend of May, when rhubarb is in season, housewives, farmers, and small producers from Saschiz and the Târnava Mare area gather annually
- ADEPT is one of the founders/organisers.



Encouraging innovation and collaboration with cultural and tourism stakeholders

- **Bucate din Proximitate Project** - cooperation between farmers in the Local Action Group Podisul Mediasului territory for selling local products through short food chains, establish an associative structure and promoting short food chains.



Encouraging innovation and collaboration with cultural and tourism stakeholders

- **Colinele Transilvaniei** - ecotouristic destination, a Destination Management Unit created in 2015 as a bridge between all those who are directly or indirectly involved in tourism in the south of Transylvania (the Sibiu - Sighișoara - Brașov triangle)
- Promoting the multicultural cuisine, delicious Romanian, Saxon, Hungarian, even Western European dishes whose origin is so old that no one knows where they come from.



Training and support for small producers

- ADEPT's **policy work** at **national** and **EU level** has brought policy changes which have had a major effect on the viability of the high nature farming systems more widely in Romania and in Europe.
- The key to success in our policy advocacy is that we produce **clear, technical justifications for proposals**, offering reasoned and practical solutions rather than simple demands to policy-makers.
- **The priority training topics** have been established based on **local needs** in accordance with **policy framework**, after collecting the **direct feedback** from the local famers, whith whom ADEPT keep in permament contact.

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Training and support for small producers

- The trainings and workshops we held were financed through our projects.
- During our 20 years of activity we have delivered different formats of informative and training programs:
 - **workshops,**
 - **accredited courses,**
 - **mentorship,**
 - **study visits,**
 - **collaborative networks**

Training and support for small producers

- **Main challenges** in organizing the informative and training programs:
 - **Different interpretation** of **EU** and **national legislation** by local authorities
 - **Legislation** designed mainly for **big producers**
 - Local food safety authorities impose the **same regulations** to the small scale farmers as they do for the big industry
 - **Lack of advisory structures** for small scale producers

Training and support for small producers

- **Benefits resulted** after the informative and training programs:
 - **Collaborative approach** - producers are more open to work together and to share problems and solutions
 - **Pro-activity** - willingness to participate in working groups in order to improve the legislation
 - Better understanding of the **legislation**
 - Better understanding of **the market & of the consumer**. Focus on the benefits that their products&services could bring to the final consumer.

