Building strategies for Africa: Adding-value through organic agriculture

Linking biodiversity to High Nature Value and Organic Farming in Romania

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A joint African Union Commission and European Commission initiative
Tarnava Mare, a lowland area of high biodiversity, 85,000ha farmed by 5000 families in small-scale farming communities
…. one of Romania’s largest farmland SCI/Natura 2000 sites
Some of the most important wildflower-rich lowland haymeadows in Europe …
...with associated wildlife of European importance
What defines High Nature Value farmland?

- HNV farmland is agricultural and cultural landscape associated with high species and habitat diversity

- HNV farmland is managed traditionally and/or extensively and is strongly associated with Europe’s poorer areas and with semi-subsistence farming

- HNV farmland, because of traditional / extensive management, provides broad environmental benefits as public goods
There is a clear link between small-scale farming communities, High Nature Value, and Public Goods. These public goods are an important product of Europe’s small-scale farming landscapes, with immense economic value. There is a strong economic (as well as cultural / aesthetic / moral) case for supporting Europe’s small-scale farms/farmers.
.... this High Nature Value landscape is also a living economic landscape
Biodiversity benefits of HNV

mixed traditional agricultural landscapes in Europe have higher biodiversity even compared to wilderness areas

Source: after Hoogeveen et al., 2001
In farmed, semi-natural landscapes, survival of biodiversity depends on continued management by local people

- Traditional land management in the area longer offers a livelihood to small-scale farmers
  - breakdown in markets – especially milk
  - competition from imports
  - additional burden of EU hygiene regulations

- Collapse of cow numbers (25% in 2 years)
- Abandonment of mowing on 50% of hay meadows
- Loss of traditional management
- LOSS OF PUBLIC GOODS
- Village abandonment
- Change in farm structure - Management plan Hot Spots
How to promote economic development that sustains and does not undermine HNV farmed landscape?
ADEPT’s integrated programme

– Study habitats/species, and design management measures to conserve biodiversity
– Get local support by involving local people in design of practical management measures, and linking this management to

Agri-environment HNV & Organic Farming

Using biodiversity & HNV branding to improve marketing, add value to local products

Diversifying, including eco- or agro-tourism linked to sales of local products
1. Biodiversity-friendly measures/ adding value to agricultural products and local services

- Developing models that could be implemented also in other regions
- Developing local branding based on environmental and cultural values
- Promoting environmental services through farmers associations
- Developing sustainable management plans for important hot spots
- Promoting Organic, HNV and traditional concepts
Measures to support organic conversion and organic management

- There was no organic agriculture support measures in Romania’s current NRDP / starting 2011 on AEM
- Bad for biodiversity? Organic management is not specifically designed to protect biodiversity
- But Organic complements HNV grassland management schemes by giving market brand and economic value to biodiversity-friendly farming
- The Organic market is growing in Romania so Organic branding can usefully provide commercial incentives
Măsura 121: Modernizarea Exploatațiilor Agricole / Stalarea Tinerilor Fermieri / Inițierea Grupurilor de Producători

Măsura 112: Procesare Industrie Alimentară

Măsura 142: Procesarea Industrie Alimentară

Măsura 123: Modernizarea Exploatațiilor Agricole / Stalarea Tinerilor Fermieri / Inițierea Grupurilor de Producători

Măsura 141: Modernizarea Exploatațiilor Agricole / Stalarea Tinerilor Fermieri / Inițierea Grupurilor de Producători

Măsura 214/Pachetul 4 "Culturi Verzi": 138 Euro/Ha/An

Măsura 214/Pachetul 2 "Practici Agricole Tradiționale": 392 Euro/Ha/An

Măsura 313 "Incurajarea Activităților Turistice"

Măsura 312 "Sprijin pentru crearea și dezvoltarea de micro-întreprinderi"
2. Sustainable commercial incentives – markets for local and traditional products

Linking assistance with PRODUCTION to assistance with MARKETING
ADEPT is working with Farmers Associations to improve Milk Collection Points and milk hygiene in villages .... without which market for milk will be lost
Crisis in dairy sector - need for a market solution

- Over 75% of registered producers have under 10 cows.
- Collapse in market for milk → collapse in cow numbers.
- Total number of cattle in 6 communes of Târnava
  - Mare area 25% fall in one year, 2008-2009
    - 5701 in 2008
    - 4200 in 2009
- Without a market, agri-environment payments alone will not halt this collapse.
Dairy sector: ADEPT working with farmers to improve Milk Collection Points and milk hygiene

- ADEPT is working with farmers in this area to improve the market
  - workshops offering simple solutions such as
  - ↑ cleanliness at milking
  - ↓ time between milking and cooling
  - ↑ discipline at the communal milk collection points by on-the-spot testing and naming-and-shaming of poor-quality producers
  - negotiations with processors for better prices linked to quality and quantity assurances.
... to develop small-scale processing units in villages ...
...and to promote organic conversion linked to marketing

by farm visits and workshops …
Adding value to local products with biodiversity/quality assurance brand

Traditional land management

High value products linked to brand image - cheese, meat, honey, jams, tourism, crafts
We are helping small producers to achieve consistent quality, good packaging.
…bringing back from time old crops
Hemp
Solar Dryer
Helping to develop new products

such a mature cheese – easier to sell, different hygiene regulations
Bine ați venit în SASCHIZ

Târnava Mare și Natura 2000

Natura 2000 se bazează pe Directivele Unuirii Europene cu privire la Păduri și Habitate care cuprind cele mai importante specii și habitatul din Europa, și le definează norme pentru protectarea acestor areale.

Zona Târnava Mare, în care se află aceasta, a fost declarată cu Natura 2000 pentru bogăția faunei și florii nefericite. Zona Târnava Mare este foarte importantă datorită tipurilor de vegetație abunde, a pădurilor de stejă și Leproz, care au dispărut în mare parte din Europa și sunt de adesea considerate europene. În aceste zone se pot vedea specii de flori, insecte, papioane și mormântul care se înfățișează ca fiind caracterele zonei. Zona este și o zonă de interes pentru proiecția de științifică și ecologică, care are o importanță majoră pentru conservarea biodiversității. Suntem în constanță în procesul de conservare și de proiectare, prin intermediul fondurilor ADEPT.

Programul LEADER acordă sprijin comunicației rurale pentru și transpunerea culturii vieții și prosperitatea economica. Grosală comunitară care a fost lansată pentru a implementa proiectele care au fost menționate anterior locale.

Contact: Central de informații ADEPT, Sâncul, Tel: 0265 11 13 15; 0749 2000 88, email: secretariat@aparate-adept.org; www.fonduri-adept.org

Târnava Mare and Natura 2000

Natura 2000 a fost întocmit în cadrul Deschiderii Europei care include o serie de directive care se referă la conservarea speciilor și a habitatelor dure. Această regiune este considerată foarte importantă pentru conservarea biodiversității. Zona este o zonă de interes pentru proiecția de științifică și ecologică, care are o importanță majoră pentru conservarea biodiversității.

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Laguna Lagună

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... distinctive road signs
Adult education

rural tourism courses

food hygiene courses
Environmental education in schools
We are promoting sale of local products such as cheese, jams, honey, bread, smoked meat.
Sales in tourist information centres, hotels, shops, village festivals, national and international markets

Sales are good - currently demand is greater than supply!
Important problem to be solved: meeting DSVSA requirements
International food festivals
3. Diversification … linking tourism to local food

Meet the producers and taste the food

Enjoy a truly memorable experience in the Tamana Mare area of Southeastern Transylvania.

Find out more by contacting the Tourist Information Centre in Sâncraiu or visit the website www.tamana-mare.org

The Tamana Mare area of Southeastern Transylvania is one of the most important natural and cultural landscapes in Europe. It includes some of Europe's most ancient woodland-rich grasslands.

The tradition of mixed farming and the maintenance of grasslands by the Sâncraiu. The Tamana Mare area is a unique example of sustainable agriculture in the region.

The landscape is a mosaic of ancient oak and beech forests, wide meadows, and pastures. Unspoiled villages are surrounded by small traditional farming communities, with cow, goat, and sheep farming.

Visitors can enjoy local foods such as cheeses, smoked meats, and honey. The landscape is rich in wildlife, including rare birds, mammals, and insects.

Delicious dishes include cheese and meat products, as well as traditional local dishes.

ADET Mare published the guide book "The Historic Countryside of the Sâncraiu Village of Southern Transylvania" by John Marshall 2006 and a 1:50,000 map of the Tamana Mare area. Both are available from the Tourist Information Centre in Sâncraiu at www.tamana-mare.org

Discover Tamana Mare

Many tourists already come to the area where some 30 churches of which 10 are fortified and four are UNESCO World Heritage Sites (Bârsa, Sânturci, Sângulișoaia, and Vâșcău).

There are many more activities in Tamana Mare to experience:

- Traditional cheese making: Combine this with a village walk and a visit to the bread-making area, so you can return to see the bread taken out of the oven.
- An organic farmyard experience for young people. Take their organic milk, cheese, and vegetables.
- Forest walks, blacksmith, charcoal burning, weaving, and embroidery demonstrations.
- "Meet the Bees," wear a fully protective bee suit and discover how honey is produced.
- Horse and cart rides through wildflower meadows to see sheep being milked and cheeses being made. Picnic lunch can be arranged.
- Visit the goat's cheese making and sample traditional cakes, jams, and preserves.
- Fresh produce markets are held daily in Sâncraiu, with a wide range of local produce on offer. Wednesday and Saturday are the busiest days. A local market every Friday.

For the more active, a series of meadow and forest walks have been developed that will eventually be linked into a long-distance hiking route around the Tamana Mare area. Guided walks can be arranged by the day.

Let's walk on the tracks of the village and the forest.

In Sâncraiu, visit the church or any of the churches throughout the village.

Traditional herbal tea, salads, and other dishes can be arranged in some country-style restaurants.

Please respect the privacy of the people offering these activities and only visit by pre-booking and in visits through the Tourist Information Centre in Sâncraiu (the availability of some is seasonal).

Alternatively, plan to spend time in one of the villages and just observe, taste, and explore.
Promoting the area
Visits to producers incorporated into tourism programmes – and paid for of course

- bread-bakers
- ...charcoal-burners
- ...hill sheepfolds
- .... beekeepers
LEADER
Grupul de Actiune Dealurile Tarnavelor
Fundatia ADEPT seeks to promote links between biodiversity conservation, continued traditional land management, and local incomes.

Thank you!

www.fundatia-adept.org