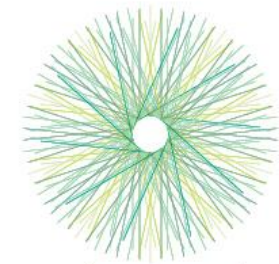


# EIP-AGRI Workshop Small is smart

29-30 October 2019– Bucharest, Romania



eip-agri  
AGRICULTURE & INNOVATION



#smallfarms #EIPagri

funded by



# Programme

## DAY 1 - TUESDAY 29 OCTOBER

09:00 - 10:15

### Welcoming participants and setting the scene

- Welcome to Bucharest and short introduction about small farms innovation in Romania by the Romanian Ministry of Agriculture, [Dana Reberga](#), Deputy General Director of the [MoA](#)
- Opening words from the European Commission, [Inge Van Oost](#), DG AGRI
- Ice-breaker
- Presentations
  - Small smart farms: how can small farms benefit from digital innovations in agriculture? [Leanne Townsend](#), James Hutton Institute, UK
  - An overview of the CUMA: farm machinery cooperatives, [Stephane Diard](#), FN CUMA, France
  - Direct selling: an instrument to improve profitability in small-scale farming, [Bavo Verwilt](#), Organic farmer, Belgium
  - Combining innovation with tradition for economic viability of Romania's small-scale farms, [Razvan Popa](#), Adept Foundation, Romania
  - Small-scale Bioeconomy Opportunities for European Farmers, [James Gaffey](#), Biorefinery glass project, Ireland

10:15 - 11:00

Breakout session: **What steps could a small farmer take to introduce innovation or good practices?**

11:00 - 11:30

Coffee break

11:30 - 13:00

Continuation of breakout session: **What steps could a small farmer take to introduce innovation or good practices?**

13:00 - 13:50

**Lunch**

14:00 - 18:30

**Field trip to the Romanian Horticultural Institute**



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# Programme

## DAY 2 – WEDNESDAY 30 OCTOBER

08:30 - 09:00 **Registration**

09:00 - 09:45 A **welcome back** to participants

**Energiser** exercise

**What is the EIP-AGRI?** The importance of knowledge exchange (and the local AKIS in general) in successful EIP-AGRI implementation, **Inge Van Oost, DG AGRI**

An **introduction** to the rest of the day

09:45 - 10:45 Breakout session: **How can best practice sharing, collaboration, digitalisation and knowledge transfer best support innovation in small farms?**

- Which types of collaboration support small farmers to innovate and how?
- How can small farmers be encouraged and supported to utilise digitalisation as a means to innovate?
- Which methods of knowledge sharing work best for small farmers and how can these methods support innovation?

10:45 - 11:15 **Coffee break**

11:15 - 12:30 Breakout session: **How could the innovation support environment for small farmers be improved at a regional, national and European level?**

- What type of advisory services best support small farmers?
- What type of innovation support would help best?
- How can networking help small farmers?
- What areas of research are important for small farmers?

12:30 - 13:30 **Bringing participants together** and reflect on the workshop's outcomes

13:30 - 14:30 **Farewell & lunch**



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# Fundația ADEPT Transilvania



Combining innovation with tradition for economic viability of Romania's small-scale farms



# 1. Global importance of small scale and Family Farms



(FAO 2013) *Family Farms vary in size and characteristics between MS, but are defined as being*

**“managed and operated by a family, and predominantly reliant on family labour.... the family and the farm are linked, co-evolve and combine economic, environmental, social and cultural functions”**

- long term commitment
- sustainable approach
- local pride, local seeds, local breeds.

Family Farms are not necessarily small, but typically they are smaller-scale farms.

## Resilience offered by smaller-scale farms

Small-scale solutions can be **rapidly implemented** at the local level, are **flexible** and have the potential to initiate **change on a larger scale**.

“When built on democratic processes involving all stakeholders, local people decide which solutions are needed and which actions to take, create knowledge and take responsibility for their own learning, share expert knowledge and in the process strengthen civil society, and take ownership of adaptation and development policies and strategies.”

Munang, R. and Nkem, J.N. (2011)  
*Sustainability*. 3: 1510-1516

# Characteristics of small-scale farms



Small-scale farms have remarkable characteristics compared to large-scale company-owned industrial enterprises:

- continue to be the major food producers in the world
- more resilient to climate change - can shift from one crop to another relatively easily
- provide sustainability of soil and biodiversity
- conserve the traditional variety of crop seeds and animal breeds, offer future food security in a changing world
- provide local employment / local prosperity
- more productive than big farms

# Are small-scale farms really more productive?

**Economic production (gross margin / ha):** (Eurostat 2011)

In 21 out of 28 MS, smaller farms have a higher production/ha than larger farms.

In 9 of those countries (Bulgaria, Greece, Spain, Italy, the Netherlands, Austria, Portugal, Romania, UK) production/ha of smaller farms is more than twice that of larger farms!

In Romania:

- production/ha of smaller farms is €378
- production/ha of larger farms is €143



(Eurostat 2011)

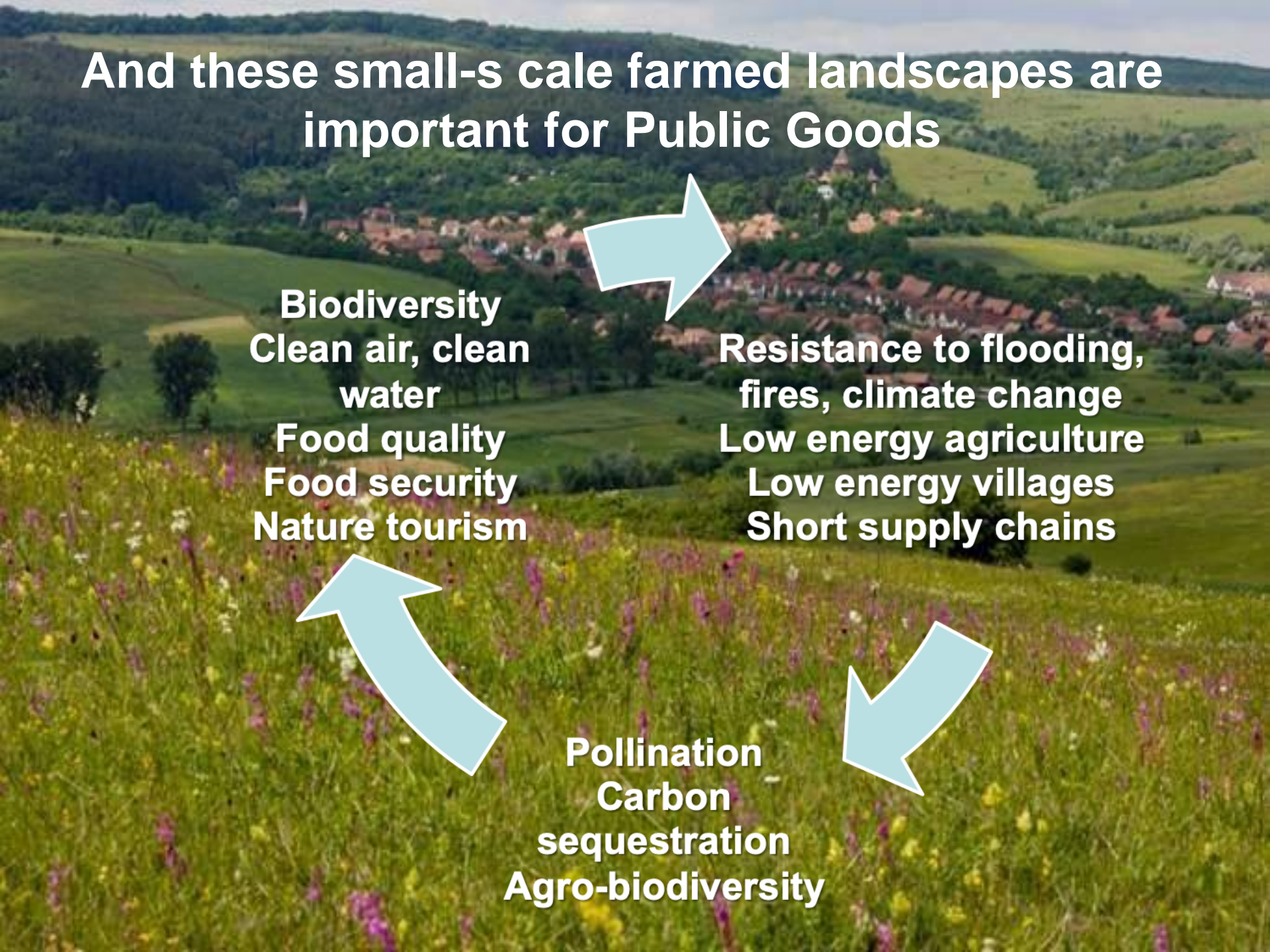


# And these small-scale farmed landscapes are important for Public Goods

**Biodiversity**  
**Clean air, clean water**  
**Food quality**  
**Food security**  
**Nature tourism**

**Resistance to flooding, fires, climate change**  
**Low energy agriculture**  
**Low energy villages**  
**Short supply chains**

**Pollination**  
**Carbon sequestration**  
**Agro-biodiversity**



# Farm sizes in Romania



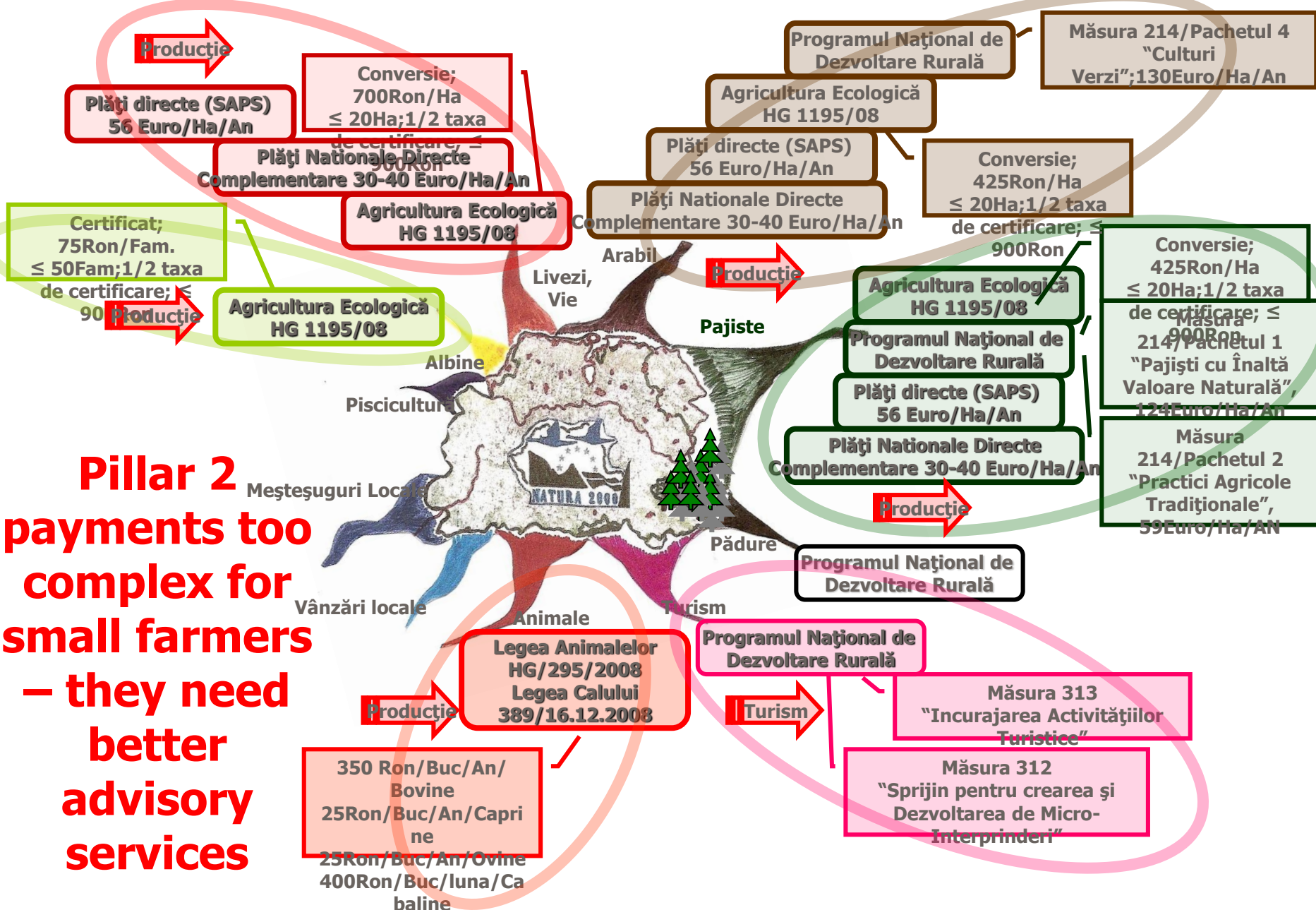
- 2.7 m holdings <1ha, 35% of UAA
- 900,000 holdings 1-5 ha, 15% UAA
- 150,000 holdings 5-10ha, 40% UAA

## 2. Threats

### Inherent weaknesses of small scale farms

- **Economic:** small size = limited access to farming resources, credit constraints, powerlessness in food supply chain, breakdown in markets, competition in import, hygiene regulations → association/cooperation
- **Territorial:** communications. → smart solutions: internet, mobile phones, coordinated delivery systems.
- **Social and demographic:** ageing, succession. Most farm managers on holdings in EU under 5 ha are over 65. Over 5 ha, 45-54 age class is highest. → help young farmer succession.
- abandonment of mowing, loss of traditional management
- loss of farming communities which provide security in periods of economic crisis





**Pillar 2 payments too complex for small farmers – they need better advisory services**

# 3. Solutions

Farm advisory services provide range of help

- Advising individual farmers and groups of farmers
- Milk hygiene training
- Food production and marketing
- Building effective associations - trust



We are testing our farm advisory services and other economic initiatives in the Tarnava Mare area, 85.000ha farmed by 5.000 families



One-stop shop for farmers, providing information on a wide range of topics applications for measures, obligations linked to measures, food safety and hygiene regulations for processing and direct sales, marketing



Policy development through cooperation with the Romanian Ministry of Agriculture & Rural Development, and consultations with DG Agriculture, so that design and implementation of measures in current and future Rural Development Programmes are informed by ADEP's practical experiences



Information groups for farmers packaging information and channeling it through farmer groups Using SMI in cooperation with Orange Romania Link to National Rural Development Network



Communication with the consumer such as the 'Know what you eat, know where it comes from' campaign, and top quality products to provide publicity. With Orange Romania, we are developing mobile phone apps for use by consumers

**THIS  
ORGANISATION  
LINED ACTIVITIES OF  
FUNDAȚIA ADEPT  
INCREASED THE ECONOMIC  
VIABILITY OF SMALL-SCALE FARMS,  
COMMUNITIES AND HIGH-BIODIVERSITY  
LANDSCAPES OF  
TÂRNAVA MARE  
NATURAL SITE**

Training of individual farmers and of farmers' associations to increase their capacity to carry out individual and joint activities



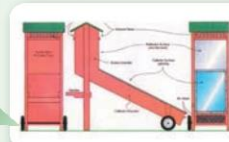
Imaginative diversification such as motivated mountain bikers' trails networks which link guesthouses and attract visitors and income to the area



Innovative machinery for management of traditional gaslands under agri-environment schemes, but suited to modern expectations



Innovative processing to assist micro-producers, and to overcome authorization problems



Marketing initiatives developing modern brands and packaging producer groups short supply chains and genuine farmers' markets across Romania

The impact of this integrated information programme has been remarkable... increased local incomes of over €2m per year for 2000 small-scale farmers in the Târnavă Mare area, increasing farm viability and community prosperity while supporting sustainable farming practices



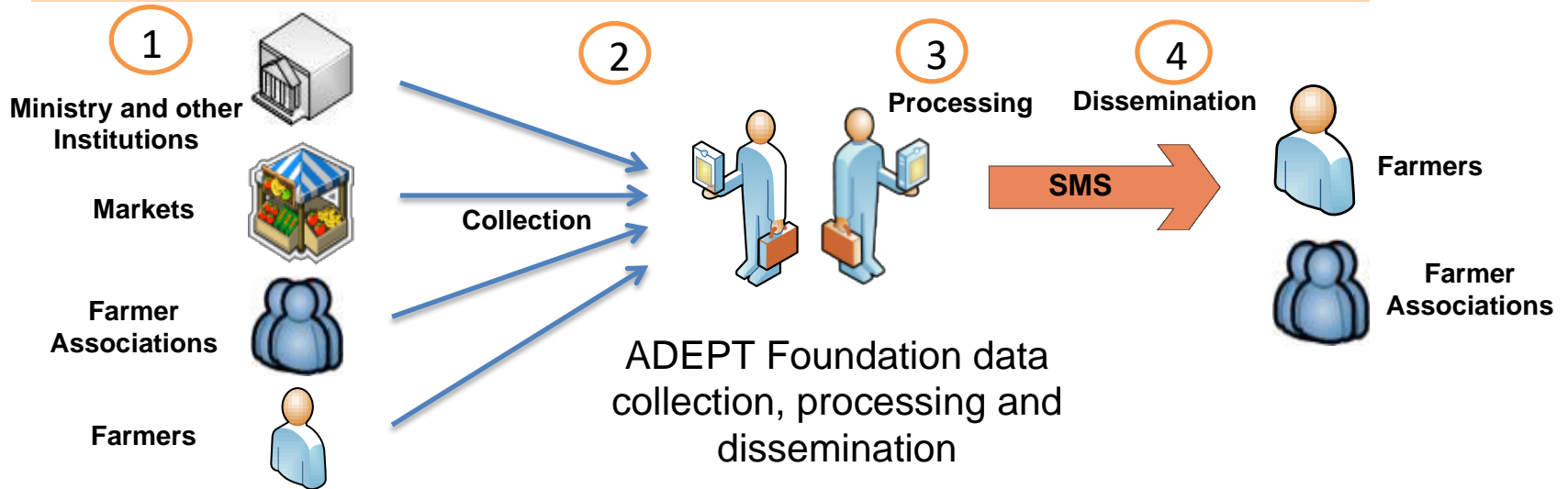
# Innovation 1: Helping small-scale farmers with timely information

INNOVATIVE  
COMMUNICATION

## FAST SMS INFORMATION THAT REACHES OUT TO FARMERS

Project partnership between ADEPT, institutions, markets, phone companies

1. Develop information collection system through Ministries, market organisers
2. Select and process information into clear and simple SMS messages
3. Develop database so that farmers can be targeted with relevant information
4. Develop intelligent system, so that SMS messages are transmitted automatically to farmers according to needs in the database





# Innovation 2: helping small-scale farmers develop associations



# Helping associations to maintain common grazing through access to land area payments



- Creating associations: make them useful, establish trust
  - Town Hall makes a 5-year agreement with the village grazing association: 1.000ha
  - Association claims €250.000/year for direct payments and a-e payments
  - Association agrees to invest these funds in common projects



# Innovation 3. Making innovative equipment accessible to farmers



# Innovation 4: Processing unit developed using minimum conditions for small-scale producers – plans freely available

## Procesarea fructelor și legumelor

Suplețul de fructe și legume din grădina proprie sau din parterul învecinat poate fi procesat, adăucându-i un plus de profit, fără mai puține eforturi utile pentru înfrângerea și autorizarea unui atelier de producție a conservelor din fructe și legume.

În acest articol vă prezentăm un exemplu pentru înfrângerea unui atelier de fabricare a conserveiilor din fructe și legume. Des. veți vedea exemplul oferit, conform nevoilor și condițiilor din ț. specific - de păstrând înțelepciunile noastre, de adaptând dimensiunile prezentate sau dezvoltând propria variantă.

### Construcția atelierului: 6 spații de lucru obligatorii

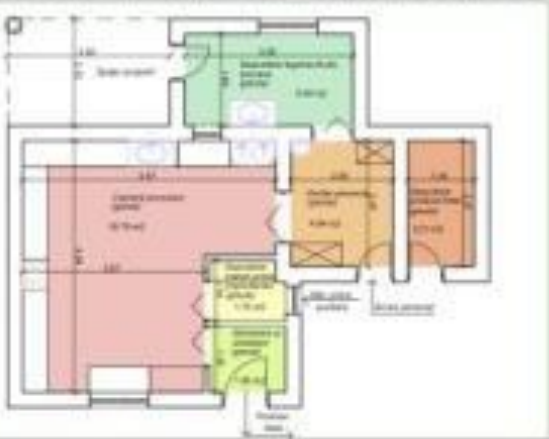
În general, atelierul pentru procesarea fructelor și legumelor trebuie să prezinte vigoarea lași de înmeste și iluminări (găndac, soare, soboleși, etc) oferind spații suficiente pentru ca întregul proces de producție să se desfășoare neîntrerupt, sub toate aspectele: depozitarea materiilor prime, a ambalajelor și a produselor finite.

Conform legislației și regulamentelor în vigoare, construcția trebuie să fie astfel concepută și planificată încât să respecte delimitarea spațiilor de lucru obligatorii (vezi schema de mai jos):

1. vestiar personal
2. depozitare legume/fructe și borcane proaspete și pregătirea legumelor și fructelor
3. depozit pentru materii prime auxiliare (zahăr, ingrediente etc.)
4. camera procesare
5. camera etichetare și ambalare
6. camera de stoc pentru produsul final (etichetare, livrare)

Respectarea fluxului tehnologic în spațiul de procesare și delimitările dintre spații pot fi făcute prin paravane cu lambouri din plastic.

Înțelegem că și în cazul în care se va realiza un atelier de lucru, pe de o parte, trebuie respectată împărțirea din punct de vedere legal, dar nu neapărat aspectul arhitectural; înțelegem să vă asigurăm să nu vă deplasați lucrătorii în atelier, să și fluxul de materii prime și de produse procesate să fie cât mai "scort" și eficient.



## „Cum să trăiesc mai bine din ferma mea”

Ghid și îndrumări utile



Puncte de plecare - pași de pornire - căi de dezvoltare

Femeile mici de subzistență și semiabundență sunt de o importanță deosebită în România. Ele reprezintă un mod de existență, prin care o mare parte din populația rurală își asigură viața. Ghidul de față se adresează atât celor care practică deja agricultura, cât și celor care vor să înceapă agricultura. Dorim să vă oferim câteva idei și informații, ca să sperăm noi, să pot fi de folos. Acest ghid nu poate înlocui studiarea aprofundată și creșterea și actualizarea cunoștințelor prezente, dar poate să dea viziuni și idei de bază, de unde fiecare poate - și trebuie - să meargă mai departe pe drumul lui.

Producția	Procesarea	Căminul legal
<p>Firma, ca bază materială autogenerabilă - creșterea profitului</p>	<p>Procesarea fructelor și legumelor - un model pentru o altă formă de procesare</p>	<p>ITA sau Inter-primărie - model legal pentru activități economice</p>
<p>Subvenții agricole și servicii în România</p>	<p>Procesarea lapteului în model pentru un centru de colectare și uzină pentru o unitate de procesare</p>	<p>Pași care trebuie urmați în autorizarea unei unități de procesare</p>
<p>Agricultura modernă și ecologică</p>		

## Innovative 5: marketing

Creating a brand for the area - a quality mark for local products & services



TARNAVA MARE

# National HNV brand?



# **Innovation 6: Transylvania Bike Trails - adding value to the area**

**100,000€ extra income, helps to link village enterprises**





**100 Km mountain bike trails networks, linking  
8 Saxon villages with Sighisoara**



**Innovation 7:** traditional and diversified products and services to valorize the landscapes can all benefit from innovative links to market

QR Codes



Apps  
SMS



# Policy innovations suitable for Romania

1. Romania had most extensive **HNV grassland measure** in Europe in 2007-14 – can be proud - 230,000 farmers, 1.m ha

**2.Results-based a-e scheme** suitable for Romanian small-scale farmers successfully tested in Târnava Mare and Pogany-Havas. More flexible for farmers, practical to monitor, more cost-effective for biodiversity results. Good to adopt at national level.

**3.Local management a-e schemes** also good to adopt at national level to:

- Incentivise cooperation between farmers, promoting landscape-scale approach,
- Improve ecological effectiveness, tailored to local conditions,
- Better tailored measures, less paperwork for the farmer if the schemes are a joint agreement,
- Very suitable for landscapes such as in HNV Romania where there may be 100 farmers in a 1,000 ha valley.

# Results-based a-e pilot scheme 2015-19

Very simple system for Romania, based on the local situation – large number of small-scale applicants.

Surveys for identification of list with 30 species that:

- are moderately common
- are easy to identify
- cover a range of habitat types
- correlate with HNV habitat score
- distinguish between meadows of different habitat quality.



*Primula spec.*



*Dianthus spec.*



*Trollius europaeus*



*Filipendula vulgaris*



*Orchidaceae spec.*



*Scorzonera purpurea*



*Fragaria spec.*



*Leucanthemum vulgaris*

3 payment levels calculated using income foregone, based on assumptions of the necessary management to maintain species numbers:

- 5 species: €213 / ha / year
- 8 species: €229 / ha / year
- 10 species: €259 / ha / year

### Uptake

Farmers very interested in the flexibility provided.

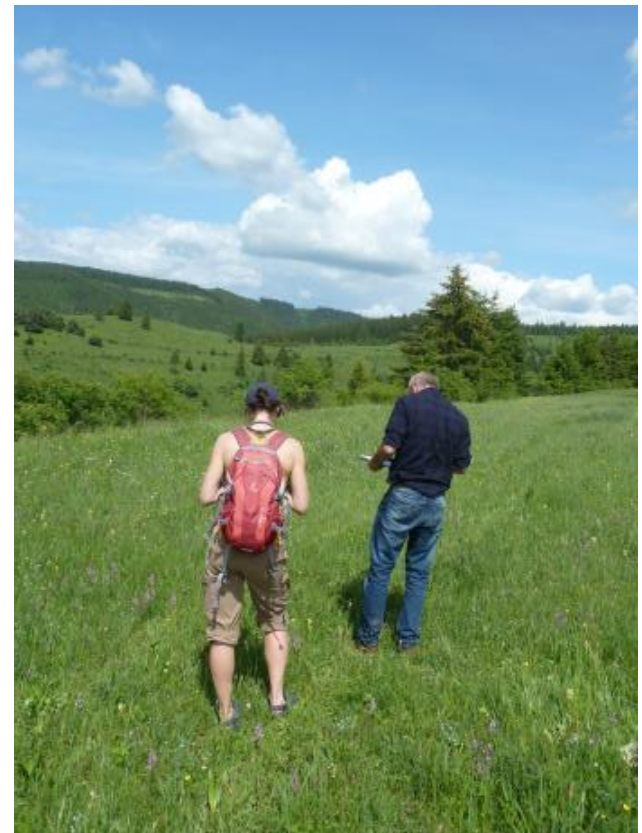
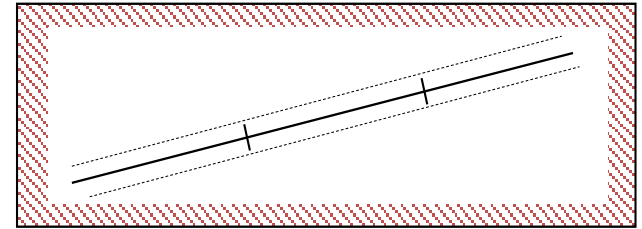
76 farmers, 207 parcels = 173 ha

Payment Agency was involved and they consider it practical for future national implementation

### Incentive to improve

Farmers are allowed to move UP in species number, but not DOWN.

The three levels (5, 8 and 10 species) provide buffer against surveyor error or natural variation year to year, and reward increasing species richness.



# Important to collaborate at all levels

Coordinated policy approach based on information, networking

- Peasant Farmer Associations
- RNDR – working groups have proved very effective for consultation and feeding proposals to policy (MADR)
- MADR –Monitoring Committee and Thematic Consultative Committee
- Ministry of Environment – working groups
- CEEweb – allows regional C and E Europe perspective
- EU Focus groups – HNV Focus Group.
- European Commission Advisory Groups – greater representation of community organisations
- NGO's working at EU level – EEB; ELO etc

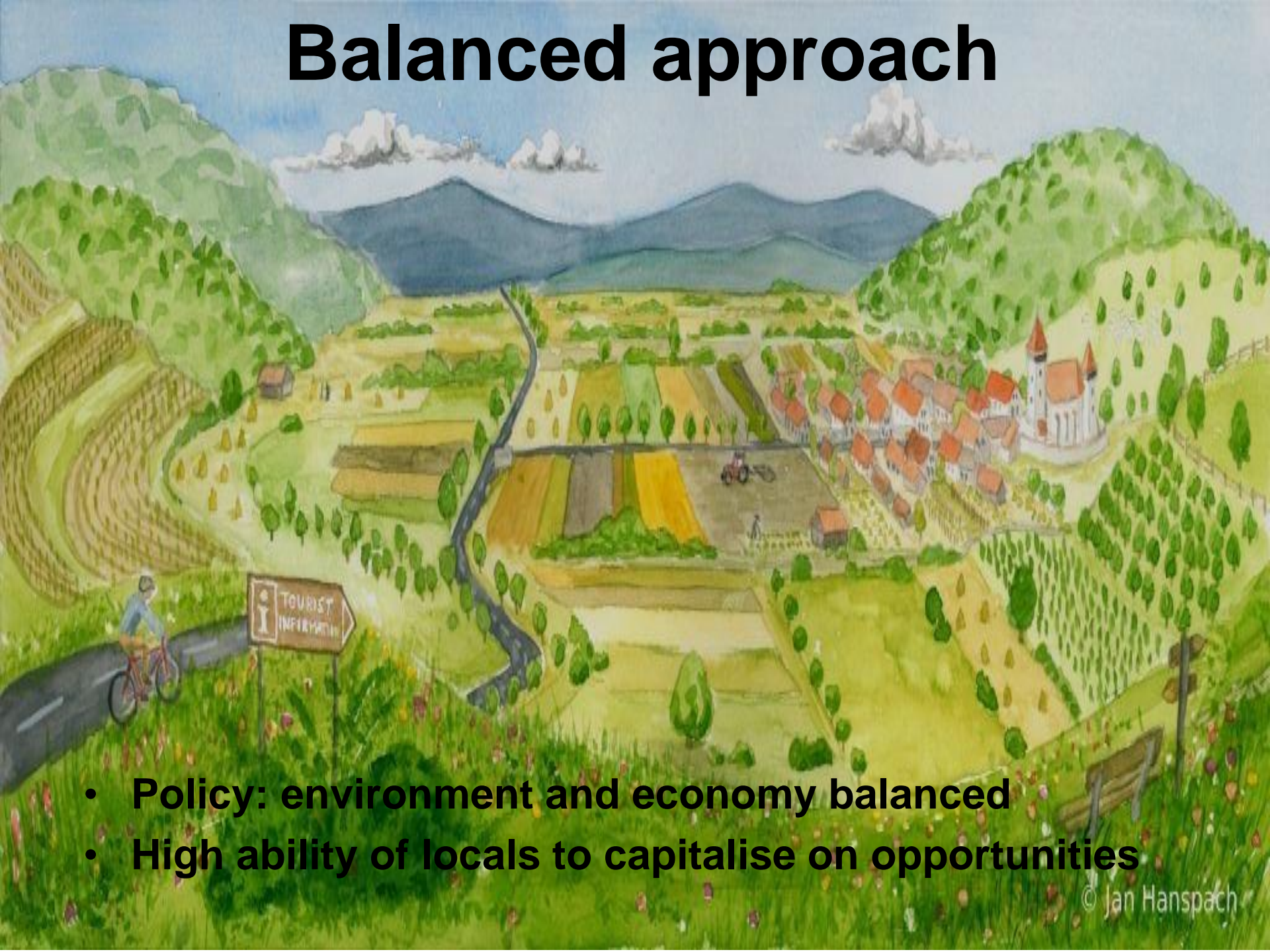
# Conclusions

..through integrated innovation in production, processing and marketing, we have shown that **small-scale farmed landscapes** can not only survive, but also can offer a model for sustainable land use and food production.

- Properly value traditional systems
- Ignoring the multiple values of traditional systems has great social and economic costs
- Use innovation to maintain and improve the benefits of traditional systems, not to replace them.

**➔ RETRO-INNOVATION**

# Balanced approach



- **Policy: environment and economy balanced**
- **High ability of locals to capitalise on opportunities**

# Mulumesc pentru atentie!



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