

ROMANIA

Agri-food chain integration & quality

Location

Satu Mare County

Programming period

2014 – 2020

Priority

P3 - Food chain & risk management

Measure

M16 – Cooperation

Funding

Total budget 112 874 (EUR)

EAFRD 75 772 (EUR)

National/Regional 13 372 (EUR)

Private / own 23 730 (EUR)

Project duration

2020 to 2022

Project promoter

LAG Southwest Satu Mare

Email

galsudvestsatumare@galsudvestsatumare.ro

Website

www.liveziletasnadului.ro/

Using LEADER funding and LAG guidance, four fruit growers worked in partnership with a school and an agritourism guesthouse to establish a short supply chain.

Summary

The Southwest Satu Mare LAG initiated this cooperation project (between fruit growers, a school and an agritourism guesthouse) to boost the local fruit farming sector and showcase innovative methods of marketing, educational outreach, and customer development.



Project Results

The project established a market for locally grown fruit in the Tășnad-Petrești-Săuca-Cehal area, in addition to a short supply chain supported through cooperation between local actors.

Some 5 000 people participated in the events and exhibitions organised by the project, while another 43 000 people viewed the project's promotional spot and short film on social media.

Lessons & Recommendations

- As project leader, the LAG played a key role in the successful delivery of this project. The farmers were sceptical at the outset, but great relationship management on the part of the LAG team ensured that all partners were able to work together successfully towards a common goal.



Context

The Southwest Satu Mare Local Action Group (LAG) operates in Satu Mare County, north-west Romania. Satu Mare County is a tourist centre and also known for the production of high quality fruit products and beverages (including wine, digestives, and traditional varieties of brandy).

However, with few examples of cooperation between farming businesses and the wider community, it was felt that opportunities for synergy and exchange were being missed. In this context, the LAG used CAP funds to initiate a cooperation project that brought four fruit growers (producing apples, apricots, and plums), a high school, and an agritourism guesthouse together.

Objectives

The aim of this project was to promote cooperation among local actors by establishing a short supply chain that would boost the fruit farming sector and showcase innovative methods of marketing, educational outreach, and customer development.

Activities

The following project activities were implemented:

- The purchase of a van with thermal insulation and a refrigerating unit capable of transporting 1800 kg fresh fruit up to 75 km.
- The purchase of four, 3m x 4m wooden kiosks to create fixed sales points for fresh fruit at the Tășnad agri-food market, the Tășnad pool strand, the Willy-Săuca agritourism guesthouse, and at the agri-food market in Carei.
- The purchase of one mobile stand - complete with a tent, a shelf, a table, and a set of benches - to be used in events and exhibitions.
- The creation of the www.liveziletasnadului.ro website, which is available in Romanian and English.
- The planning and launch of a print, radio and television marketing campaign which included the publication of four detailed articles about the project.
- The creation of a suite of promotional materials including 1 000 product brochures, 2 000 project

booklets, 5 000 flyers, five banners, one roll-up, 200 professional photos, one promotional video spot, and one short film about the project.

- The organisation of a healthy eating educational programme for young people, as well as five local events and exhibitions to promote local, fresh, and seasonal produce.

Main results

The project established a market for locally grown fruit in the Tășnad-Petrești-Săuca-Cehal area, in addition to a short supply chain supported through cooperation between local actors.

The educational programme and communications campaign ensured that the topic of healthy eating was at the forefront of local discussions, and this created greater demand for seasonal, 'home-grown' produce.

Some 5 000 people participated in the events and exhibitions organised by the project, while another 43 000 people viewed the project's promotional spot and short film on social media.

Key lessons

As project leader, the LAG played a key role in the successful delivery of this project. The farmers were sceptical at the outset, but great relationship management on the part of the LAG team ensured that all partners were able to work together successfully towards a common goal.

As a next step, the LAG will further support the farmers by granting them support to set up a fruit processing centre for added-value products such as new jam or syrup. The farmers will also benefit from advisory services to help them take steps towards modernising and adopting new business practices on their farms.

"When we encourage local producers to cultivate on their own land, there is a chance that we will help prevent the neglect of green spaces or turn them into housing projects. In turn, we help protect green space and habitats so that wildlife exists locally in our homes and communities."

Toga Gergo, LAG Southwest Satu Mare Manager

Additional sources of information

www.facebook.com/Livezile-T%C4%83%C8%99nadului-101817682275675

www.galsudvestsatumare.ro/ro