

ROMANIA

Local development

Location

Saschiz

Programming period

2014 – 2020

Priority

P6 – Social inclusion & local
development

Measure

M19 – LEADER/CLLD

Funding

Total budget 65 405 (EUR)

EAFRD 55 594 (EUR)

National/Regional 9 811

(EUR)

Project duration

2018 to 2020

Project promoter

Vecinatatea Femeilor din

Saschiz

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Website

<http://bucatedinvecinatate.ro/>

A local women's association received CAP support from a Local Action Group (LAG) to establish and promote a short supply chain for quality local food and crafts.

Summary

The 'Neighbourhood Cuisine' project was initiated by the Saschiz Women's Neighbourhood Association and funded by the Dealurile Târnavelor LEADER LAG. A cooperation agreement signed between 15 local entities facilitated the establishment of a short supply chain for a local agri-food brand and its 'food basket' product. The funds also covered the promotional campaign which launched the brand via local media, events, and a workshops programme.



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Project Results

- Thanks to the promotional campaign, the 'Neighbourhood Foods' short supply chain is now well known in the LAG area, and in the nearby counties.
- The project has inspired other partnerships in the Târnava Mare area.

Lessons & Recommendations

- ❑ This CAP-funded project enabled access to financial support for small-scale producers who would not have the capacity to implement such actions on their own.
- ❑ It was not possible to include everyone who wished to be part of this venture. Issues such as a lack of understanding concerning veterinary legislation and hygiene / food quality standards, combined with inadequate access to authorised slaughtering facilities and food hygiene approved processing points (for dairy, meat, paster, etc.) meant that some possible collaborations could not go ahead.



Context

Saschiz is a community of 2 000 inhabitants situated in Mures County, Transylvania. The area is covered by the Local Development Strategy of the Dealurile Tarnavelor Local Action Group (LAG).

Alongside a growing agritourism sector, local development activity is based on producing artisanal food and traditional crafts.

The Saschiz Women's Neighbourhood Association was established in December 2015 to promote the rights and interests of women and families. The 23 founding members are active in all areas of local life, including tourism, medicine, public administration, and domestic care.

Objectives

The project aimed to establish a short supply chain for the promotion of quality local food and crafts.

Activities

A cooperation agreement was signed between 15 entities including producers, processors, individuals, and organisations. These were joined later by another four farmers which expanded the range of products on offer.

The project activities included:

- The development the 'Neighbourhood Cuisine' brand and the 'traditional food basket' concept. Setting up a short supply chain for their promotion and distribution.
- The development of a website with an online store www.bucatedinvecinatate.ro.
- The organisation of six 'Farm Days' events, three local fairs, and participation in five other events organized by other entities.
- The delivery of two cooking workshops, four culinary education workshops, and three picnics.
- The organisation of a print, radio, and online marketing campaign, which involved the production of multimedia promotional materials.

Main results

- Thanks to the promotional campaign, the 'Neighbourhood Foods' short supply chain became very well known in the LAG area, and in the nearby counties. Orders have been gradually increasing.
- A new partnership agreement has been signed with a local restaurant.
- The project has inspired other partnerships in the Târnavă Mare area, that are now in the process of setting up their own cooperatives to promote and sell their products together.

Key lessons

This CAP-funded project enabled access to financial support for small-scale producers who would not have the capacity to implement such actions on their own. This project has built local bonds of trust and demonstrated the value of partnership working.

The association's members highlighted the following challenges that might affect the development of short supply chains. Whilst some of these issues can likely be overcome locally or at the county level, others may require national legislative support:

- Farmers in the project area need access to ongoing professional development which underscores the importance of cooperation and producer groups. They also need an understanding of veterinary legislation and hygiene / food quality standards.
- Consumers in the project area do not generally

understand the benefits of buying food locally through short supply chains and getting to know the producer of their food. A wider public understanding of this would support local agri-food initiatives.

- In rural areas there is a lack of authorised slaughtering facilities as well as approved processing points for milk, meat, eggs, pastry. Such infrastructure requires investments and is a key enabler of local, artisanal food production and short supply chains.

"At least from the point of view of the LAG Dealurile Târnavelor and the funding we provide for local development, it was a success and a joy, because we had in our strategy the measure to create short chains, as much as possible, as well as the measure of associativity. And the two measures were complementary and were a real support for the producers in our area."

Florentina Călugăr. Manager of LAG Dealurile Târnavelor

Additional sources of information

www.facebook.com/Vecinatea-Femeilor-din-Saschiz-1925774544315011/

www.libertatea.ro/stiri/reportaj-femeile-care-au-ridicat-o-comunitate-cum-au-transformat-zanele-rubarbei-comuna-saschiz-intr-un-magnet-de-turisti-in-transilvania-4121435

www.youtube.com/watch?v=k-1MhQ5Ip1A

www.youtube.com/watch?v=EcUSkMKP2Sw