

Romania

Agri-food chain integration & quality

Location

Brădetu

Programming period

2014 – 2020

Priority

P3 - Food chain & risk management

Measure

M04 – Investments in physical assets

Funding

Total budget 953 989 (EUR)
EAFRD 365 439 (EUR)
National/Regional 19 234 (EUR)
Private 569 316 (EUR)

Project duration

2016 – 2019

Project promoter

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CAP funds were used by a family-owned dairy processing plant to modernise its production facilities and introduce a merchandise management software.

Summary

The Badea family are the owners of a dairy processing plant which continues a long tradition of cheese production in the Brăduleţ commune located at the foot of the Southern Carpathians. The family used financial support from the 2014-2020 Rural Development Programme to modernise and expand the production capacity of the plant. In addition, the family invested in a merchandise management software to keep track of orders and store data according to season, customer preferences and location.



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Project Results

The investment to the dairy processing plant increased production capacity by 25% and sales by 43%.

The company's processing capacity of fresh and acidophilic products has risen from 4 700 litres to 6 800 litres (an increase of approximately 45%).

The company's overall cheese processing capacity has risen from 7 550 litres to 8 525 litres (an increase of approximately 13%).

Thanks to the project, five new jobs were created.

Lessons & Recommendations

- ❑ The relatively limited use of processing equipment and the prevalence of outdated technologies in the dairy sector are reflected in its low levels of productivity, which has an impact on the quality of the products. The introduction of new, modern and environmentally-friendly technologies can increase the overall performance of farm holdings.

Context

The Badea family established their first dairy processing plant in Brădet half a century ago. Among other dairy products, the plant produces the renowned dry cheese Cașcavalul Brădet, which was first produced by monks at the Brădet Skete monastic community back in 1503.

In the early 2000s, the Badea family invested in the construction of a new plant, and in 2010, they applied for assistance from the 2007-2013 Rural Development Programme to support a EUR 3.5 million investment in new production technologies. In 2016, they implemented a second RDP-funded project to further improve the production process.

Objectives

This latest investment project sought to modernise the processing and merchandising of the dairy's products through the introduction of modern technologies.

Activities

This investment project involved the purchase of new low-energy consumption equipment, including a cup packaging machine; a thermo-forming packaging machine in which a heated plastic sheet is stretched to cover the products; a line for filling, portioning and clipping melted cheese; a professional cheese slicer; one immersion tank; a forklift; equipment to test the composition and elasticity of the cheese; an automatic machine to test the milk for antibiotic residues; 11 Personal Digital Assistants (PDA); and a printer.

The farm also purchased licences for a merchandise management software that will automate the processing of client orders and provide production capacity forecasts depending on data from previous orders.

Main Results

This investment has increased the dairy's production capacity by 25% and sales by 43%.

The company's processing capacity for fresh and acidophilic products has risen from 4 700 litres to 6 800 litres (an increase of approximately 45%). Acidophiles are organisms like bacteria, algae, fungi that can grow in acidic conditions.

The company's overall cheese processing capacity has risen from 7 550 litres to 8 525 litres (an increase of approximately 13%).

Thanks to the project, five new jobs were created.

Key lessons

The relatively limited use of processing equipment and the prevalence of outdated technologies in the dairy sector are reflected in its low levels of productivity, which has an impact on the quality of the products. The introduction of new, modern and environmentally-friendly technologies can increase the overall performance of farm holdings.

One of the most frequent issues with projects submitted for RDP support is a lack of ambition. Applicants tend to apply for small-scale projects often requiring only basic equipment. This may be due to fear that complex/big projects might not receive financing if they are considered risky by the evaluators and therefore ineligible.

"We are simple, friendly, and honest people, and we produce dairy products according to traditional recipes, without add-ons or so-called 'improvements'. We follow well-worn, well-known Romanian recipes using Romanian milk."

Additional information

<https://youtu.be/zYf75df5lDc>

<https://youtu.be/-to2sUrEZGc>