

# Fundația ADEPT Transilvania



**Natura 2000 opportunities in a Transylvanian High Nature Value landscape.**

**Toledo May 2010**

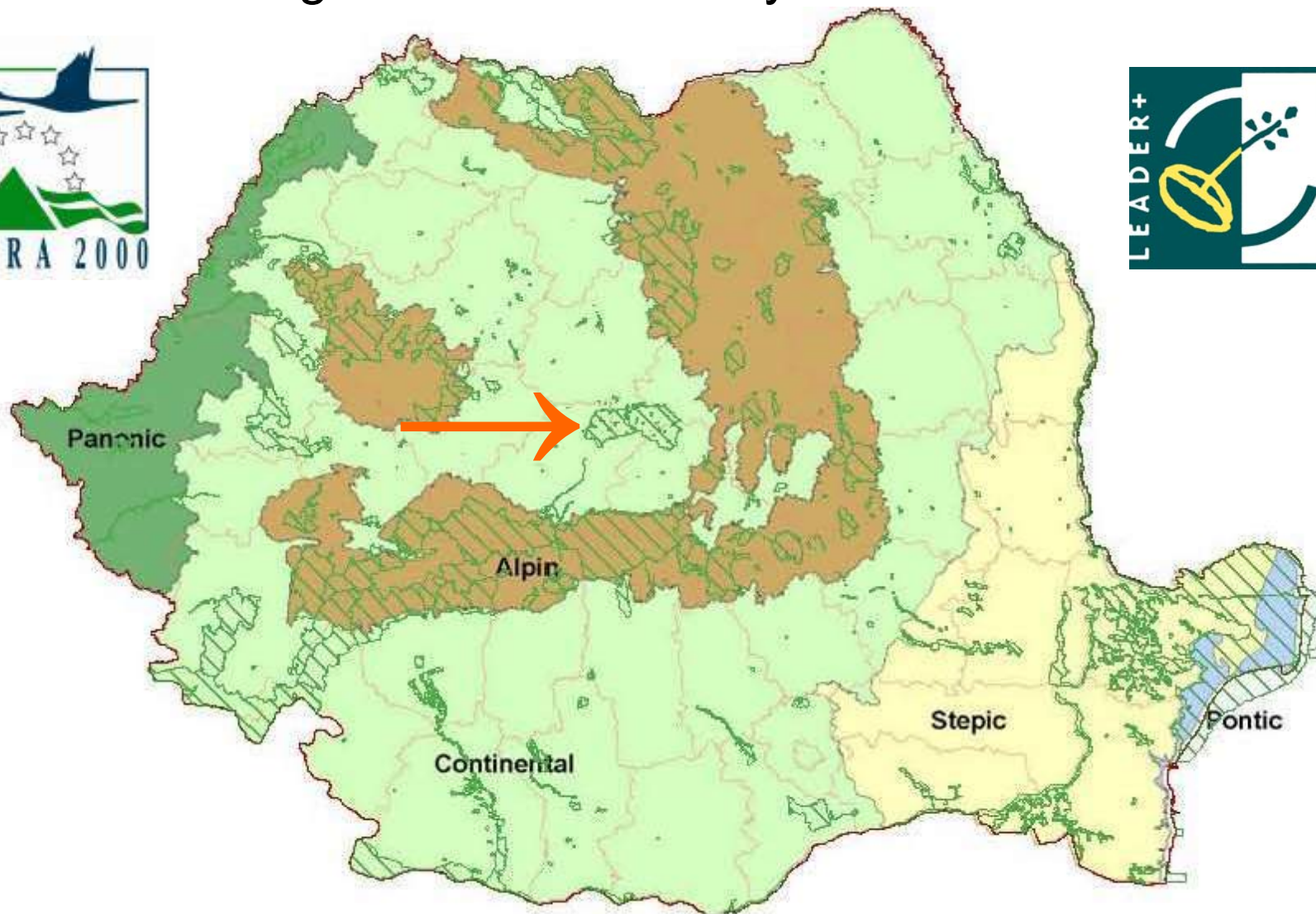


# The case study: Tarnava Mare, a lowland area of high biodiversity, 85.000ha farmed by 5.000 families in small-scale farming communities



# One of Romania's largest farmland SCI/Natura 2000 sites, and also a pilot LEADER Local Action Group

Allowing the use of a variety of RDP tools



# Some of the most important wildflower-rich lowland haymeadows in Europe with associated wildlife of European importance





**This is also a living economic landscape**

# In farmed, semi-natural landscapes, survival of biodiversity depends on continued management by local people

But traditional land management in Transylvania no longer offers a livelihood to small-scale farmers

- breakdown in markets
- competition from imports
- additional burden of EU hygiene regulations

→ Collapse of cow numbers

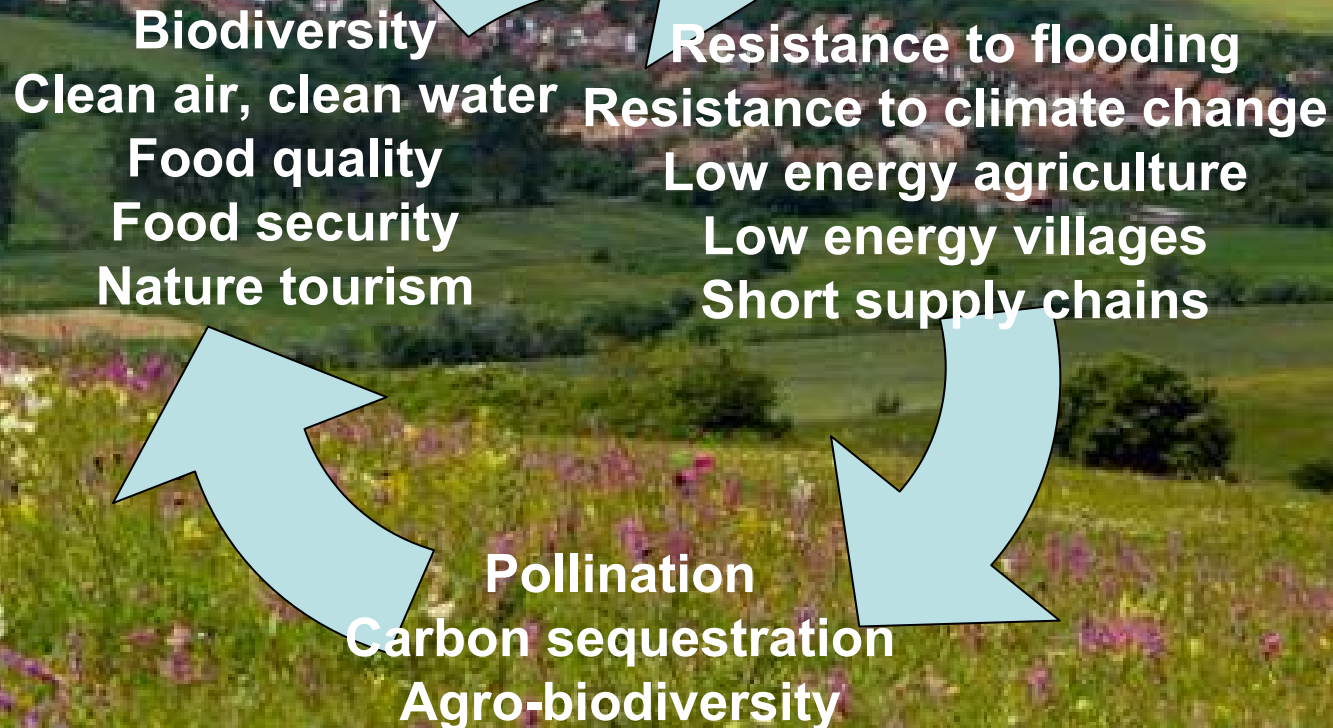
→ Abandonment of mowing on 50% of hay meadows

→ Intensification/fertilisation of accessible grasslands

→ **LOSS OF BIODIVERSITY**

# Why do HNV landscapes matter?

Giving a real value to HNV landscapes: ecosystem services



→ These landscapes have immense economic value.

→ There is a strong economic (as well as cultural / aesthetic / moral) case for supporting Europe's HNV landscapes.

This creates a policy environment increasingly in favour of promoting economic development that sustains HNV farmed landscapes / small-scale farming communities



BUT ... local people often regard N2000 as a threat to freedom for economic development.

**Sources of support for local communities – compensating for N2000 status and deriving added value from it.**

- Classic conservation funding: EU LIFE and funded PA administrations. Environment DG/Ministries
- Rural Development Funding. Agriculture DG/Ministries
- Commercial incentives – sales → **farmers' self respect**

# ADEPT: 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

1. agri-environment grants and other PNRD measures

2. using biodiversity brand to improve marketing, add value to local products

3. diversifying, including eco- or agro-tourism linked to sales of local products

# 1. Agri-environment payments



- ✓ specifically designed to support HNV farmed landscapes
- ✓ measures simple and well-designed – 2 levels of payments, basic and traditional management (no machines)
- ✗ smallest farmers not eligible
- ✗ mowing dates
- ✗ promotion by state agriculture extension agencies is patchy/inconsistent

# Promoting access to Agri-environment payments through advisory services

- In 2005 ADEPT identified a gap in farm advisory services, and collaborated with MARD in pilot agri-environment measure
  - ADEPT carried out farm visits/workshops, and set up an office with full-time staff dedicated to completing SAPARD applications
1. 2006 SAPARD pilot: 97 participants, 1980 ha
  2. Advisory service had significant impact on uptake of RDP Measure 214.
    - Lessons learned from SAPARD were used to simplify application process for RDP Measure 214 → 2008 967 participants 7940 ha in same area.
    - Increased no. of participants in Measure 214 in commune (Laslea) offered ADEPT advisory service: 99 participants, 558 ha. In neighbouring commune (Biertan) without advisory service: 3 participants, 10 ha

# Seica Mare: a model for community grazing?

Common grazing is a strong tradition in Tarnava Mare, and essential to the survival of the small-scale farming communities of the area.

However, it is breaking down under economic pressure

- Seica Mare Town Hall cannot claim for direct payments and a-e payments
- Town Hall makes a 5-year agreement with the village grazing association (not with a friend of the Mayor!), 27 cattle, sheep and goat farmers, to lease 1,000 ha of common grazing land
- Association agrees to claim, as an association, 250.000€/year for direct payments and a-e payments (in addition to payments they receive on their own land)
- These funds will be used as co-financing for investment projects. Association agrees to invest these funds in common projects: first will be milk collection/processing unit, and village abattoir
- Grazers Association is first farmer group member of Romania's Natura 2000 coalition.

## Other RDP Measures

- There are no organic agriculture support measures in Romania's current RDP. Organic could give market brand and economic value to biodiversity-friendly farming.
- Currently no N2000 measure in Romania – may start in 2011. Could give additional support to farmers in N2000 sites.
- Currently LEADER measure is not operational in Romania - could promote community prosperity in N2000 sites.

But – there are a variety of other ways by which we can establish commercial incentives ...



## 2. Sustainable commercial incentives – markets for local and traditional products



Agri-environment support alone will not help small-scale farming communities to survive.

Important to promote farm income through  
**PRODUCTION** and **MARKETING** assistance

# 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.



# Working to improve Milk Collection Points and milk hygiene in villages

Workshops offering simple solutions

↑ 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.



# 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



# Community processing

Helping village associations to develop small-scale processing units in villages



# Promoting sale of other local products such as cheese, jams, honey, bread, smoked meat



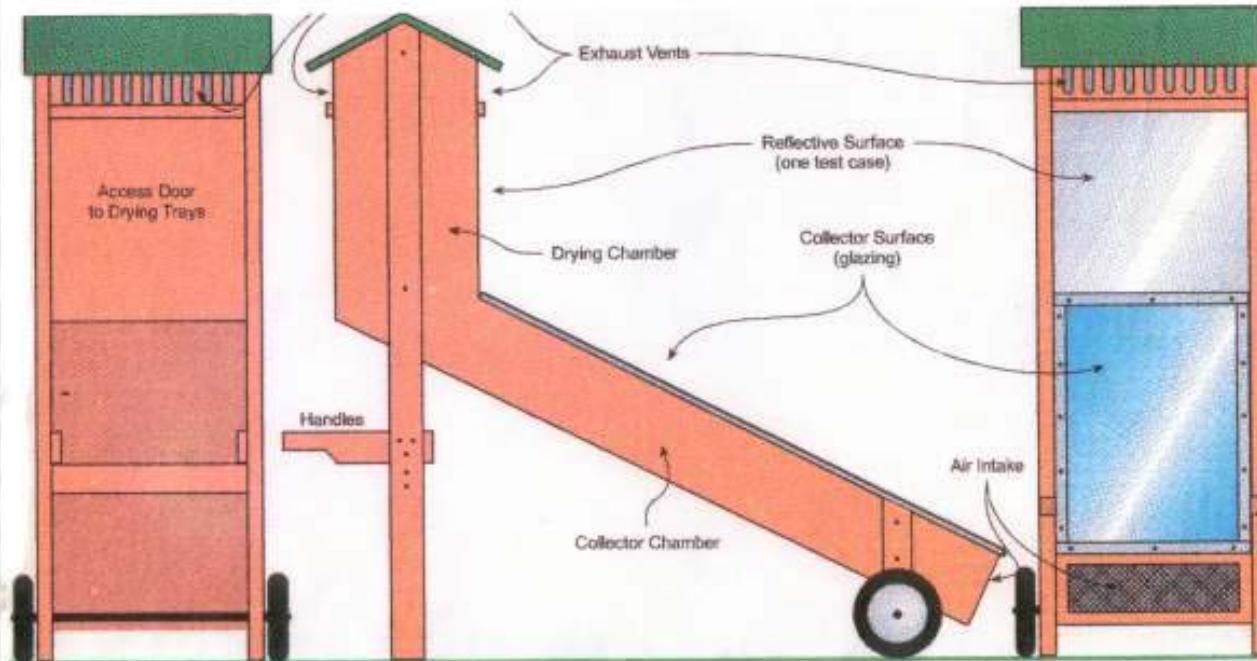
# Hemp

for oil and fibre



# Solar Dryer

Dried herbs and fruits are sold in markets and direct to tourists



# Helping to develop new products



such a mature cheese – easier to sell, different hygiene regulations

# Impact



2005: ADEPT began a jam processing and marketing project in Târnava Mare area.

Impact: Saschiz jam is now known nationally. From zero in 2005, sales have risen to over €40.000 in 2009.

- direct markets/farm gate sales €31.500
- through Tourist Info Centre €12.000

15 trained women involved in jam-making in the summer months. Many wild fruit collectors.

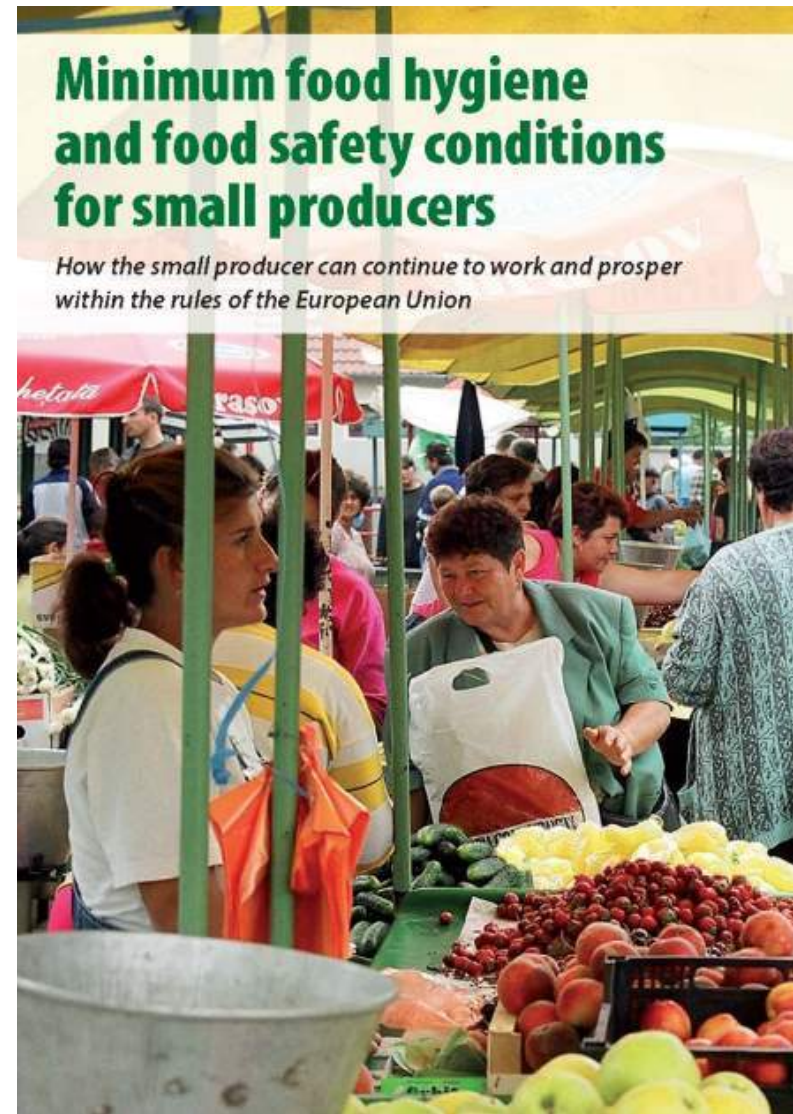
This shows how branded local products can evolve with effective marketing.

Could be promoted through NRDP 142 Producer groups, though thresholds too high for small-scale producers



# Important problem to be solved: helping small producers meet DSVSA requirements

- Important to clarify EU regulations so DSVSA has authority/confidence to apply flexible approach
- Booklet with clear information for farmers, producers and for food inspectors, in Romanian and Hungarian
- Further guidance for small-scale producers in training workshops, leaflets, explaining the simpler hygiene regulations that apply to them.



# Local inspectors must be encouraged to follow EU policy on small producers

- 852/2004 Article 13: authorities should be flexible in the standards of equipment and safety measures they impose on small producers, so long as it does not compromise food hygiene.
- EU DG SANCO Guidance on 852/2004: requirements should be adapted to accommodate traditional methods of production, and the needs of producers in geographically disadvantaged regions.

# 3. Diversification -developing agro-tourism as an income source linked to the landscape

Training workshops and marketing to promote agrotourism and to link local food with tourism



...bread-bakers

... charcoal-burners



.... hill sheepfolds



Paid visits by tourists to producers strengthens the link

.... beekeepers



# Linking small producers to hotels, shops, village festivals, national and international markets



Sales are good - currently demand is greater than supply

# The tourist information centre at Saschiz also sells local products



..... visited by thousands of Romanian and foreign visitors in 2008.

Bringing this together with a brand



.... and a website [www.discovertarnavamare.org](http://www.discovertarnavamare.org)



[Home](#) [Discover](#) [Activities](#) [Products](#) [Staying](#) [Eating](#) [Travelling](#) [Contact Us](#)

# Tourism results

- From €15.000 and 350 visitors in 2006, tourism has grown to €62.500 income and 6328 spending visitors in 2009
- 30 guest house owners and service providers.
- Similar to the jam development experience, the initiative came from ADEPT, but once a small number had derived an income, ADEPT received many spontaneous demands to become involved.
- Funding of such activities is possible under RDP Measure 313 “encouragement of tourism activities”, although lack of confidence and of co-financing are barriers to small-scale farmers wishing to diversify.

# Natura 2000 and prosperity for small-scale farming communities

HOW can Natura 2000 support semi-natural landscapes and small-scale farming communities, as well as wilderness areas?

- Natura 2000 payments can have a direct role, as an RDP measure.
- N2000 brings indirect benefits through a natural brand offering marketing opportunities.

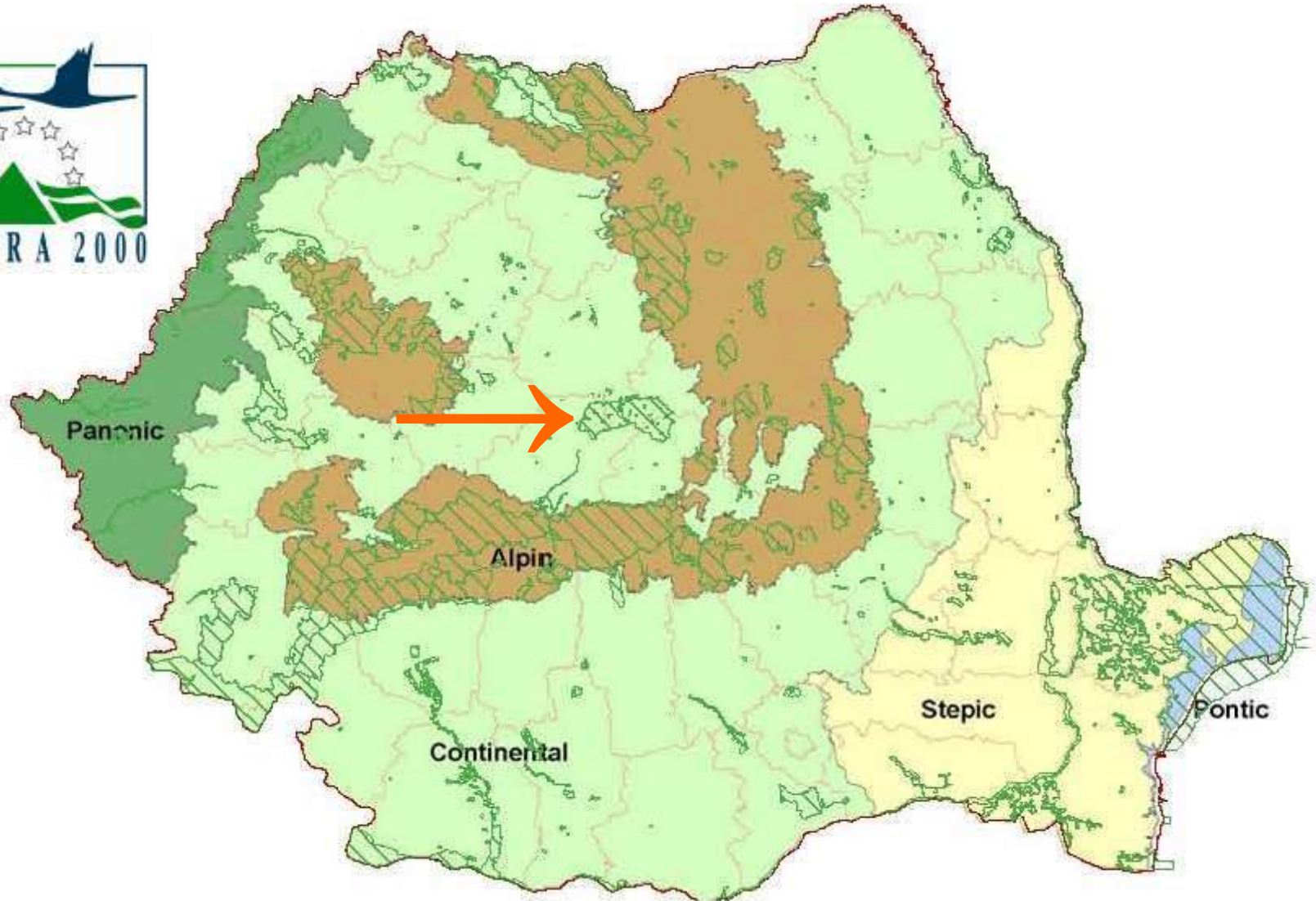
Role for conservation NGOs in HNV farmed landscapes.

Although not a classic role of a conservation NGO, providing a Farm Advisory Service can have BIG impact, giving local people the capacity and long-term economic incentives to continue to conserve areas themselves.

# The future:SCI/SPA 250.000 ha

WWF partner: management plan and administration

EFNCP: HNV indicators





**High Nature Value grasslands:  
securing the ecosystem services of European farming  
7- 9 September 2010, Sibiu, Romania**

**international conference to address the importance of High Nature Value Farmland for the delivery of ecosystem services in Europe.**

**Conference will assess the role of HNV farming systems in providing a wide range of ecosystem services: not only biodiversity conservation, but other services vital to our long term future such as resistance to climate change, carbon sequestration, fire and flood resistance, quality and security of water and food.**

**[www.efncp.org](http://www.efncp.org)**

**register by email to [info@efncp.org](mailto:info@efncp.org)**

# Muchas gracias!

FUNDATIA ADEPT  
[www.fundatia-adept.org](http://www.fundatia-adept.org)

