Business Development in HNV farming systems

Miroslava Dikova
mira.dikova@bspb.org
Bulgarian Society for the Protection of Birds / Birdlife Bulgaria
HNV benefits to society

- Preserve traditional rural landscapes
- Support biological diversity, especially for species depending on farming
- Preserve traditional breeds and farm plants, such as fruits and vegetables
- Produce home-made good food
- Added value to local economy
- Low impact on environment

All of the above is rarely recognized by the general public, policy makers and farmers themselves
HNVF – economic features

- In rural areas / border areas
- Traditional management practices
- Labor intensive / low level of mechanization
- Small land ownership, most of the land is communal
HNVF – income streams

• Sale of own production – remains the most important source of income; profit margin often goes to the buyer;

• EU Subsidies – despite targeted agri-environment schemes, direct payments (pillar 1) remain the preferred, lower risk source

• Additional income
  – Diversification – country specific
  – Territorial approach – networking and cooperation
  – Product promotion – country specific
EU subsidies for HNVF

Bulgaria – subsidies are given for grazing, traditional orchards and organic farming

• Land ownership issues reduce access to subsidies
• Implementation issues / administrative weaknesses
• Contradicting requirements between direct payments and agri-environment practices
• Strong preference for the “secure” direct payment, rather than “difficult” measures requiring 5 year commitment
• Subsidies are used for intensification of the farm
HNVF – livelihood for people

The main reason people involve in HNV farming is to make a living, therefore they need recognition expressed in monetary terms

- Adding value - need to develop homemade production into products (production, storing, packaging, labeling, marketing)

- National legislation regarding small scale production and direct sales
HNVF – livelihood for people

Diversification
• Agri-tourism
• Education for children
• Retail
• Services (repair shops, transportation, etc.)

Networking and collaboration
• Work for the promotion of the territory by offering tourist services, good food, crafts, outdoor experience, cultural visits, etc.
HNVF – livelihood for people

Marketing / branding

• EC schemes – rule of origin, traditional products, use of Natura 2000 logo (?)

• Organic farming

• Private branding systems, which include the “good for nature” criteria
  – Slow Food – “Good, clean and fair”
  – Czech Republic regional brands – require “no harming of nature”
  – Nature Park brands
  – Tarnava Mare regional promotion
Slow Food - Good Clean and Fair
Branding of local products in protected and rural areas

- raising awareness about N2K
- support for local producers
- support for the region
  - its image (its specificity, culture, traditions), its everyday life, its landscape
- cohesion with the region
  - understanding the local heritage, the need of its protection
- collaboration at the local level
  - support for sustainable tourism
Tarnava Mare promotion for the region
For discussion …

- EU subsidies for HNV farming need serious reconsideration; the main question is how to preserve what we already have without destroying it first;

- Huge role for NGOs and private funding
  - To assist farmers to improve their products and services
  - Common marketing and promotion
  - Awareness raising at all levels (society, policy makers, farmers)

- HNV brand?
  - Need clear criteria, clear message and credibility
  - NGO-lead, internationally recognized
  - Aiming to promote awareness and recognition of HNV farming systems and products
Thank you