

Business Development in HNV farming systems

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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 HN VF

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





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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 re-consideration; 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

