

# CASE STUDY

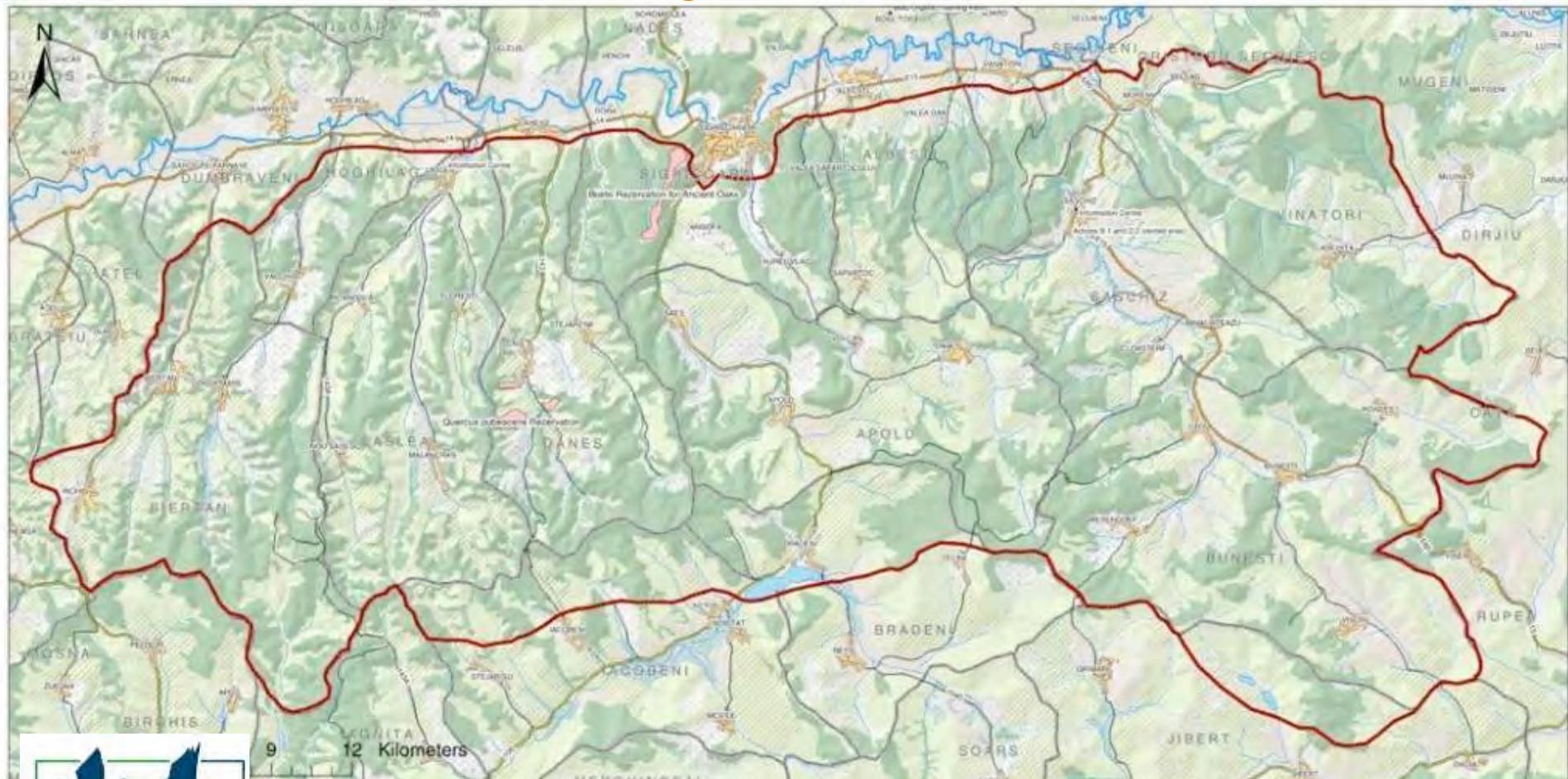
## FUNDATIA ADEPT TRANSILVANIA, SASCHIZ



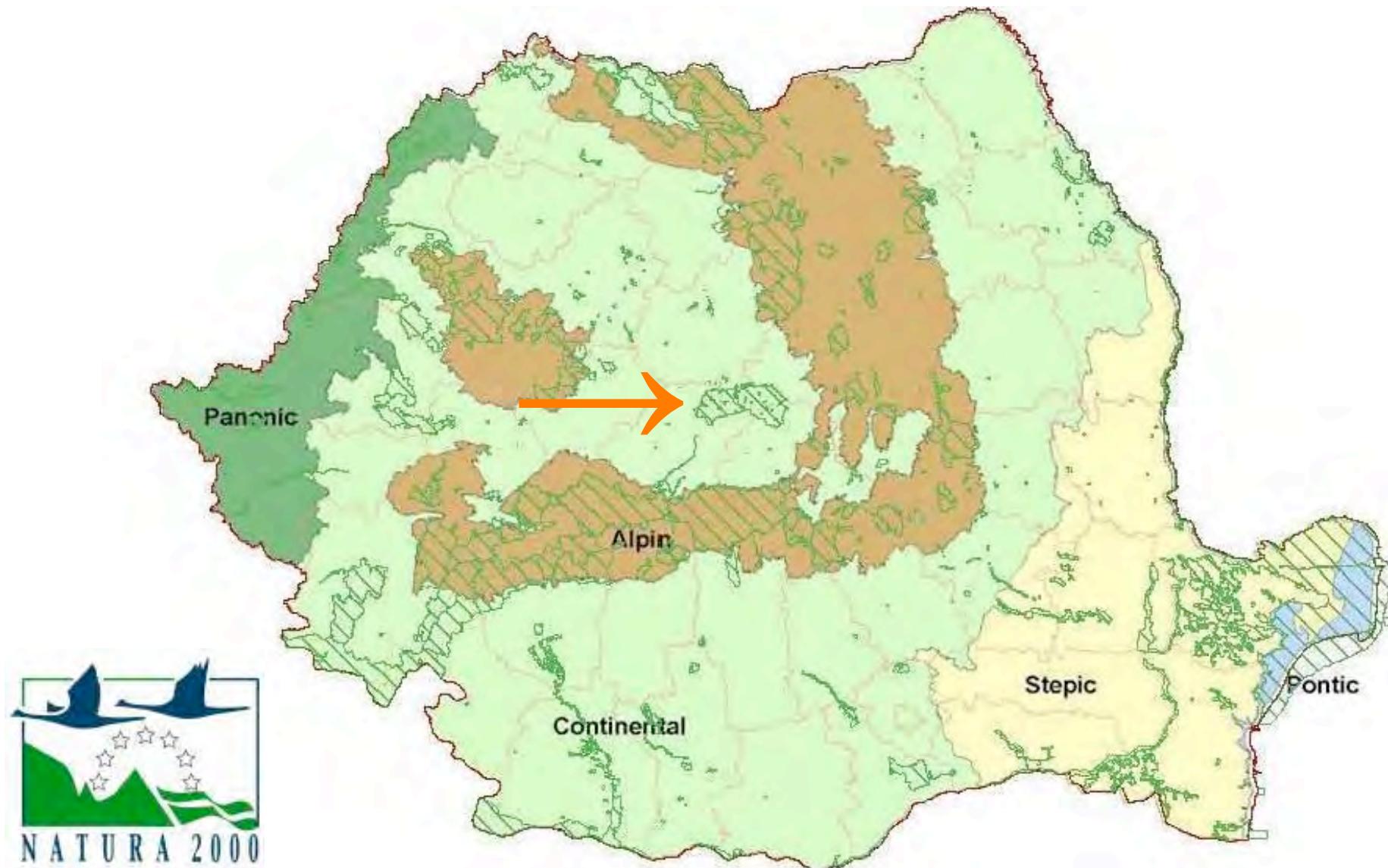
Lunca de Jos  
7 – 9.06.2010



# Tarnava Mare, a lowland area of high biodiversity, 85,000ha farmed by 5000 families in small-scale farming communities



.... one of Romania's largest farmland  
SCI/Natura 2000 sites

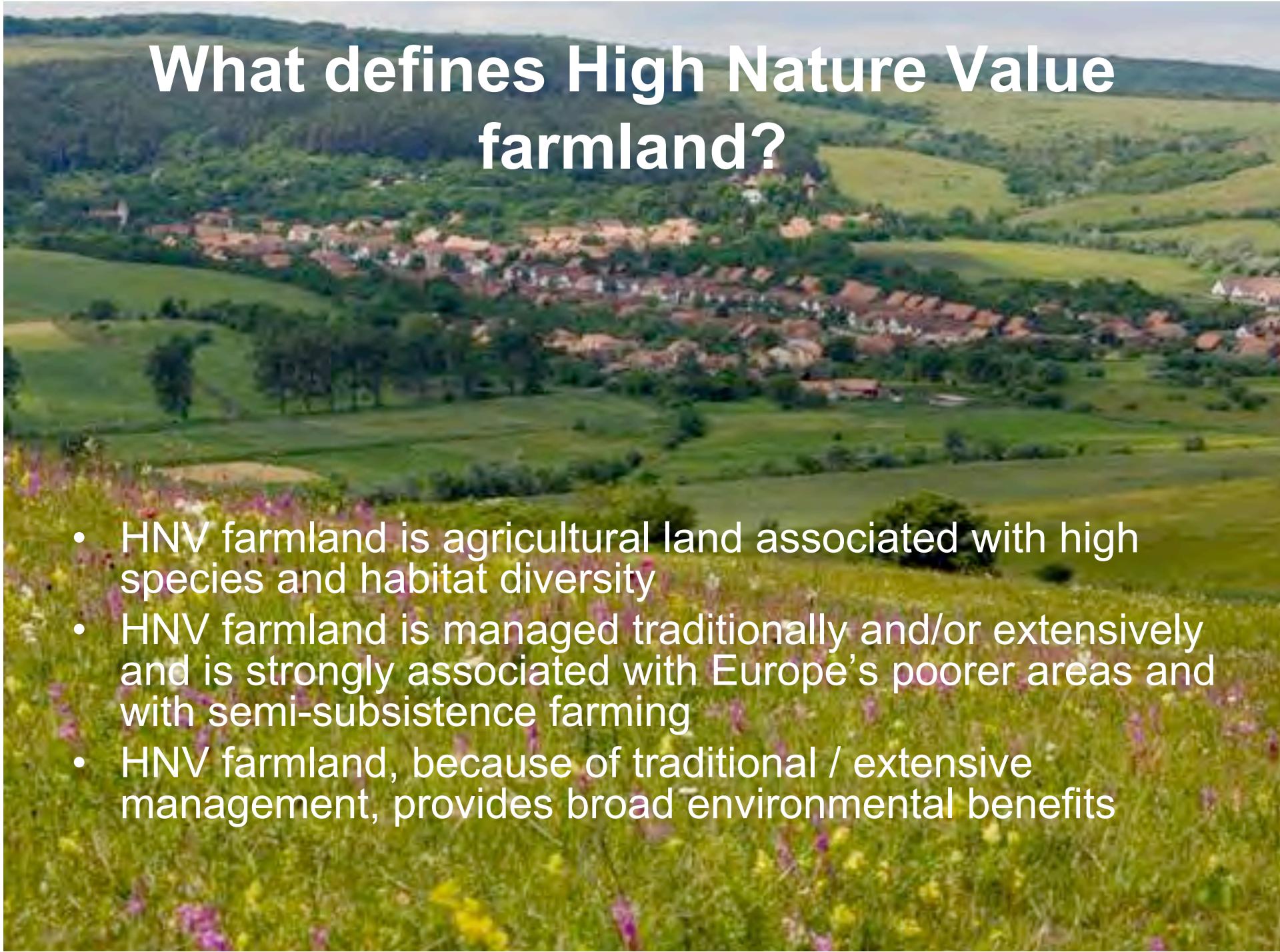




Some of the most important wildflower-rich lowland  
haymeadows in Europe ...

...with associated wildlife of European importance





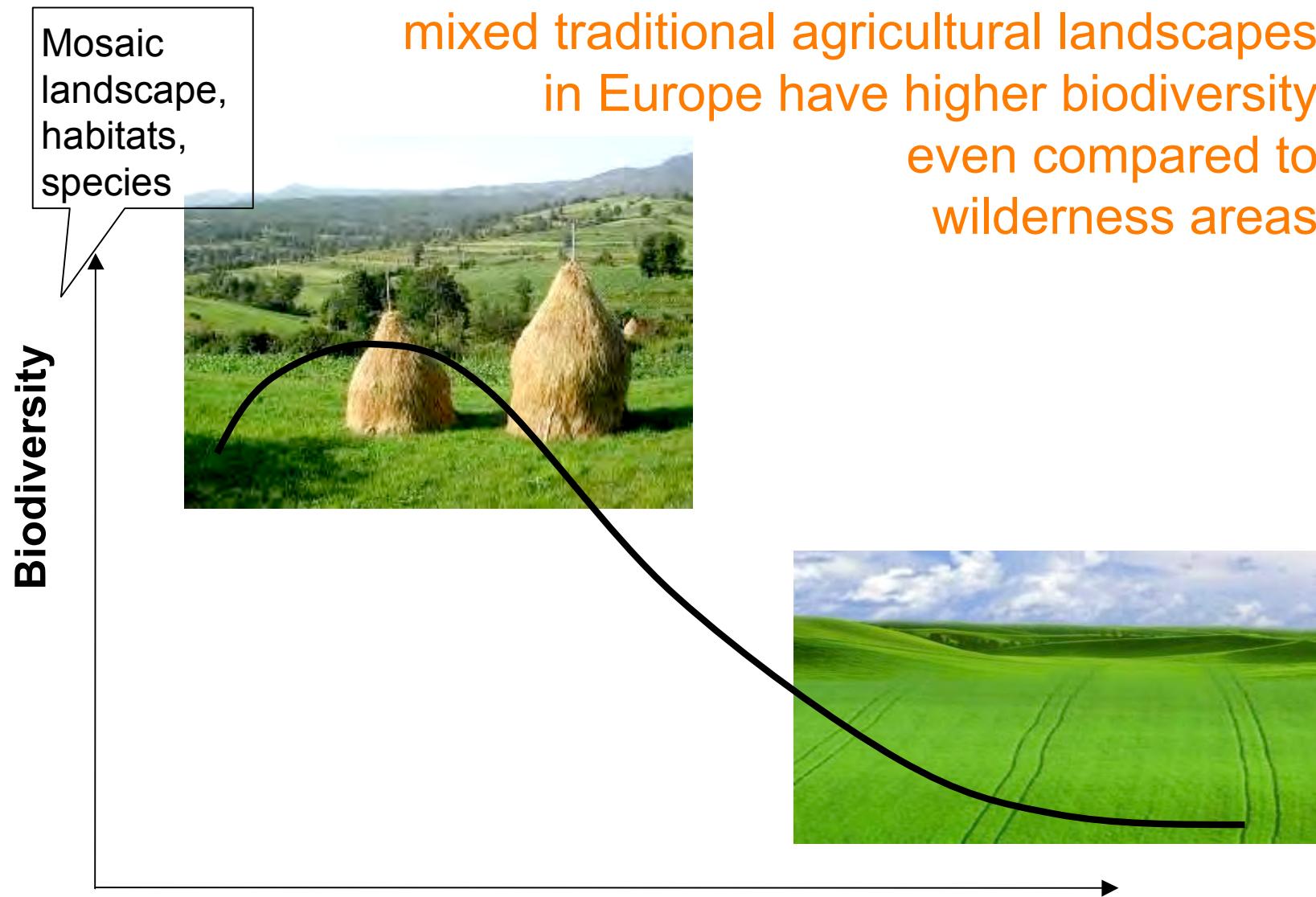
# What defines High Nature Value farmland?

- HNV farmland is agricultural land associated with high species and habitat diversity
- HNV farmland is managed traditionally and/or extensively and is strongly associated with Europe's poorer areas and with semi-subsistence farming
- HNV farmland, because of traditional / extensive management, provides broad environmental benefits

.... this High Nature Value landscape is also a living economic landscape



## Biodiversity benefits of HNV



Source: after Hoogeveen *et al.*, 2001

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

- Traditional land management in the area longer offers a livelihood to small-scale farmers
  - breakdown in markets – **especially milk**
  - competition from imports
  - additional burden of EU hygiene regulations

→ Collapse of cow numbers (25% in 2 years)  
→ Abandonment of mowing on 50% of hay meadows  
→ Loss of traditional management  
→ LOSS OF PUBLIC GOODS  
→ Village abandonment  
→ Change in farm structure - Management plan Hot Spots

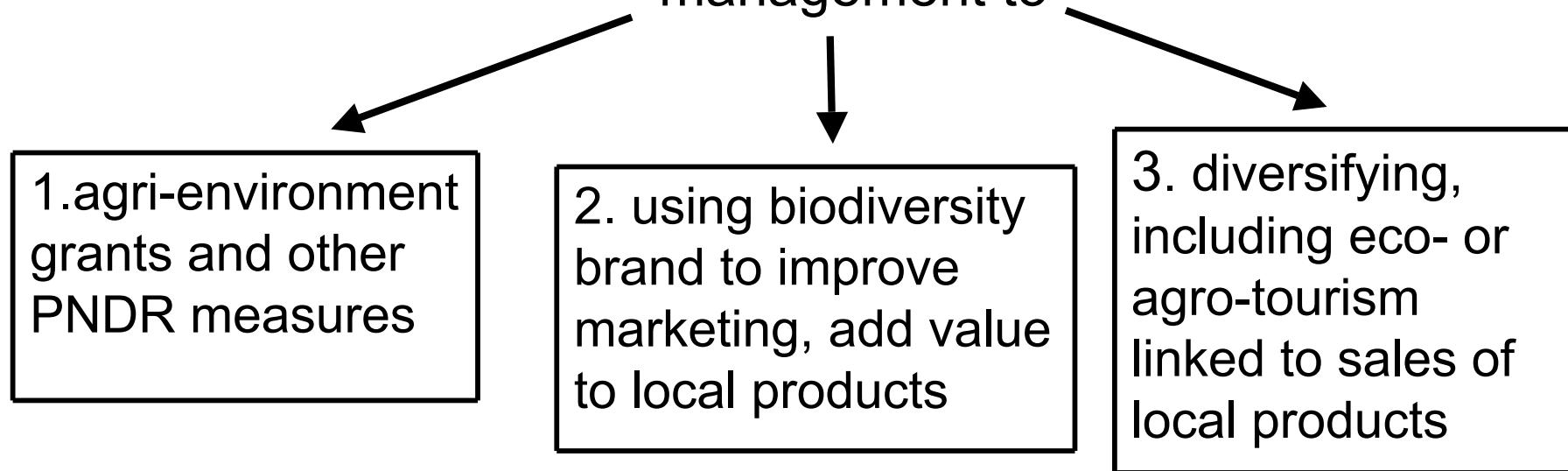
## How to promote economic development that sustains and does not undermine HNV farmed landscape?



# ADEPT's 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. Biodiversity-friendly measures under Romania's National Rural Development Programme



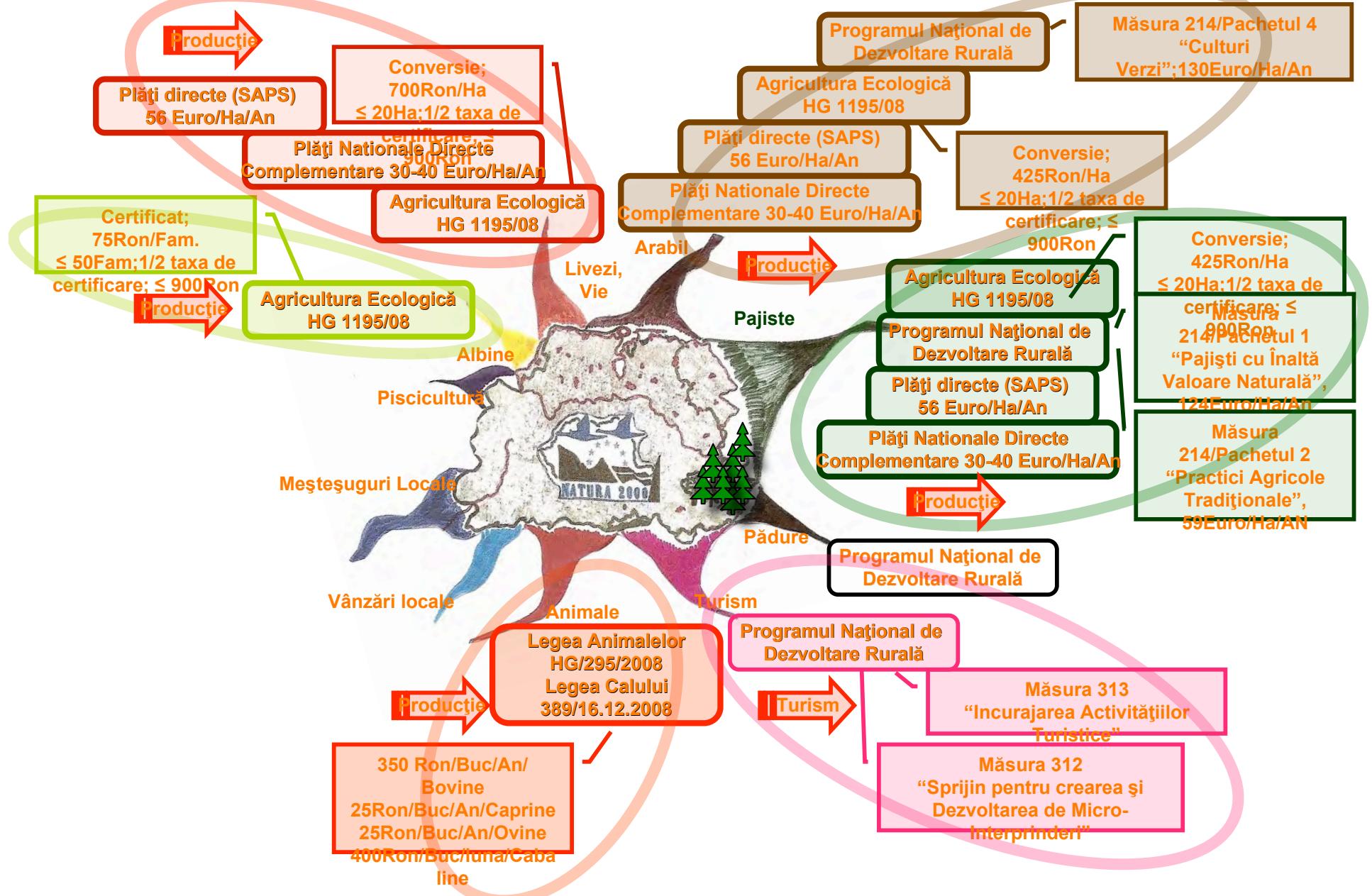
- Preaderation funds – Sapard 3.3
- Agri-environment payments for grassland management are **specifically designed to protect HNV farmland biodiversity**
- **Possible** organic payments through RNDR could be a tool for monitoring ecological status for pastures

# Measures to support organic conversion and organic management



- There are no organic agriculture support measures in Romania's current NRP
- Bad for biodiversity? Organic management is not *specifically* designed to protect biodiversity
- But Organic complements HNV grassland management schemes by giving market brand and economic value to biodiversity-friendly farming
- The Organic market is growing in Romania so Organic branding can usefully provide commercial incentives

**Măsura 121** Modernizarea Exploatațiilor Agricole  
**Măsura 112** Finanțarea Tinerilor Fermieri  
**Măsura 142** Finanțarea Grupurilor de Producători  
**Măsura 123** Procesare Industrie Alimentară  
**Măsura 141** Fermele de semisubzistență



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



Linking assistance with PRODUCTION to  
assistance with MARKETING

ADEPT is working with Innovation Norway to improve Milk Collection Points and milk hygiene in villages ....



without which market for milk will be lost

## Norway Innovation Funds

- Inspiration: Barbara Knowles and Milk Collection Point in Delnita
- Partner
- Norges Vel
- Intbau – conserving village cultural aspect for MCPs



# 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.



## Dairy sector: ADEPT working with farmers to improve Milk Collection Points and milk hygiene

- ADEPT is working with farmers in this area to improve the market
  - 1. workshops offering simple solutions such as
  - ↑ 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.



... to develop small-scale processing units in villages ...



...and to promote organic conversion linked to marketing



by farm visits and workshops ...



# 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



# We are helping small producers to achieve consistent quality, good packaging



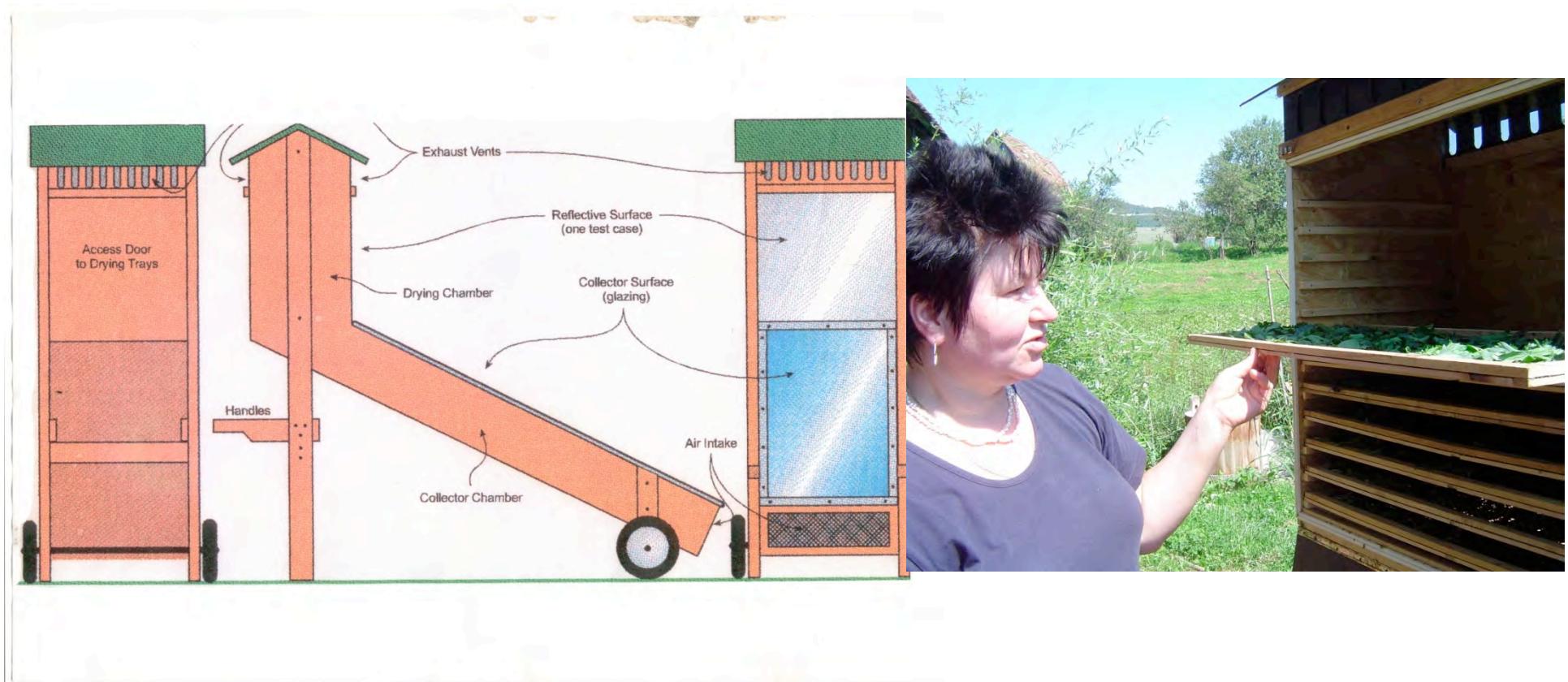
...bringing back from time old crops



# Hemp



# Solar Dryer



# Helping to develop new products



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

# Bine ați venit in SASCHIZ



## Târnava Mare și Natura 2000



Natura 2000 se bazează pe Directivelor Uniunii Europene cu privire la Păduri și Habitate care conțin cele mai importante specii și habitate din Europa, și le oferă protecție.

Zona Târnava Mare, în care vă aflați acum, a fost desemnată ca sit Natura 2000 pentru bogăția patrimonială naturală. Peisajul istoric al zonei Târnava Mare este însărtărit important datorită flăcăilor și pădurilor cu floră spontană, și a pădurilor de stejar și carpen, care au dispărut în mare parte din Europa și sunt o adesea în consoarea europeană. În aceste zone sunt multe specii de flori, insecte, păsări și mamifere care se întâlnesc rar în majoritatea Europei de astăzi: cățăi, dinte putinți, lupi și urși din Europa deosebit de săracă, o populație de păsări bogată și variată înclusiv 40 de specii protejate precum acvila trătoare mică și cruceală de cămp, zile de specii de fluturi inclusiv 11 specii protejate, și o floră incredibil de variată, cuprinzând 11 specii protejate.

Pentru informații suplimentare despre patrimoniu natural și cultural al zonei, contactați biroul Fundației ADEPT.

## Târnava Mare și LEADER



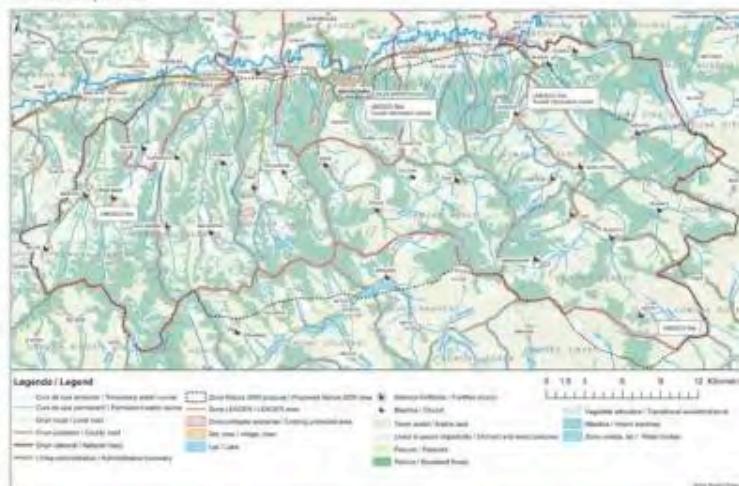
Programul UE LEADER acordă sprijin comunităților rurale pentru a îmbunătății calitatea vieții și prosperitatea economică. Grupuri comunitare vor primi fonduri europene pentru a implementa proiecte care vor răspunde nevoilor locale.

Cele 8 comune din zonă s-au reunit pentru a forma Grupul de Acțiune Locală (GAL) Târnava Mare. Membrii GAL-ului vor colabora pentru a administra fondurile și a sprijini proiecte locale, înțelegând elementele tradiționale și produsele artizanale locale, arta și cultura, activitățile comunitare, turismul rural și dezvoltarea micilor întreprinderi. Aceste activități vor aduce beneficii reale pe termen lung zonei Târnava Mare. Pentru a afla mai multe despre LEADER și cum puteți participa, vă rugăm contactați Primăria dumneavoastră sau biroul Fundației ADEPT.

Contact: Centrul de Informare al Fundației ADEPT, Saschiz  
Tel: 0265 711635, 0748 2000 88,  
email: saschiz@fundatia-adept.org [www.fundatia-adept.org](http://www.fundatia-adept.org)

Locuitorii din această zonă locuiesc împreună pentru a proteja patrimoniul ei natural și cultural și a folosi aceste baniuri unice pentru promovarea prosperității locale. Vă rugăm să respectați zona și să contribuți la protejarea viitorului ei petrecând mai multe zile aici și cumpărând produse locale în timp ce vizitați aceste locuri. Pentru informații despre cazare în pensiuni, producătoare locale și excursii cu ghid, contactați Fundația ADEPT.

The people of this area are working together to protect its natural and cultural heritage, and to use these unique assets to promote local prosperity. Please respect the area, and help to protect its future by staying locally, and buying local products while you explore. For information about guesthouse accommodation, local products and routes/guided tours, contact the Fundatia Adept office.



## Târnava Mare and Natura 2000



Natura 2000 is based on the European Union Birds and Habitats Directives which lists Europe's most important species and habitats, and provides protection for them.

The Târnava Mare area, in which you now are, has been chosen as a Natura 2000 area for the richness of its wildlife. This historic landscape is especially important for its abundant wildflower-rich hay meadows and pastures, and oak and hornbeam forests, which have disappeared in most of Europe and are a European treasure. The landscape is home to many species of flowers, insects, birds and mammals that are rarely seen in Europe today: some of Europe's few remaining lowland wolves and bears, a rich and varied bird population including 40 protected species such as Lesser Spotted Eagle and Corncrake; hundreds of butterfly species including 8 protected species; and an astonishing varied flora including 11 protected species.

To find out more about the important natural and cultural heritage of the area, contact the Fundatia Adept office.

## Târnava Mare and LEADER



The EU LEADER programme helps rural communities to improve their quality of life and economic prosperity. Community groups will receive EU funding to develop projects that will answer local needs.

The 8 communes of the area have gathered to form the Târnava Mare Local Action Group (LAG). The members of the LAG will work together to manage the funds and support local projects, including local food and crafts, arts and culture, community activity, rural tourism and small business development. These activities will bring real long term benefits to the Târnava Mare area.



## ... distinctive road signs



# Adult education

rural tourism courses



food hygiene courses



# Environmental education in schools



We are promoting sale of local products such as cheese, jams, honey, bread, smoked meat



# Sales in tourist information centres, hotels, shops, village festivals, national and international markets



Sales are good - currently demand is greater than supply!  
Important problem to be solved: meeting DSVSA requirements

# International food festivals

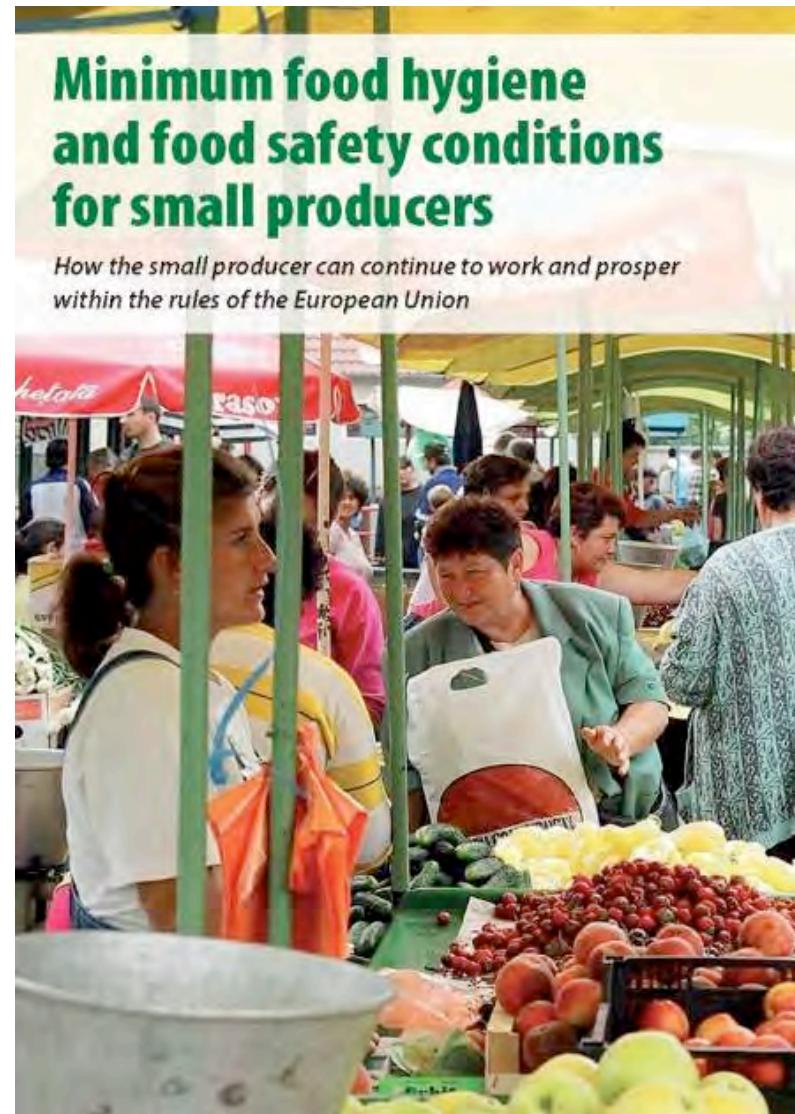


# Local inspectors must be encouraged to follow EU policy on small producers

- 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.

# With WWF and Milvus, and ANSVSA, ADEPT designed clear guidance to help small producers to understand regulations

- 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.



### 3. Diversification ... linking tourism to local food



#### Food and Culture Tours

Meet the producers  
and taste the food

Enjoy a truly  
memorable  
experience in the  
Târnava Mare area  
of Southeastern  
Transylvania

Find out more by  
contacting the Tourist  
Information Centre in  
Saschiz or visit the  
web site

The Târnava Mare area of Southeastern Transylvania is one of the most important natural and cultural landscapes in Europe. It includes some of Europe's finest surviving wildflower-rich grasslands.

The traditionally managed landscape is the result of centuries of good husbandry by the Saxons. The village communities still manage and nurture the land today in a way that has long protected the countryside and created a unique sense of place.

The landscape is a mosaic of ancient oak and beech forests, wildflower-rich meadows and pastures. Unspoiled villages centred on fortified churches lie peacefully in the valleys. Traditional farming is carried out in ecological balance with nature. The landscape supports an astonishingly rich wildlife of plants, birds, mammals and insects.

Giving proper value to local food and local tourism is key to the survival of the area. Friendly villagers, traditional homemade food and the timeless rhythms of country life such as the evening procession of cows returning from pasture give the traveler a glimpse of an older Europe, one not seen for generations elsewhere.



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#### Discover Târnava Mare

Many tourists already come to the area because of some 30 churches, of which 10 are fortified and four are UNESCO World Heritage Sites (Biertan, Saschiz, Sighișoara and Viscri).

There are many more activities in Târnava Mare to experience:

- In most of the thirty villages in summer, you can see the evening procession of cows returning to their owners' homes for milking, generally about an hour before sunset.
- Traditional **bread making**. Combine this with a village walk and church visit while the bread is baking, so you can return to see the bread taken out of the oven.
- An **organic farming** training scheme for young people. Taste their organic milk, cheese, bread and vegetables.
- **Barrel making, blacksmith, charcoal burning, weaving and embroidery** demonstrations.
- **'Meet the Bees'**: wear a fully protective bee suit and discover how honey is produced. Taste and buy different types of honey.
- Horse and cart rides through wild flower meadows to see **sheep being hand milked** and cheese being made. Picnic lunch can be arranged.
- Visit the goats' **cheese making** and sample traditional cakes, jams and pickles.
- **Fresh produce markets** are held daily in Sighișoara, with a wide range of local produce on offer. Wednesday and Saturday are the busiest days. Rupea has a market every Friday.



ADEPT have published the guide book 'The Historic Countryside of the Saxon Villages of Southern Transylvania' by John Alcock (2006) and a 1:50,000 tourist map of the Târnava Mare area. Both are available from the Tourist Information Centre, or at [www.amazon.co.uk](http://www.amazon.co.uk)

For the more active, a series of meadow and forest walks has been developed that will eventually be linked into a long distance hiking footpath across the Târnava Mare area. Guides can be hired by the day.

In Saschiz, walk to the citadel or around the village following marked trails. Visits to gardens and courtyards can be arranged.

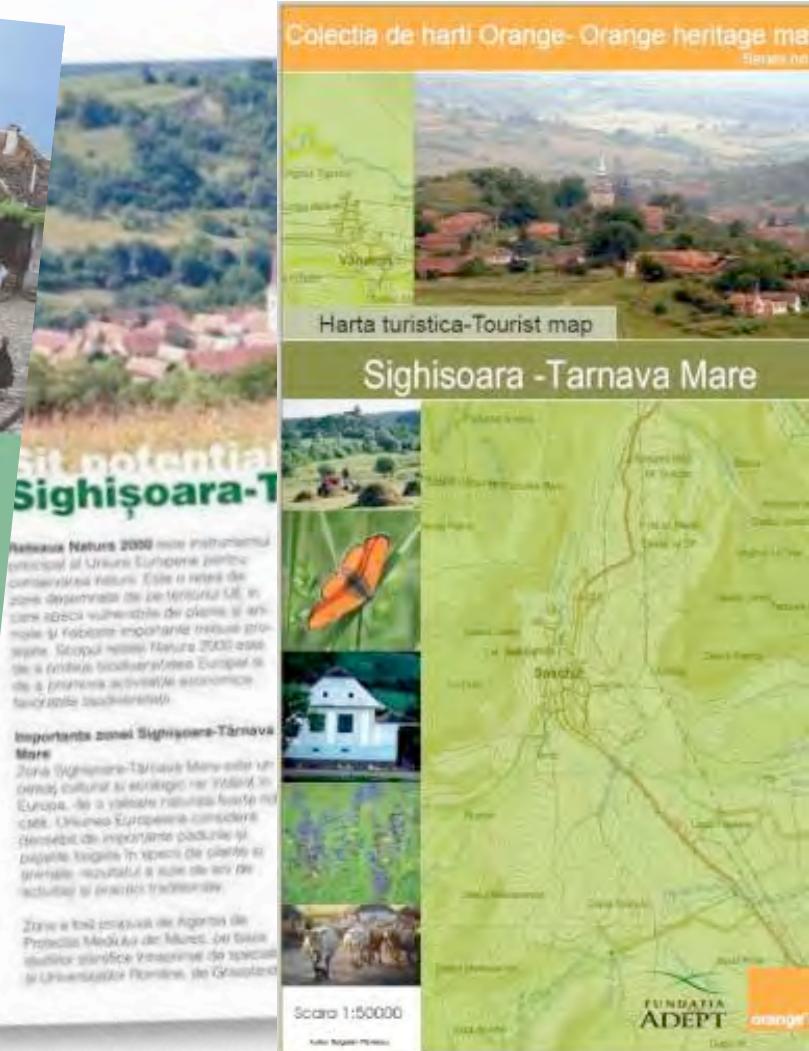
In Viscri, stroll on a series of short walks on marked trails around the village (map available).

Traditional herbal tea, cakes and lunches can be arranged in some courtyards or as picnics.

Please respect the privacy of the people offering these activities and only visit by **pre-booking tours and visits through the Tourist Information Centre in Saschiz** (the availability of some is seasonal).

Alternatively plan to spend time in one of the villages and just observe country life.

# Promoting the area



# Visits to producers incorporated into tourism programmes – and paid for of course



bread-bakers  
...charcoal-burners



.... hill sheepfolds



.... beekeepers





LEADER  
Grupul de Actiune Dealurile Tarnavelor



Fundatia ADEPT seeks to promote links between biodiversity conservation, continued traditional land management, and local incomes



Thank you!

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

