

## Practice Abstract “HNV SES Fruleco”

### **Short and easily understandable title (one key sentence, max 150 char.)**

HNV SES Fruleco - Diversifying the products using local resources and thus protecting a unique landscape in Europe

### **Objective: what problem/opportunities does the project address that are relevant for the practitioner/enduser, and how will they be solved? (300-600 characters word count-no spaces)**

Fundatia ADEPT has been working for 12 years in the Tarnava Mare area, a Natura 2000 site of 85 000 ha. This area has 8 communes, 28 villages, 28,000 population. The area is also a Local Action Group (LEADER Measure).

ADEPT implements integrated rural development projects in central Transylvania in order to conserve biodiversity, through research leading to practical conservation measures; to develop sustainable rural economies, through training and technical assistance, to build local capacity to gain access to economic benefits from biodiversity-friendly activities (agri-environment grants, marketing, product development), to develop sustainable communities and increased local participation in development projects and to increase awareness of the links between environment and prosperity, through publications, schools activities, festivals. ADEPT is constantly focused on influencing the national policy, through cooperation with central government in design of rural development policies.

Falling local incomes, small-scale farming communities no longer viable economically, leading to ex-migration and land abandonment, the need for improved income for High Nature Value landscapes through adding value to products linked to natural image and the need for clearer hygiene rules, for processing and authorization of direct and local sales were the main drivers of the project.

### **Short summary in easily understandable language (1000 -1500 char.): What problem will the knowledge generated solve for the end-user? What will be the main benefits to the practitioner? Main outcome/recommendation (2-3 main results)**

ADEPT became aware of the restrictive policy framework applied to the food producers, who had to obey the same rules as the big producers, and of the need for lobbying for more flexible rules to be applied for the small producers. Therefore ADEPT team developed a project to build a community facility, with the objective of demonstrating the simplest facility that would comply with the minimum food hygiene rules imposed by EU and to offer an alternative for economic viability of Tarnava Mare Area. The project was initiated and implemented in 2006 - 2008, the processing unit was built and equipped for demonstration and production purposes.

The Food Barn became a community kitchen, helping local producers to prepare their products respecting the minimum food hygiene regulations and, therefore being able to sell easier their products. The Food Barn became a model to be followed by other rural communities as well.

At the same time ADEPT helped the local producers to better market their products, by creating a local brand, Tarnava Mare, offering permanent advise on packaging the promoting the products and offering access to different fairs, markets and events to local producers and helping them to diversify their products and incomes.

In 2015, ADEPT created the company SES Fruleco to carry out commercial activities. As a partner in the project "Social Economy - driver of economic development in regions Bucharest - Ilfov , Central, North West and South Muntenia POSDRU 173 / 6.1 / S / 148 732" ADEPT set up a social enterprise to restructure economic and social development of communities at the Sighisoara - Târnava Mare.

HNV Fruleco SES aims to contribute to local development and social cohesion, with a high potential for generating and maintaining stable employment. Currently, the social enterprise includes seven full-time employees, of which five persons belong to vulnerable groups (Roma). All persons employed benefited from proper advise and training.

#### **Quote of farmer and/or advisor**

"Bring more value to the products and services in the area" (Cristi Gherghiceanu – Project Coordinator)

"People have a kitchen where they can produce in accordance with legal requirements" (Cristi Gherghiceanu – Project Coordinator)

**Contact data: Project coordinator (+ address, e-mail, telephone), text editor, project partners (+ address, e-mail, telephone), geographical location, project period, funding source & budget, link to project website and to a website where info stays long-term available**

Project coordinator:

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Farmers involved:

- 30 local producers were involved in this projects.

Text editor: Liliana Gherghiceanu

project partners (+ address, e-mail, telephone),

- External consultants:
  - Unfortunately there is no support agency for small scale farmers in Romania, ADEPT playing the role of advisor and mediator between small scale farmers and authorities, ensuring a two-ways communication.

geographical location: Southern Transylvania

project period: starting date 2005

funding source & budget:

- at first it was financed through Darwin Initiative and Orange Romania, afterwards Norwegian funding supported installation of model processing units and further investment was supported by Sectoral Operational programme Human Resources: further model processing units, refrigerated transport and branding/marketing.

link to project website and to a website where info stays long-term available

- <http://www.frulecohnv.ro>
- [http://www.fundatia-adept.org/index.php?content=news\\_detail&news\\_id=81](http://www.fundatia-adept.org/index.php?content=news_detail&news_id=81)
- [http://www.fundatia-adept.org/?content=news\\_detail&news\\_id=48](http://www.fundatia-adept.org/?content=news_detail&news_id=48)