

## Practice Abstract “Innovative markets: Casa de pe Deal”

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

**Casa de pe Deal** - Local small producer benefited from the young farmer grant and investment measure under National Rural Development Plan. Integrated project: guesthouse, bike hire, small scale production.

### **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)**

One of the drivers for this initiative was that in the area there are not provided such a large range of jobs for young people. The small-scale farming communities in Romania were no longer viable economically, leading to ex-migration and land abandonment. The small scale producers identified 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. Anca and Charlie’s Initial idea to build their own small family business came while they were still working for ADEPT, being involved in the process of building the Food Barn in Saschiz and other activities carried on by ADEPT (attendance of the national and international fairs, promoting traditional products, guided tourists tours, building of the Food Barn). They understood and embraced ADEPT’s holistic approach, integrating rural tourism & food production.

### **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)**

Anca and Charlie met during an ERASMUS visit in Romania and decided to establish themselves in Saschiz area, close to Anca’s family. Anca inherited her childhood house from her grandfather and they both worked for Fundatia ADEPT in 2006 – 2008. Their inspiration came from Anca’s family, she felt the need to protect her cultural and culinary legacy intact and started by following her mother’s pickles recipe and, after a while, they decided to build their own food process unit. Without any formal support, but lots of energy and enthusiasm the bi-cultural couple managed to have an open dialogue with the authorities dealing successfully with the bureaucracy and started the project in 2008 and finalized it in 2009. They used the advisory services for designing of the processing facility. A key point was their willingness to challenge authority, and negotiate for suitable standards, rather than accept authority fatalistically. Their constant strategy was to keep their business small, professional and independent, having a clear vision about their plans. They developed step by step, starting from pickles and jams production, all the time being interested in developing new products. They tried new recipes (from Charlie’s family as well – e.g. Milk Jam, home-made ice cream) and came up on the market asking for direct feedback from the consumers They created their own plan to promote and market their products. They first participated at different fairs, but, in time, in 2013 they created their own online shop and have been practicing direct selling since then.

After a period they diversified their services, organizing brunches for different tourist groups and they built the new area for serving food to bigger groups. They focused permanently on

diversification and cooperation with the others, trying to gain supporters and partners in order to promote Saschiz area as a touristic attraction. In 2015, through a projects supported by the Local Action Group, they bought a few bikes to be rented to tourists coming to the area and finalized building 2 rooms to offer accommodation to tourists.

They planned their business development step by step, with constant care for quality of their life also, and they became one model for small family enterprises. They offer advice to people who want to do similar things, they have build on good relationship with local farmers, with whom they collaborate by buying the fruits and vegetables they use for tourists, for jams and for preserves.

**Quote of farmer and/or advisor**

“This is an integrated project combining agricultural activities with tourism and food manufacturing” (Anca Dalmaso – Owner and Project Coordinator)

“We try to create a close bond with the consumers and with the tourists” (Anca Dalmaso – Owner and 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:

Anca Calugar and Charles Dalmaso

Address: Nr 200, comune Saschiz, Mures county

Telephone: +40 265 711 613

Mobile: +40 740 286874

Email: [charlie@saschiz.com](mailto:charlie@saschiz.com)

Farmers involved:

- the two small scale producers were involved in this projects: Anca and Charlie

Text editor: Liliana Gherghiceanu

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

- External consultants:
  - Without any formal support, but lots of energy and enthusiasm the bi-cultural couple managed to have an open dialogue with the authorities dealing successfully with the bureaucracy and started the project in 2008 and finalized it in 2009. They used the advisory services for designing of the processing facility.

geographical location: Southern Transylvania

project period: starting date 2008

funding source & budget:

- At first they accessed a young farmer grant and investment measure under National Rural Development Plan, and afterwards they got support from the Local Action Group Dealurile Tarnavei Mari

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

<http://casadepedeal.com>