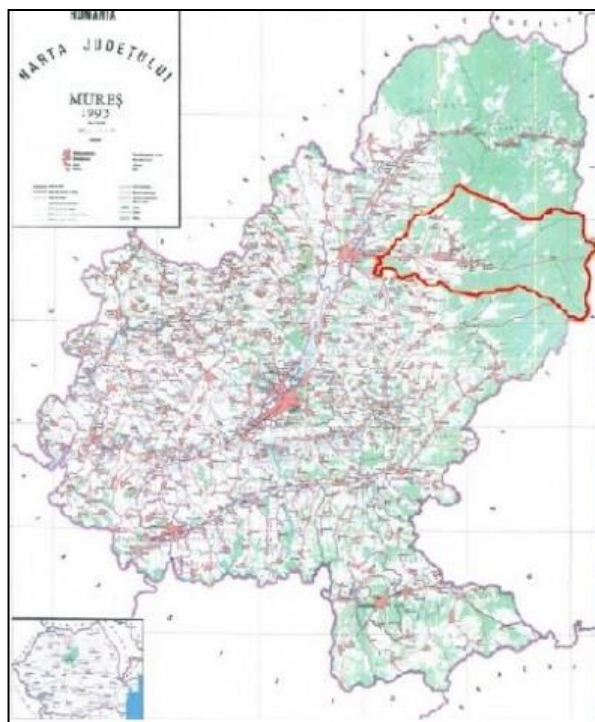


## Romania – innovation example 5 PDO TELEMEAUUA DE IBANESTI

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[www.usamvcluj.ro/eng/](http://www.usamvcluj.ro/eng/)

- **Location:** Valea Gurghiului, Mures County
- **HNV system:** Livestock
- **Scale of operation:** Valea Gurghiului (milk collector points in Ibanesti, Hodac, Gurghiu).
- **Timespan:** PDO certification in 2015
- **Keys to success:** Initiative of the Association of promoting traditional products of Gurghiului Valley ; tradition of producing the chees; involvement of the Association members



**Figure 1** Valea Gurghiului, Mures County  
Source <http://mirdatod.ro/>

### Problems addressed by this example

The challenge was to obtain the PDO certification as recognition of a product that has been passed through generations being unique by the provenience of the raw material. Local producers with maximum three cows are helped by collecting the milk – 70% of the milk used comes from the small local producers.

### Story in a nutshell

Telemeaua de Ibanesti is the first cheese with protected designation of origin (PDO) in Romania. It was certified in 2015. The cheese is produced in Ibanesti, Mures County, through an acid coagulation of milk from cows raised in Gurghiului Valley. Minimum annual grazing period is six months. The uniqueness of the product is given from the feeding of the animals, but also from the water used for the brine (salt water well in Orsova). It is produced by the Mirdatod company (Ibanesti). It can be produced throughout the year. Farmers that provide the raw milk are grouped in cattle breeders associations near the milk collector points from three towns: Ibanesti, Hodac, Gurghiu (Mures County). These towns are situated in the Gurghiului Valley. Cows are grazed in summer only in the Gurghiului Valley and in winter with hay harvested from the pastures from the geographic area.

### What does PDO Telemeaua de Ibanesti achieve for HNV farming?

- Local small farmers (max 3 cows) provide 70% of milk
- Region becomes well-known for the unique product
- HNV farming is sustained
- Conservation of nature value is an indirect objective, achieved by encouraging grazing on the local pastures.



Figure 2 Salt in Orsova Source © Dorina Matis / AGERPRES FLUX



Figure 3 Grazing, Valea Gurghiului Source <http://mirdatod.ro/>

### Achievements

The local product Telemeaua de Ibanesti was recognized at EU level as a PDO. Local small farmers from HNV area sell the raw milk for processing of the PDO product.

### Economics of HNV farming

Local small farmers have the opportunity to sell directly the cow milk for producing the PDO product. HNV farming is sustained. The whole community also benefits because the region becomes well-known for the PDO product and may attract more tourists in future.

### Maintaining or improving HNV values

Conservation of nature value is an indirect objective, achieved by encouraging grazing on the local pastures.

### How does PDO Telemeaua de Ibanesti respond to the HNV LINK innovation themes?

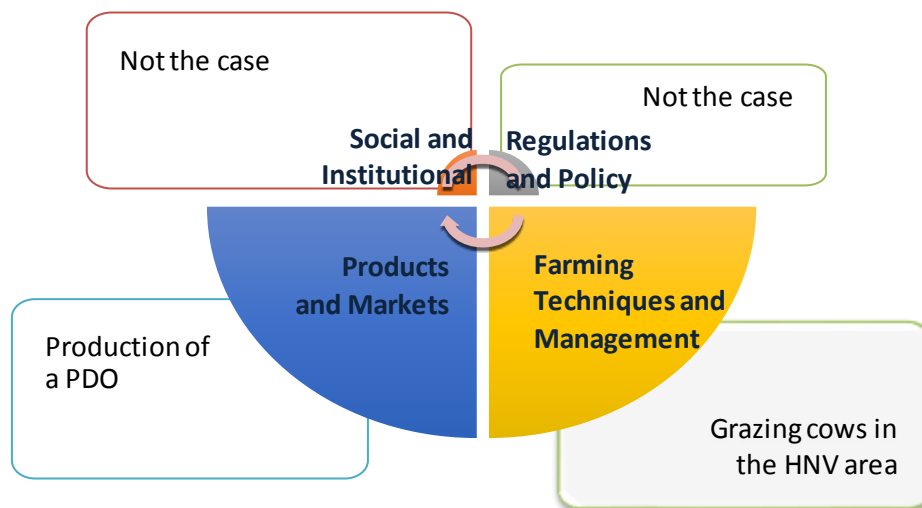


Figure 4 Shows how this innovation addresses the four themes of the HNV-Link innovation framework.

- **Products and Markets:** Production of a PDO - Telemeaua de Ibanesti
- **Farm Techniques and Management:** Grazing cows in the HNV area in summer only in the Gurghiului Valley

### The process that made it happen and critical factors for success

- Initiative of the Association of promoting traditional products of Gurghiului Valley
- Cooperation with local farmers for providing raw milk
- Certification process delayed due to opposition of Greece (“Telemeau” vs. “Telemes”)

**Actors and roles:** Association of promoting traditional products of Gurghiului Valley-initiator of certification process; SC Mirdatod Prod SRL (company) **catalist/innovator**– member of the Association - milk collector and dairy producer; Local small farmers with maximum 3 cows - provide 70% of milk requested for production



**Figure 5** Achim Irimescu, former Minister of Agriculture, receiving the PDO certificate in Brussel

Source: <https://www.stiriagricole.ro/>

**Institutional context that made it possible:** The initiative of the Association

**Resources:** Support of Association members for the certification process

**Processes:** The product will continue to be produced as it is a good asset for the region: farmers are encouraged to graze cows on the Gurghiului Valley.

**Critical factors for success:** direct involvement of the dairy processor;

**Limiting factors, actual/potential problems, and how could they be overcome?** The certification process was delayed due to the oppositions expressed by Greece: the word “Telemeaua” is almost identical to the word “Telemes” which is produced on large scale in Greece through a similar procedure. Thus, the product was requested to be named “Telemea de Ibanesti” such that the word “telemea” can be further used.



**Figure 6** PDO Telemeaua de Ibanesti Source <http://mirdatod.ro/>

### Lessons learnt from this innovation example, and its potential replication

- Local farmers are sustained in their everyday activity
- First cheese product certified as PDO in Romania
- Grazing is sustained
- Applicable in areas with localised products

#### *Overall lessons from this example, especially from point of view of HNV farming?*

The certification can sustain local farmers in their everyday activity and thus maintain the HNV characteristics of the area (e.g. grazing). The challenge is to create/find associations willing to request for the certification and to assure the production facilities for a constant production.

#### *Is the innovation unique to its territory and its characteristics, or is it replicable in other areas?*

It is the first cheese product certified as PDO in Romania. The process of certification can be applied to any product that corresponds to the certification requirements.

#### *Could it be rolled out on a bigger territorial scale?*

Yes, in areas with products that can be proved as being unique by the way of producing and using local raw ingredients

#### *What would be needed to do this successfully?*

Initiative of a farmer association; willingness of farmers to cooperate to sustain such a process



TELEMEEA DE IBĂNEȘTI			
Ingrediente: lapte de vacă, sare, corector de aciditate (acid lactic), agent de întărire (clorură de calciu), cheag. Produsul conține lactoză.			
Produs obținut prin pasteurizarea laptelui de vacă.			
Gr./S.U. min. 38%			
Declarație nutrițională	În medie pentru 100 g	*CRV:	*CRV-Consumul de referință al unui adult obișnuit (8400kJ/2000kcal)
Valoare energetică	1081kJ /260 kcal	13.00%	(8400kJ/2000kcal)
Ulei	0	0.00%	Ambalajul conține un număr variabil de porții.
Acizi grași saturati	13.33	59.65%	
Glucoză	0.71	0.26%	
Glucroză	0.38	0.42%	
Fibra	0.37	1.00%	
Proteine	19.21	38.46%	
Sare	4.75	79.17%	

Pentru o porție de 100g 260 kcal (13.00%)

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TEL/FAK: 0265 538 055, MOBIL: 0732 409 508, mirdatod@yahoo.com, www.mirdatod.ro

**Figure 7** PDO Telemeaua de Ibanesti

Source <http://mirdatod.ro/>

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