



Dealurile Clujului Est, Romania

Working with key stakeholders to transform the HNV resources in comparative advantages

Coordinator: University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca



Baseline Assessment - Main results:

What is the role of agriculture in the development of agro-ecosystems?

- The region is recognized for its rich biodiversity on the permanent natural meadows and pastures (agro-environment resources), as a result of using low-intensive traditional farming techniques from generation to generation.
- The agricultural practices play a key role in the development/ preservation of agro-environment resources.

Where do we go in 2030 in the current situation?

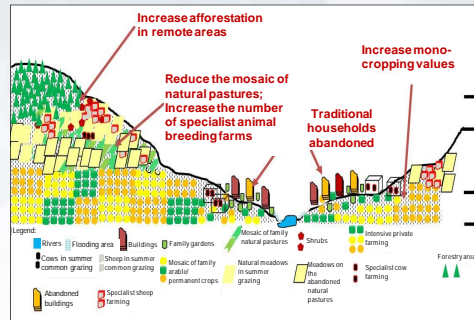


Fig. 1. Transect in the business as usual scenario

The HNV vision

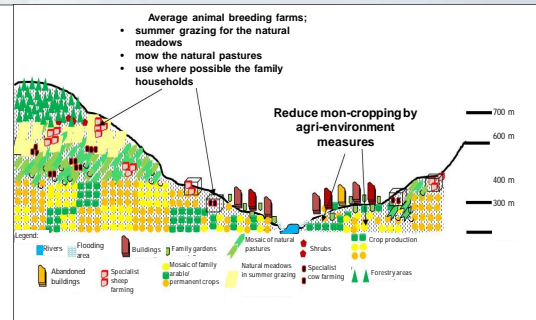


Fig. 2. Transect in the vision scenario (2030)

Innovations - Main results:

Scale of innovation in Dealurile Clujului Est

SOCIAL & INSTITUTIONAL

- What happened?**
- Initiatives of local NGOs
 - Associative structures: **LAG Someș Transilvan**; Cooperative Someș Arieș and Cooperative Someșana; AgroTransilvania Cluster.

- Needs:**
- Motivate farmers & other actors to use the opportunities offered by HNV farming
 - Common innovative actions

PRODUCTS & MARKETS

- What happened?**
- On-line selling
- Needs:**
- Small processing capacities
 - Local HNV brand
 - Alternative income sources (ecotourism; ciclotourism etc).
 - Alternative distribution channels.

REGULATIONS & POLICY

- What happened?**
- Agro-environment measures for permanent meadows and pastures & for meadows important for butterflies
 - Management plan of Natura 2000 Site
- Needs:**
- Adaptation of sanitary-veterinary requirements & CAP requirements to the characteristics of HNV farming
 - Finalizing the cadastral situation

FARMING TECHNIQUES

- What happened?**
- Research on the effect of manual mowing vs. Light equipment
- Needs:**
- Better management of permanent meadows (low yields; high requirements for agro-environment measures)
 - Innovations adapted to the sanitary-veterinary standards & direct selling

Examples of Innovations in the LA and outside the LA

Agro-environment measure – Package 6: Grasslands important for butterflies (*Maculinea spp.*)



Source: Project members

Practical measures for conservation of HNV grasslands



Source: <http://www.fundatie-adapt.org/>

Association for the Support of Peasant Agriculture (ASAT)



Source: <https://www.facebook.com/AsociatiaASAT/>



Source: Project members



Source: <http://www.fundatie-adapt.org/>

Integrated management plan for Dealurile Clujului Est (Natura 2000 site)

Marketing initiatives to valorize HNV products

PDO certification – Telemea de Ibanesti (cheese)

Steps towards the HNV vision:

- Field visits in all LA communes
- Data collection for Baseline assessment



- Regional Conference at AGRARIA Fair (farmers, scientists, policy makers, EIP Agri, LAG Someș Transilvan, NGOs, press, consumers)
- Cross-visits (Tarnava Mare, Romania; Western Stara Planina Bulgaria; Burren Ireland)
- Scientific events
- Starting Operational Group in Romanian Rural Development Programme
- LAG Someș Transilvan financed a HNV farmer association (berries)
- Branding of local products
- Demand for HNV meat; Mobile slaughterhouse in Someșana Breeders Association
- HNV farming as intelligent specialisation strategy in the Romanian North-West Development Region strategy (2020-2027)



2016

2017

2018

2019

2030 ?



Source of Photos: Taken by the project members

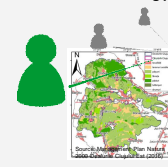
- Work seminars in all LA communes with local actors (~200 persons)
- Baseline assessment report
- Innovation Seminar in Bontida (farmers; key environmental NGOs; HNV-LINK team; researchers)
- Innovation Fiches (LA & outside LA)
- Innovation Fair (Portugal)
- Innovation report

HNV-Link Final Conference "Innovation to sustain High Nature Value farming: Who needs to do what?"



- Project members continue collaboration with local actors

- Common innovative actions in LA to sustain HNV farming
- HNV a sustainable farming practice



Partners:



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