## Innovative approaches to maintain Romania's **HNV farmed landscapes**

Fundația ADEPT Transilvania www.fundatia-adept.org

## **PROBLEMS**

Gains in agricultural productivity in Europe rely on unsustainable levels of inputs, and have come at the cost of significant environmental damage. This is a threat to food security, and to other public goods and ecosystem services. The need to repair these damaged farm ecosystems, to secure our European future, is recognized by the Greening of the CAP 2014-20.

This trend will also extent to parts of Europe whose farm ecosystems are still healthy. The EU recognises the importance of High Nature Value (HNV) farmed landscapes, characterised by small and traditional farms, which still supply many valuable public goods and ecosystem services. How can we avoid the same pattern of unsustainable and destructive development being repeated in these better-preserved farm ecosystems?

## A SOLUTION

Since 2005 Fundația ADEPT has been implementing a training and information programme in Romania. This has demonstrated that imaginative, integrated use of Rural Development measures can succeed in supporting farmers and communities in sustainably farmed landscapes. This requires innovative approaches to:

- · local communication to overcome barriers to access to measures
- · local advice to effectively integrate and implement available measures
- · local training to link measures to commercial initiatives and economic viability.



Policy development through cooperation with the Romanian Ministry of Agriculture & Rural Development, and consultations with DG Agriculture, so that design and implementation of measures in current and future Rural Development Programmes are informed by ADEPT's practical experiences.

**ROMANIA AS A CASE STUDY** 

There are about 3 million hectares of High Nature Value

farmers. The survival of these rich agricultural ecosystems

that live within them and maintain them.

farmland in Romania, managed by hundreds of thousands of

depends on support for the small-scale farming communities

Romania has been very successful in implementing agri-environment schemes. But this on its own is not enough to create

socio-economic viability in these communities and landscapes. Romania's, and wider Europe's, HNV farmed landscapes can

only be maintained by INNOVATION and INTEGRATION. The

scale of this problem is significant. 30% of the EU's farmland is

HNV, extremely important for Europe's environmental and food

One-stop shop for farmers, providing information on a wide range of topics: applications for measures; obligations linked to measures; food safety and hygiene regulations for processing and direct sales; marketing.





Information groups for farmers, packaging information and channeling it through farmer groups. Using SMS in cooperation with Orange Romania. Links to National Rural Development Network.

Training of individual farmers, and of farmers' associations, to increase their capacity to carry out individual and joint actions.



THIS CIRCLE **SHOWS HOW LINKED ACTIVITIES OF FUNDATIA ADEPT** ARE INCREASING THE ECONOMIC VIABILITY OF SMALL-SCALE **FARMS, COMMUNITIES AND** SUSTAINABLY FARMED LANDSCAPES





Communication with the consumer such as the 'Know what you eat, know where it comes from' campaign, and top quality products to provoke publicity. With Orange Romania, we are developing mobile phone apps for use by consumers.

**Imaginative diversification** such as innovative mountain

bike trail networks which link guesthouses and attract visitors and income to the area.



Innovative machinery for management of traditional grasslands under agri-environment schemes, but suited to modern expectations.



Innovative processing to assist micro-producers, and to overcome authorization problems.







Marketing initiatives, developing modern brands and packaging, producer groups, short supply chains and genuine farmers' markets across Romania.







