

# SĂ STIM CE MÂNCĂM

## Să știm de unde provine hrana noastră

### Know your food, know where it comes from

Demonstration markets, raising international awareness of CAP support for sustainable agriculture responsive to Europe's social expectations.

### CAP INFORMATION MEASURE 2011/017: FINAL REPORT





## Background

*'The strength of European agricultural production lies in its diversity, in the know-how of farmers, and in the soil and territories of production. Farmers, who are under pressure from the economic downturn, from the concentration of retailer bargaining power, and from global competition, need the tools to better communicate about their products to consumers.'*

### Dacian Cioloș

Commissioner for Agriculture and Rural Development

The preservation of a lively economic and social fabric in rural areas, combined with environmental protection and preserved landscapes, is a very important issue in Romania, as is food quality and consumer protection. 45% of Romanian citizens still derive income from agriculture – a very high proportion compared to most other EU countries.

As a new accession country, many in Romania have a poor understanding of the role of the Common Agricultural Policy. EU accession is regarded by many in Romania as a threat to traditional rural values, both by many of those directly involved in agriculture, and by many of the Romanian public in general.

The 'Know your food, know where it comes from' project is intended to help Romanian citizens understand that this is not the case . . . and that the CAP

- promotes a responsible and sustainable agriculture that meets citizens' societal expectations beyond the strict boundaries of agriculture; and
- recognises and promotes farmers' role as producers of quality food but also as purveyors of public goods which cannot be provided solely by the market.

The project reinforced the links between the CAP, consumers' aspirations, and the motivation of small-scale farmers to continue to produce healthy food through sustainable agriculture, in Romania and also in other Central and Eastern European countries.

The project increased Romanian and wider European citizens' appreciation in general of the fact that the CAP is promoting a greener agenda, and is supporting what its citizens desire and see under threat today: food security, high nature value agricultural landscapes, vital rural communities.



## Description of the Common Agricultural Policy Information measure

In May-October 2011 Fundatia ADEPT carried out the project 'Know your food, know where it comes from', financed by the CAP Information programme of the European Union, Directorate General for Agriculture and Rural Development, and by Orange Romania. The project consisted of 3 farmers' markets in 3 strategic cities in Transylvania, as well as a stand in the Bucharest Indagra international trade show, with a closing international conference at Sighisoara.

The principle of this project was that it is often hard to communicate an information message. Printed brochures remain unread. Conferences often have only fleeting impact on opinion. However, a traditional food demonstration market in Bucharest in early 2007 provoked great media interest, and led to a national rise in the recognition, nationally and within local and regional government, of the economic and social importance of Romania's agricultural and food heritage – and of the EU's support for such a concept. We saw that demonstration markets have great potential as part of a publicity campaign.

Subsequent markets developed by Fundatia ADEPT were primarily aimed at selling food products of small-scale producers: but media interest at these markets in 2009-10 confirmed to us the fact that farmers markets remain a very effective information measure. In 2011 we sought EU funding to organise high-profile markets whose **main aim was that of communicating a message about the CAP, traditional small-scale farming systems, and local products.**



The markets and closing conference created high publicity, at national and international level. We assess that over 1.3 million people were made aware of the European Union's policies on local and sustainable food chains through this project (see media assessment, page 10). This demonstrated how markets can be very cost-effective channels for publicity, since national media finds them very interesting for news reports.

## Messages conveyed in the information measure

Through this information measure, we promoted the following messages to the European public:

- The CAP is a living policy. It evolves to respond to the new priorities of our society.
- European agriculture plays a fundamental role in our societies. It affects us all and in various aspects of our life: from the food we eat and the way we treat farm animals to the quality of our environment.
- The CAP seeks to promote sustainable agriculture that enables us to meet challenges such as food security, growth and employment in rural areas, whilst at the same time responding to the concerns and expectations of citizens (farmers, consumers and taxpayers).

These messages were encapsulated in the slogan:

*'Know your food, know where it comes from'*

*'Sa stim ce mancam, sa stim de unde provine hrana noastra'*

In addition, we used the final conference to carry out Romanian and wider East European consultation on the European Commission's proposed 'Agricultural Product Quality Schemes Regulation', which includes a Local and Direct Sales measure of particular importance to the small-scale artisan producers of Romania and other new accession countries.

The conference allowed us to analyse some of the problems faced by traditional farming communities and by the consumer public, and to collect opinion from the grass roots about what are the best solutions to Europe's food security problems, and what help producers and consumers need from the Commission to facilitate these solutions.

## European Dimension

These key messages are very important for traditional farmed landscapes and traditional rural communities not only in Romania, but across all of Europe, and particularly in the new accession countries and those countries preparing for accession.

During the conference meetings 27-29 October, we had participation from 10 EU Member States, 3 pre-accession countries, and one other country from the region, as follows:

- EU Member States: Estonia, France, Hungary, Netherlands, Poland, Slovakia, Sweden, UK, Bulgaria, Romania
- Pre-accession countries: Albania, Macedonia, Serbia
- Other regional country: Republica Moldova

In addition, the YES FOOD camp held in Turda-Baiasoara 1-6 August 2011, at which the CAP Information messages were deployed, included young people from Romania, France, Hungary, Macedonia, Georgia, Austria, Serbia, Slovenia, Poland. The camp culminated with a position paper for a new Common Agricultural Policy.





## Global dimension

### Fundatia ADEPT Transilvania and the Slow Food Tarnava Mare convivium

The principles of artisanal, healthy and local food, sold at fair prices to producers, are shared by the global Slow Food movement.

In Romania, the Slow Food movement was initiated with the first convivium (consumer group) in the form of Slow Food Tarnava Mare, and the first presidium (producer group) in the form of the Saxon Village Preserves from the Tarnava Mare area.

In July 2005, Fundatia ADEPT facilitated the creation of Slow Food Tarnava Mare, a group that brought together over twenty individuals including a number of producers (village farmers with no market for their produce) and consumers (hotel and restaurant owners / managers and high-income individuals with limited access to local produce).

In the following few years, 2005-10, the Slow Food Tarnava Mare convivium led the process of establishment of the first farmers markets in Romania.

- Targul Taranului Roman was launched in December 2007 and is now a regular weekly event in Bucharest. In November 2009 it was approved by Slow Food as an Earth Market.
- The first farmers market in Brasov was held in April 2009 and now takes place monthly.
- A further regular market has been established in Sibiu. It is held at the Astra Museum, every two weeks during summer months, since the summer of 2010.
- Slow Food Tarnava Mare was the main partner in setting up the first regular farmers market in Turda, in December 2010. The Turda market is now held every month.
- Slow Food Tarnava Mare also organises occasional farmers markets in the Transylvanian towns of Sighisoara, Medias and Alba Iulia.

The key importance of farmers markets is that the producers themselves sell their own products, which are local or regional. The consumers meet the producer, establishing an extra level of trust in the food product, and raising consumer awareness of the links between local food, high quality food, healthy food, prosperity of rural communities, and survival many aspects of national rural traditions and landscapes.

Local and short food chains are good for everyone, producers and consumers alike. And they have additional advantages in reduction of carbon footprint of foods, so reducing pollution and global warming.



# Slow Food®

## Tarnava Mare



## Markets – results

*Demonstration markets as part of the Common Agricultural Policy Information Campaign*

### Alba-Iulia 13-14 May 2011

Fundatia Adept were asked to help set-up a new Slow Food convivium by the County Council in Alba Iulia. It is the first county council in Romania to have recognised the importance of short food chains as a key delivery mechanism of food products from rural producers to urban consumers.

The May market under the CAP Information Measure was well attended, and created much interest. It prompted an exchange visit to Fundatia ADEPT from a number of cattle grazing associations, farmers, producers and the Alba County Council to discuss the future implications of the new CAP 2013 for Romanian small scale farmers.

The market attracted approximately 1500 people (counting method used: ADEPT staff counted the number at the start, halfway through and end of the event and calculated the mean).

The market created much media interest and was covered by Ziarul Unirea, CityNews, Informatia de Alba, Alba 24, and Investealba.



*Sibiu market*

### Turda/Baisoara 1-6 August 2011

The market was attended by approximately 2500 people (method used: ADEPT staff counted the number at the start, halfway through and end of the event and calculated the mean).

In addition, linked to the market, a YES FOOD summer campus was organized for 80 students and young people aged 18 to 25 from 12 European countries dedicated to food education and sustainability. It was organized by Slow Food Turda in collaboration with Slow Food International, Slow Food Tarnava Mare and Fundatia ADEPT. The 5-day program included workshops, tastings and on-site visits to small-scale artisan food producers in Transylvania and several discussions about the relationship between young generations, agriculture and rural life, as well as the need for a supportive EU policy framework.

The camp included young people from Romania, France, Hungary, Macedonia, Georgia, Austria, Serbia, Slovenia, Poland. The camp culminated with adoption of a position paper for a new Common Agricultural Policy.

The market and summer campus created considerable media interest and was covered by Viata Satului (17 Sept, TVR1), ONG Online, Slow Food International, Evenimentul Zilei, Ziarul 21, Jurnalul, Good Food.ro, AgroRomania.ro, Culinar.ro, Turda news, Gustos, Ultima Ora.



## Sibiu – 17-18th September, Asta Museum

The market created media interest and was covered by Adevarul, Kiss FM, Sibiul.ro, Rondul Sibiu, Ora de Sibiu, Monitorul Sibiu, Infoportal, Tribuna, Muzeul Astra.ro, DADR Sibiu.ro.

The number of people who attended the market was approximately 3000 (according to the number of tickets sold and subscription holders to the Astra outdoor museum in Sibiu).



The markets and final conference were used also to launch two brochures on local production and marketing: *Promotion, the key to success* (produced in cooperation with Euromontana Mountain Trip project and funded by the European Union, Seventh Framework programme); *How to live better from my farm* (a manual for local production and sales, funded by Innovation Norway and Orange Romania).



Turda market

## IndAgra/ Alimenta, Bucharest – largest food industry fair and exhibit in the country, 19-23 October.

Fundatia ADEPT took a stand at a major farming and food trade exhibition in Bucharest, IndAgra/Alimenta, to promote the message nationally. The market created media interest and was covered by Indagra.ro, Agroinfo, Ziarul Financiar, Magazin Progresiv, AgroRomania, Alimenta-Romexpo, Cevabun.ro, Vinsieu, Romexpo.ro.

48.000 people attended the event, according to the organizers of Indagra/Alimenta.



Stand at IndAgra/Alimenta trade show

## 28-29 October 2011 Sighisoara Conference: Themes

The promotion activities at the markets described above were followed by a closing International Conference “Know your food, know where it comes from”, which focused on three key themes:

### **A. European agriculture plays a fundamental role in our societies. It affects us all in many aspects of our lives, whether we live in the country in the cities.**

The conference was held at a crucial time for European farming and food production. The legislative proposals for the new CAP 2013-2020 were announced on 12 October. In addition, a new Quality Package was adopted by the Commission in late 2010, which will lead to legislative proposal during 2012.

These proposals mentioned above are both very important for the future viability of Europe's small-scale farms and farming communities, and for Europe's traditional farmed landscapes

In addition, the issues of local food, quality food, and short food chains also affect the European public as a whole, by ensuring accessibility of high quality food and recreational landscapes.

These elements so important to Europe's citizens can only be assured by sustainable farming, farming that conserves our precious natural capital – soil quality, water quality and supply, and biodiversity.



### **B. The CAP is a living policy. It is evolving to respond to the new priorities of our society.**

The European Commission, especially under the initiative of Commissioner for Agriculture and Rural Development Dacian Cioloș, has carried out extensive public consultation on these issues which are central to the continued prosperity of Europe.

The proposed CAP 2014-2020, and the proposed Quality Package, are both responses to these consultations.

The Commission makes clear that the CAP, now and in the future, supports sustainable agriculture that is sensitive to landscapes, wildlife, and responsible food production, which in turn affect the quality of the food we eat, the quality of the natural landscapes that give us clean water and clean air, and wonderful places for recreation and a haven for wildlife.

But what is the best way to support sustainable agriculture? The objectives of the conference, and wider consultation with Romanian and other European citizens during the CAP Information measure, were to

1. explain some of the key elements of the European Commission's policies on Food Quality and Food Chains, that are responding to the concerns of European farmers and citizens
2. analyse some of the problems faced by traditional farming communities and by the consumer public
3. collect, and feed back to the Commission, opinion from the grass roots about what are the best solutions to Europe's food security problems, and what help producers and consumers need from the Commission, in the form of legislation, to facilitate these solutions.

### **C. Guaranteeing quality to consumers and a fair price for farmers**

The conference offered an ideal opportunity for consultation on the Quality Package adopted by the Commission in late 2010, including the Local and Direct Sales Scheme. Since the 1990s, EU agricultural product quality policy has been closely identified with three EU schemes, namely

1. protected designations of origin and protected geographical indications (PDO and PGI)
2. organic farming
3. traditional specialties guaranteed (TSG).

These EU standards and schemes have been joined in the last decade by an upsurge in the number of certification schemes in the private sector – seeking to guarantee to consumers value-adding characteristics and attributes, as well as respect for base-line standards through quality assurance certification.



In 2006, in the context of a recast of the scheme for protected designations of origin and protected geographical indications, the Commission committed to undertake a future policy review of the operation of the Regulation and its future development. This highlighted the widespread failure of these schemes to attract participation of very small-scale producers.

The Commission noted the failure of Protected Designations of Origin (PDO), and Protected Geographical Indication (PGI) and Traditional Specialities Guaranteed (TSG) schemes to attract small-scale producers. Although small-scale producers are often associated with artisanal products, traditional methods and local marketing, the schemes are seen as burdensome in terms of application, they necessitate costly controls, and they require adherence to a specification.

On the basis of analysis of the problem, as part of the Quality Package adopted by the Commission in late 2010, the Commission has proposed a new scheme, THE LOCAL AND DIRECT SALES SCHEME, with the aim of assisting small-scale producers to market their products and to communicate the value-adding attributes of the product to consumers, and thereby to promote development of the rural economy.

Dacian Cioloș, Commissioner for Agriculture and Rural Development, commented that *'Farmers, who are under pressure from the economic downturn, from the concentration of retailer bargaining power, and from global competition, need the tools to better communicate about their products to consumers. This Quality Package is a first step on the path of building on a stronger and more dynamic farming sector which will be followed by other initiatives.'*



## Conference consultation on Local and Direct Sales measure

Delegates from 14 countries were consulted on a number of questions regarding the Local and Direct Sales measure. The answers can be summarized as follows.

### 1. How should '**product from my farm**' be defined?

- Should only small farmers/producers be eligible? If so, how should we define a small farm?

Most answered that size was an important criterion. Small and medium-sized farms should have access. Member states could define the limits of farm sizes suitable for each country. A minority said that farm size should not be taken into consideration – the criterion should be that farms are managed sustainably.

- Should there be limits to the use of bought-in ingredients or animal feed (feed for cattle, sugar for jam etc.)?

The unanimous answer was that bought in ingredients should be permitted, with percentage limits depending on product type. The distance from which the ingredients originated was also a criterion.

- If made on farm, does it matter if production facilities are traditional, or modern processing unit?

Unanimous answer that both traditional and modern processing should be permitted, but special efforts must be made to assist authorisation of traditional facilities in small-scale production units.

- If processed off farm, such as olive oil, does it still qualify? If so, should there be some criteria such as limited distance from farm to processing facility?

Unanimous opinion was that where off-farm processing is required, there should be limit to the distance.

### 2. How should '**product from my farm**' be marketed?

- Should the number of intermediaries be limited?

All participants agreed that at least one intermediary must be acceptable, to allow farm shops to act for a number of producers in a locality, and to allow sale in shops/restaurants in the region. Most participants said that the number of intermediaries should be limited to 1, 2 or 3. One participant said that there should be no limit, as market mechanisms would limit the number of intermediaries naturally.

- Should the distance from farm to point of sale be limited (say, must be sold within 100 km of the farm)? If so, should distance selling by internet still be allowed?

Unanimous opinion was that the distance from farm to point of sale should be limited. Suggestions ranged from 50-100km range, with suggestion that each Member State or Region should be able to set the distance that suited local conditions. Agreed that this need not apply to internet sales.

3. Should the scheme be compulsory across the European Union, as agri-environment is now?

Most participants agreed that – like agri-environment – the measure should be compulsory across the EU, and that Member States should have flexibility about its implementation. A minority considered that it would more suitable as an optional measure.



## Analysis of media impact

Quantitative assessments of the direct and indirect media impact of the project – assessment of numbers of people who were reached by the messages conveyed – is as follows:

1. Alba Iulia market – directly, 1,500 people who attended, indirectly, audience /readership through Ziarul Unirea, CityNews, Informatia de Alba, Alba 24, and Investealba.\*
2. Turda Baiasoara market – directly, 2,500 people who attended, plus indirectly, audience /readership through Viata Satului (17 Sept, TVR1\*\*), ONG Online, Slow Food International, Evenimentul Zilei, Ziarul 21, Jurnalul, Good Food.ro, AgroRomania.ro, Culinar.ro, Turda news, Gustos, Ultima Ora.\*
3. Sibiu market – directly, 3,000 people who attended, indirectly, audience /readership through Adevarul, Kiss FM, Sibiul.ro, Rondul Sibiu, Ora de Sibiu, Monitorul Sibiu, Infoportal, Tribuna, Muzeul Astra.ro, DADR Sibiu.ro.\*

4. Indagra – directly, 48,000 people who attended, plus indirectly audience /readership through Indagra.ro, Agroinfo, Ziarul Financiar, Magazin Progresiv, AgroRomania, Alimenta-Romexpo, Cevabun.ro, Vinsieu, Romexpo.ro.\*

\*Indirect dissemination of the message through websites linked to the above four events is estimated at 3000-5000, based on the number of hits on websites and print-runs of newspapers.

\*\* Viata Satului 17 September, TVRI, had over 1 million viewers.

5. Conference – directly, number of people that attended 79. Indirectly, the following TV programmes covered the conference:

- “Ce mâncăm?” – news – JURNAL REGIONAL – TVR Tîrgu Mureş şi TVR3: 0.5-06 points rating, approximately 100,000 viewers
- „Înspre Europa” – news – programme ECO-LOGICA – TVR Tîrgu Mureş: 0.4 points rating - approximately 80,000 viewers
- Rubrica Eco – Interviews in programme ECO-LOGICA – TVR Tîrgu Mureş: 0.3-0,4 points rating, 20,000 viewers

In addition, a further film is to be made and broadcast by TVR3: „Să ştim ce mâncăm – să ştim de unde provine hrana noastră” – programme ECO-LOGICA, to be filmed on 09.12.2011, broadcast 11.01.2012 on channel TVR Tîrgu Mureş and 15.01.2012 on channel TVR3 – expected 0.5 points rating (approximately 100,000 viewers expected).

Thus, totals

1. Directly, though direct contact – 55,000
2. Indirectly, via print, radio and TV media – 1.3 million.



## About Fundatia ADEPT Transylvania and the area in which it works

Southern Transylvania is amongst the most important natural and cultural landscapes in Europe, supporting many rare habitats, plants and animals.

The Târnava Mare area is one of Europe's last surviving medieval landscapes. Its grasslands are some of the richest in wildflowers and associated fauna in lowland Europe. It has been created by local farming communities, and can only survive with their continued traditional management.

Târnava Mare is unique in being a large landscape still in a good, functioning ecological state. For this reason, it is of European and global importance.

Fundatia ADEPT works with farmers, local communities, universities, other NGOs, local and national government and the European Commission to solve problems threatening the survival of this precious landscape, and of the farming communities who live within it.

Our activities include:

- Promoting nature conservation through Natura 2000
- Helping local farmers access EU and other funding
- Encouraging traditional land management practices
- Providing nature classes in schools
- Promoting and marketing local products, with the help of the international Slow Food movement
- Developing sustainable rural tourism



[www.fundatia-adept.org](http://www.fundatia-adept.org)

Tel: +40 (0) 265 711635

Fax: +40 (0) 365 814076

Email: [saschiz@fundatia-adept.org](mailto:saschiz@fundatia-adept.org)





# SĂ ȘTIM CE MÂNCĂM

Să știm de unde provine hrana noastră

Campanie co-finanțată de Uniunea Europeană, Direcția Generală pentru Agricultură și Dezvoltare Rurală

