CONTEXT PROFILE

ROMANIA

FARMER
Șuteu Marius

INNOVATION
Integrated production chain (from farm to fork)

Video

MAIN DOMAIN OF THE INNOVATION
Animal management

SOIL TYPE
Clay

FINANCE/INVESTMENT
High

AGROCLIMATIC AREA
Continental south

MANAGEMENT
Pasture beef

MARKET
Global

CLIMATE
Moderate rainfall

TECHNICAL
Computer-based

SOCIAL
Part-time farmer

All contents of this document are expert opinions of the G4AE Scientific Technical Working Group

CONTEXT PROFILE

ROMANIA

Case Study: RO_06	Agroclimatic Zone								
Item (Key Innovation Elements)	**Alpine**	**Atlantic Central**	**Atlantic North**	**Atlantic South**	**Boreal**	**Continental North**	**Continental South**	**Mediterranean North**	**Mediterranean South**
Local selling of products in a shop which sells products of several farmers in the region.	+++	+++	++	++	+++	+++	+++	+++	+++
Meat and dairy combined	+++	+++	+++	+++	+++	+++	+++	+++	+++
Integrated system – from grass to consumer (Meat fattening; Own butcher shop)	+++	+++	++	++	+++	+++	+++	+++	+++
Specialized meat cattle breed for the permanent pastures (Aberdeen Angus)	+++	+++	++	++	+++	+++	+++	+++	+++
Dairy processing unit	++	+++	++	++	+++	+++	+++	+++	+++

+++ **Strong transferability**

++ **Slightly limited transferability**

\+ **Very limited transferability**

× **Generic information/not relevant**

Funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission . Neither the European Union nor the European Commission can be held responsible for them.

Implementation Gaps

- Check if the market has the potential for local products to be sold throughout the year and in a stable way and at what scale (volume of products, number of farmers to involve): many farmers' enterprises underestimate this aspect, start their business but end it after a few months. Look for a professional to do that.

- Create a label (or image) to identify the territory from which the products come from and create storytelling about the territory, if any.

- Check production costs and define a minimum product price to have a adequate income before starting the enterprise. Include the cost for maintenance of shops and needed personnel.

- Verify access to fundings preferably in the CAP framework.

Research Gaps

- search for technological innovations with milk (not only typical cheese, but also other product types)

- Agricultural applications of by-products of the value chain

- Do the local products contribute to the sustainable use of agricultural lands

- Understand the barriers to sell in the big marketing chains

Suggestions to Adapt

- Get the products analyzed and choose some indicators that highlight their healthy features and how they vary throughout the year depending on pastures and their characteristics

- Ask to chefs to study some recipes with meat products to valorize their characteristics

- Think of including other typical products that can be easily sold also to tourists to differentiate the income: typical sweets, bread.

- Certify the products (PDO; PGI; TSG; other);

Grazing4AgroEcology

Funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission . Neither the European Union nor the European Commission can be held responsible for them.

COST-BENEFIT ANALYSIS

INVESTMENT COSTS

Total initial investment costs at start up:	high
• Initial authorisation costs (e.g. sanitary, veterinary, etc.)	high
• Initial advisory costs	high
• Initial buildings and machineries	high
• Initial certification costs	not applicable/not known
• Initial working capital (personal qualification, marketing and promotion, etc.)	high

ON-GOING COSTS

On-going advisory costs	high
On-going certification costs	not applicable/not known
On-going buildings and machinery costs	high
On-going working capital	high

BENEFITS RELATIVE TO ORIGINAL SYSTEM

- **Economic**

Reduction in energy consumption (electricity; fuel consumption)	high
Reduction in input use (fertilizers; pesticides; feed) etc.	not applicable/not known
Payback period	none or low
Product value added	high
Additional farm income through agroecological/agri-environmental payment schemes	not applicable/not known

- **Environmental**

Animal feed self-sufficiency increase	not applicable/not known
Biodiversity increase	not applicable/not known
Improved nitrogen cycling	not applicable/not known
Soil regeneration	not applicable/not known
Animal health and welfare improvement	not applicable/not known

- **Social**

Workload reduction	not applicable/not known
Engagement of young generation	mid

Grazing AgroEcology
Funded by the European Union
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission . Neither the European Union nor the European Commission can be held responsible for them.

Literature

English

- Short Value Chains in Food Production: The Role of Spatial Proximity for Economic and Land Use Dynamics
- https://link.springer.com/article/10.1007/s13593-016-0390-x
- Peira, G.; Cortese, D.; Lombardi, G.; Bollani, L. Grass-Fed Milk Perception: Profiling Italian Consumer. *Sustainability* **2020**, *12*, 10348. https://doi.org/10.3390/su122410348
- Mumbi, A.W.; Pittson, H.; Vriesekoop, F.; Kurhan, S. Consumer Acceptance of Grass-Derived Ingredients in the UK: A Cross-Sectional Study. *Sustainability* **2024**, *16*, 7161. https://doi.org/10.3390/su16167161

Grazing AgroEcology

Funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission . Neither the European Union nor the European Commission can be held responsible for them.