



 Nagy- family farm



Fănel Nagy



15 hectares



improvement of marketing

BOOSTING DAIRY SALES AND COMMUNITY ENGAGEMENT THROUGH ORGANIZING EVENTS AT THE FARM AND DIGITAL MARKETING

The Nagy Family Farm in Pădureni village, Cluj, faced difficulties in selling milk due to low processor prices and market fluctuations. Motivated by the need to enhance profitability and independence, the farm, operating with 60 dairy cows, Bălțată Românească, and 60 hectares of land, of which 15 ha are grazed on plots or forage mixture sown, ventured into milk processing and direct sales 13 years ago.

The farm's innovative leap was organizing events at the farm as part of a broader initiative with six local producers under the Leader program. This involved an investment of about €4,000 to host an event that included dairy product tastings, traditional dish samplings, farm tours, and cultural showcases, drawing hundreds of participants. The initiative was an activity within the Leader program project financed with the support of the LAG. The objective was to create a short chain of sales for dairy products. The producers also sell their products through FB page (<https://www.facebook.com/p/Lactate-de-Coc>),

website of the project (<https://lactatecoc.ro/>), and a grocery store in the nearby city. Nagy Family Farm's innovative approach addresses milk price fluctuations, strengthens the local economy through community engagement, and reduces transportation and carbon emissions. The innovation improved the farm's profitability and market reach, raising consumer awareness of the local agricultural and cultural richness.

The model is replicable in areas where farms can leverage local networks and have the capacity to manage direct sales and event organization.

The farm plans to enhance its model by expanding its reach through digital marketing and regular events, addressing threats like market saturation and regulatory changes. Dissemination could involve workshops or partnerships with agricultural extension services to share best practices with other farmers.

Farmer Interview

<https://www.youtube.com/watch?v=FUY53ovl4mo>

