

# CONTEXT PROFILE

 ROMANIA



## FARMER

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## INNOVATION

Integrating agriculture, agritourism, and cooperative membership for sustainable development



[Video](#)



## MAIN DOMAIN OF THE INNOVATION

Improvement of grassland management



## SOIL TYPE

Clay



## FINANCE/INVESTMENT

Mid



## AGROCLIMATIC AREA

Continental south



## MANAGEMENT

Pasture dairy



## MARKET

Local-rural



## CLIMATE

Moderate rainfall



## TECHNICAL

Easy



## SOCIAL

full-time farmer

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Case Study: RO_07	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Mixed farming (pastures+arable land+dairy cows) 100 ha	+	+++	++	++	+++	+++	+++	++	++
Local dual-use breed used for milk production (Bălțată Românească) 40 heads	+++	++	++	++	++	+++	+++	+++	+++
Income diversification (agritourism= accommodation+meals; equestrian sports; hiking trails)	+++	+++	+++	+++	+++	+++	+++	+++	+++
Cooperative membership (selling milk; intermediary in input purchase at competitive prices)	+++	+++	+++	+++	+++	+++	+++	+++	+++
Mechanical clearing of encroached pastures in rented lands (3-4 ha per year)	++	++	++	++	++	+++	+++	+++	+++
Use of clearings to graze calves during summer	++	++	++	++	++	+++	+++	++	++

+++ Strong transferability
++ Slightly limited transferability
+ Very limited transferability
× Generic information/not relevant

## Implementation Gaps

### **Agritourism:**

- Skill levels and managerial attitudes of farmers to satisfy tourist expectations
- Supporting infrastructure (social, physical, advertisement) to attract tourists
- Are there minimum requirements in terms of farm size or economic size of the farm or share of the income coming from agritourism?
- Run a family business or external manpower is needed
- How to deal with agritourist structures in rented lands?

### **Pasture management:**

- Availability of suitable equipment to clean woody vegetation
- Requirements of soils after cleaning in terms of fertilization

## Research Gaps

- Evolution of the seed bank after woody plant cleaning
- Soil fertility
- Drivers of woody encroachment in the area
- Assessing the suitable stocking rate and grazing plan to avoid grassland depauperating that facilitates again woody encroachment

## Suggestions to Adapt

### **Agritourism**

- Look at what's happening in other European regions to anticipate problems and trends: Streifeneder, T., Hoffmann, C. & Corradini, P. The future of agritourism? A review of current trends of touristic commercialisation in rural areas. *Ann Reg Sci* 71, 93–119 (2023). <https://doi.org/10.1007/s00168-022-01126-w>

### **Pastures**

- Check if in the RDPs there are subsidies and rules to be respected to convert encroached areas into pastures

# COST-BENEFIT ANALYSIS

## INVESTMENT COSTS

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

## ON-GOING COSTS

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

## BENEFITS RELATIVE TO ORIGINAL SYSTEM

### ◦ Economic

Reduction in energy consumption (electricity; fuel consumption)	not applicable/not known
Reduction in input use (fertilizers; pesticides; feed) etc.	mid
Payback period	mid
Product value added	high
Additional farm income through agroecological/agri-environmental payment schemes	not applicable/not known

### ◦ Environmental

Animal feed self-sufficiency increase	none or low
Biodiversity increase	mid
Improved nitrogen cycling	high
Soil regeneration	not applicable/not known
Animal health and welfare improvement	high

### ◦ Social

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

# Literature

## English

### Agritourism

- Nicola Galluzzo, A quantitative analysis on Romanian rural areas, agritourism and the impacts of European Union's financial subsidies, Journal of Rural Studies, Volume 82, 2021, Pages 458-467, ISSN 0743-0167, <https://doi.org/10.1016/j.jrurstud.2021.01.025>. (<https://www.sciencedirect.com/science/article/pii/S0743016721000255>)
- Adamov, Tabita & Ciolac, Ramona & Iancu, Tiberiu & Brad, Ioan & Peț, Elena & Popescu, Gabriela & Smuleac, Laura. (2020). Sustainability of Agritourism Activity. Initiatives and Challenges in Romanian Mountain Rural Regions. Sustainability. 12. 2502. 10.3390/su12062502.
- Ciolac, Ramona & Iancu, Tiberiu & Brad, Ioan & Adamov, Tabita & Sîrb, Nicoleta. (2021). Agritourism—A Business Reality of the Moment for Romanian Rural Area's Sustainability. Sustainability. 13. 6313. 10.3390/su13116313.
- Sima, Elena . Rural tourism and territorial development in Romania .ICEADR-2020-p238.pdf (econstor.eu)

### Videos

Creating pastures from shrublands

- <https://www.bing.com/videos/riverview/relatedvideo?q=developing%20clear%20land%20into%20pasture&view=riverview&mid=D15AA7630FF6FE71AED7D15AA7630FF6FE71AED7&ajaxhist=0>
- <https://www.bing.com/videos/riverview/relatedvideo?&q=removing+shrubs+from+pastures&&mid=0BAE1EF5B843831307920BAE1EF5B84383130792&&FORM=VRDGAR>