

CONTEXT PROFILE

 ROMANIA



FARMER

Coste Ionuț



INNOVATION

The BioSilvania farm's short integrated Agri-food chain innovation



[Video](#)



MAIN DOMAIN OF THE INNOVATION

Improvement of marketing



SOIL TYPE

Clay



FINANCE/INVESTMENT

High



AGROCLIMATIC AREA

Continental south



MANAGEMENT

Pasture dairy



MARKET

Global



CLIMATE

Moderate rainfall



TECHNICAL

Computer-based



SOCIAL

Part-time farmer

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Case Study: RO_08	Agroclimatic Zone								
	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Cooperative of organic producers (2000 cows, 2200 ha of which 400 are grazed)	++	+++	+++	+++	+++	+++	+++	+++	+++
Self-sufficiency in organic forage production	++	+++	++	++	+++	++	++	++	++
Production of milk and meat based on own forage	++	+++	+++	+++	+++	++	++	++	++
'international' (Simmenthal, Holstain) and local (Baltata Romaneasca) breeds: 70% Simmenthal and Baltata, 30% Holstain	++	++	++	++	++	++	++	++	++
Short value chain including all stages according to the F2F strategy (production, processing, direct selling in own shops and selling by intermediaries, own restaurants?)	+++	+++	++	++	+++	+++	+++	++	++

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

Implementation Gaps

- investments for processing plants (in Italy, maturation of the meat is a critical process to manage in many places), distribution and consumption (restaurant).
- the low number of organic producers could be a limiting factor to offer constant production in many rural areas, especially for beef meat (more common pig, chicken and rabbit meat producers).
- the presence of production sites, slaughterhouse and processing plants within a short distance is a challenge and it is related to the wellness of cattle and the economic aspects
- farmers' knowledge
- market availability

Research Gaps

- Economic viability of organic meat productions and value chains and in general, their sustainability.
- Identification of alternative organic short value chains that can improve farmers' income in each Country.
- Characterisation of meat/milk quality and pastures
- Consumers' attitude

Suggestions to Adapt

- signing agreements with existing slaughterhouses or processing plants is more viable, especially for beef meat.
- verify if in the area there are already producers' organisations that cover at least a part of the short value chain and verify if it is possible to work with them;
- focus on cattle breeds that have a different meat quality from that of the best-known meat breeds (In Italy, there's the example of the Chianina breed)
- evaluate involving well-known national/international associations (for instance, Slow Food) to promote the image and the value of organic productions.

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	mid
• Initial working capital (personal qualification, marketing and promotion, etc.)	high

ON-GOING COSTS

On-going advisory costs	high
On-going certification costs	high
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)	mid
Reduction in input use (fertilizers; pesticides; feed) etc.	none or low
Payback period	none or low
Product value added	not applicable/not known
Additional farm income through agroecological/agri-environmental payment schemes	not applicable/not known

◦ Environmental

Animal feed self-sufficiency increase	mid
Biodiversity increase	mid
Improved nitrogen cycling	high
Soil regeneration	none or low
Animal health and welfare improvement	mid

◦ Social

Workload reduction	mid
Engagement of young generation	mid

Literature

English

- Vitali A, Grossi G, Martino G, Bernabucci U, Nardone A, Lacetera N. Carbon footprint of organic beef meat from farm to fork: a case study of short supply chain. *J Sci Food Agric*. 2018 Nov;98(14):5518-5524. doi: 10.1002/jsfa.9098. Epub 2018 Jul 9. PMID: 29691877.
- [Welfare of cattle at slaughter \(wiley.com\)](#)