



 Silvania farms, BioSylvania Cooperative



Coste Ionuț



2200 hectares



improvement of marketing

**THE BIOSILVANIA FARM'S SHORT INTEGRATED AGRI-FOOD CHAIN INNOVATION**

Practicing organic farming has become an option for Silvania farms, especially being motivated by the increasing trend in the consumption of organic products registered on the market, due to consumers' concerns regarding ensuring a healthy diet.

Silvania Farms is part of a Cooperative comprised of five farms with equal rights. Their investments are financed through a combination of access to European funding, loans and own funds.

Being focused on obtaining the highest quality products, the Silvania farms have implemented a Short Integrated AgriFood Chain, which represents a holistic approach to agriculture, encompassing production, processing, distribution and consumption within a compact and interconnected framework. Part of this innovation consists inof creating an own chain of stores (<https://silvania.bio/>) to sell products directly to the final consumer or through a small number of intermediaries specialized in the sale of organic products.

Within the farm there is a bistro like Local Gastronomic Point, where clients, colaborators and visitors can try out the products produced on the farm.

Silvania farms, cultivate 2200 hectares obtaining organic feed for their 2000 cows (600 Holstein and 1400 Bălțată Românească) which are raised for milk and meat production. They practice a rotational grazing for around 200 animals, which are not considered to be in their peak productivity interval. The feed for all animals, is produced entirely on farm.

The whole chain is characterized by the close proximity of production and processing units (around 30 km), minimizing the transportation distance of agricultural products. The integration of cultivation and livestock farming within a compact system represents a solution to improve overall productivity and sustainability and also enhances operational efficiency, reduces resource wastage, allows a better cost control and improved profitability by adding value to the end-products. This not only results in economic gains for farmers but also ensures the freshness and quality of the products (organic milk and meat) reaching consumers which are sold in their own or partners' specialized shops.

By streamlining the agrifood chain, Silvania Farms contributes to the development of a more resilient and sustainable food system and promotes a healthier and more environmentally conscious farming ecosystem.

This innovation can be adopted in contexts where organic farming is prioritized and there is a desire to enhance sustainability and profitability. Also, adequate training and support are essential for successful implementation.

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**Farmer Interview**

<https://www.youtube.com/watch?v=JqYzPL-mJ78>



Photo credit: photos generated from farmer interview - University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca and AgroTransilvania Cluster



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