



 Dănilă Vlad- family farm



Dănilă Vlad



140 hectares



improvement of marketing

## MARAMUREȘ MIXT DAIRY FARM INNOVATES WITH LOCAL GASTRONOMIC POINT

Maintaining traditional farming in the actual regional economic context in Romania, especially in mountain areas, is a difficult goal to achieve. In the heart of Maramures County a medium size family farm, (with a herd of 27 head dairy cows Brună de Maramureș, and 350 sheep Țurcana local breeds, using rotational grazing on 110 hectares of alpine meadows, combined with mowing on 20 hectares) has embraced innovation to solve this dual challenge. With a part of the pasture in the alpine area (1700 m altitude) in the MM Mountains National Park, the farmer transformed the way local and traditional products are utilised, turning them into a source of both cultural pride and economic benefit.

The innovation consists in establishing a local gastronomic point (LGP), with an investment of approx. 50.000 euros, offering traditional dishes crafted in their kitchen, using mostly ingredients from the farm or local producers. The LGP is located in the restored 100 old family house, offering housing for potential tourists in the area. The motivation to implement the innovation was to attract tourists to the area with fresh air, scenic views, and traditional way of living and also for capitalizing on product quality through targeted marketing, obtaining additional income from accommodation services and selling traditional clothes.

The innovation has led to increased profitability and workload efficiency by offering a unique blend of tourism and agriculture. Accurate data on the increase in profitability does not exist because the farmer does not keep a record of sales. The farm has seen improvements in local economic contributions, with a rise in tourist visits interested in authentic culinary and cultural experiences.

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Dairy products are sold directly from the farm and in the local market once a week. The farmers would like to hire one more person to deal with the sale and accounting of dairy products. Tourists can find about the accommodation through the local Tourism information Center, dedicated sites (Booking) and verbal recommendations. The price of the cabin for one night would be approximately 60 EUR, meals not included. A part-time job is available for one person to help the farmer with cleaning and preparing the meals.

The model is best suited for family farms with access to traditional recipes and local products, situated in regions with distinct cultural heritages and potential for tourism. Essential conditions include a commitment to maintaining traditional practices and a willingness to engage with the tourism sector.

Potential improvements include enhancing marketing strategies to reach a broader audience and exploring partnerships with local and regional tourism boards. The main threats include maintaining the quality and authenticity of the experience amid scaling and adapting to changing tourism trends.

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### Farmer Interview

<https://www.youtube.com/watch?v=74n3cmPxbU>



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