

CONTEXT PROFILE

 ROMANIA



FARMER
Fănel Nagy



INNOVATION

Boosting dairy sales and community engagement through organizing events at the farm and digital marketing



[Video](#)



MAIN DOMAIN OF THE INNOVATION

Improvement of marketing



SOIL TYPE

Loam



FINANCE/INVESTMENT

Mid



AGROCLIMATIC AREA

Continental south



MANAGEMENT

Pasture dairy



MARKET

Local-urban



CLIMATE

Moderate rainfall



TECHNICAL

Computer-based



SOCIAL

Full-time farmer

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Case Study: RO_14	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Organizing events with six other farmers to increase direct sale of farm cheese	+++	+++	+++	+++	+++	+++	+++	++	++
Milk Processing and Direct Sales: Transitioning from selling milk to processors to processing milk on the farm and selling directly to consumers, enhancing profitability and independence.	++	++	++	++	++	+++	+++	+++	+++
Investment in Marketing: Investing approximately €4,000 to host events and promote products, which helps in drawing hundreds of participants and increasing market reach.	++	++	+++	+++	++	+++	+++	++	++
Utilizing Digital Platforms: Selling products through a Facebook page, a dedicated website, and a grocery store in a nearby city to reach a broader audience.	++	++	+++	+++	+++	+++	+++	+++	+++
Reducing Transportation and Emissions: By selling locally and directly, the farm reduces transportation needs and carbon emissions, contributing to environmental sustainability.	++	++	++	++	++	+++	+++	+++	+++

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

Implementation Gaps

- In areas which are less farms it might be difficult to organise events together and find a location to organize events which people will come to.
- Selling on farm is not really interesting for farms which are located in very remote areas
- Very dependent on the farm whether these innovations are applicable not specifically dependent on agroclimatic zone.
- Hire trained people to help; Perform a risk assessment

Research Gaps

- Effects of online products sales on farm profitability and consumer image of the farm;
- Cost analysis of the initiative

Suggestions to Adapt

- See point one in implementation gaps
- Select a location close to the village or touristic attractions;
- The events could be organised on farm in the framework of bigger events in the nearby villages (i.e. food festivals...), if they are at short distances; more suitable for agritourism

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

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.	not applicable/not known
Payback period	mid
Product value added	mid
Additional farm income through agroecological/agri-environmental payment schemes	not applicable/not known

◦ Environmental

Animal feed self-sufficiency increase	not applicable/not known
Biodiversity increase	not applicable/not known
Improved nitrogen cycling	not applicable/not known
Soil regeneration	not applicable/not known
Animal health and welfare improvement	not applicable/not known

◦ Social

Workload reduction	none or low
Engagement of young generation	high

Literature

English

- The profitability implications of sales through local food markets for beginning farmers and ranchers: <https://www.emerald.com/insight/content/doi/10.1108/afr-05-2021-0056/full/html>
- General: <https://www.agritourismsuccess.com/post/building-community-events-to-boost-farm-engagement>
- <https://blog.gopassage.com/agritainment-17-step-checklist-for-planning-your-farm-event>
- <https://www.teagasc.ie/news--events/daily/farm-business/exploring-farm-diversification-events.php>