

CONTEXT PROFILE

 ROMANIA



FARMER

Emil Muntean



INNOVATION

Increasing the yield on the farm by introducing the Aubrac breed of cows in mountain agriculture



[Video](#)



MAIN DOMAIN OF THE INNOVATION

Animal management



SOIL TYPE

Clay



FINANCE/INVESTMENT

Low



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_15	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
New breed for the area – better adapted to local conditions	+++	++	+++	+	+++	+	+	+	+
Swich from milk to meet production	+++	++	+++	+	+++	+	+	+	+

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

Implementation Gaps

- Prior to implementation, a thorough comparison between the proposed Aubrac breed and the current breed is required.
- Analyzing consumer preferences and the local demand for beef should be done.

Research Gaps

- Adaptability of Aubrac breed to hotter climates/ other regions;
- Figures such as body size, slaughter weight and growth rate comparing to the traditional local under local conditions.
- Aubrac breed has increased in number in France during the last decade, from 170 000 in 2014 to over 506 000 the year 2021. Impact on the biodiversity and local economy

Suggestions to Adapt

- Use advisory services to analyse the advantage of the breed in the region
- Certification of the product especially for the mountain regions.

COST-BENEFIT ANALYSIS

INVESTMENT COSTS

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

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	not applicable/not known
On-going working capital	not applicable/not known

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	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	not applicable/not known
Soil regeneration	not applicable/not known
Animal health and welfare improvement	not applicable/not known

◦ Social

Workload reduction	high
Engagement of young generation	none or low

Literature

English

- Bianca-Maria MADESCU et al. 2023. RESEARCH ON THE ECONOMIC ADVANTAGES OF BREEDING AUBRAC BEEF CATTLE: A REVIEW. Scientific Papers. Series D. Animal Science. Vol. LXVI, No. 2, 2023 ISSN 2285-5750; ISSN CD-ROM 2285-5769; ISSN Online 2393-2260; ISSN-L 2285-5750
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