

Cross visit Romania 4-7 July 2016  
Innovative markets: Community enterprise



### SUMMARY

SES Fruleco. Community processing / marketing scheme. Baskets, branding, mobile phone apps, and cooled delivery vehicle.

Diversifying the products using local resources

Initial idea – 2006. Fundatia ADEPT needed a company to take care of all the commercial activities.

2008 – the processing unit build and equipped for demonstration purposes

2013 – 2015 – new equipment for diversification of production

### INNOVATIVE POINTS

Shows value of linking small-scale producers for their mutual benefit.

Community kitchen used by local farmers

One food-safety authorization for multiple producers

Buying consumables together to reduce direct cost

Attending events as one group and promoting all the products from the area.

### DRIVERS

Falling local incomes, small-scale farming communities no longer viable economically, leading to ex-migration and land abandonment.

Need for improved income for High Nature Value landscapes through adding value to products linked to natural image.

Need for clearer hygiene rules, for processing and authorization of direct and local sales.

### ACTIVITIES AND RESULTS

Project was 2013-2015

Norwegian funding supported installation of model processing units.

Further investment supported by Sectoral Operational programme Human Resources: further model processing units, refrigerated transport and branding/marketing.

30 producers involved

Branding developed for local products in the Tarnava Mare area.

Results:

Improved incomes from local products

Used as a model – many visitors from other villages/areas

What we hope for: other ideas on regional marketing linked to nature image.



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