



TARGUL ȚĂRANULUI




Slow Food®
Bucuresti - Valahia Gusturilor

Increasing market participation: experience of Romanian Farmers' Market "Targul Taranului"

Mr. Teodor Frolu, *Association Group of Initiative 'Radu Anton Roman'*

Seminar "Semi-subsistence farming in EU"

Current situation and future prospects

Sibiu, Romania, 13 – 15 October 2010

Objectives of Association



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- Support for the setup and development of modern alternative market for traditional products, mainly foodstuff and legal means to do this;
- Identification, accreditation and promotion of traditional products from various areas of Romania, support for a quality agriculture without affecting biodiversity;
- Education of consumers and promotion of Romanian traditional gastronomy, cooperation and execution of programmes to support the local producers, small farmers.



Milestones - a short history

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- Beginning of the project Targul Taranului: “European Film Festival”, thematic approach ‘European food culture’, movies from 25 MS on food, 2007;
- Partnership with MTR - Romanian National Peasant Museum, 2007 and association ADEPT: first courses of hygiene for farmers, according to EU standards ;
- Launch of the Pilot project “Targul Taranului Roman”, partnership with local authority (Municipality of Sector 2), Piata Amzei, 2008. First Farmer Market in Bucarest;
- INDAGRA Award for Targul Taranului booth, 2008;
- Relocation of Targul Taranului at ARK Bursa Marfurilor, in Bucharest, XIXth century heritage building designed by arch. Giulio Magni for Bucharest Municipality (Bursa Marfurilor), 2008;
- Setup of Slow Food Bucharest Taste of Wallachia group with members from the Association: accreditation of Targul Taranului as Earth Market, by Slow Food Italy (2009).



Where are we now ?

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- Characteristics of Targul Taranului: local food products - registered or not with ONPTER – no traders, only producers and first degree family members, comprehensive communication identity around the brand and visuals, events around education of consumers, complex relation with public as stakeholders of the project;
- More than 400 week-end events;
- Up to 50 producers of traditional food products;
- Tens of copycat Targul Taranului all around Romania;
- Tens of retail shops launched with traditional products all around Romania;
- Contribution to put the issue on the public agenda of the Romanian Agriculture Ministry, agenda of the DG Agri for the future CAP;
- TV broadcasts: “Discover your Europe” (2008), 12 shows of 20’, with TT producers, supported by private donors and by the European Commission;
- Tens of media articles, special events, radio and TV promotion.



Pitfalls (1)

- Traditional products are twofold based – legal and cultural;
- Legally, the products must comply with EU, national legislation regarding traceability, sanitary conditions, etc;
- Culturally, no authority formal/informal checks the cultural value of product;
- Cultural value must be recovered, nurtured, brought back to life, preserved;
- The Law 26/2008 on the protection of the non-material cultural heritage, says that old culinary recipes are part of;
- But the national registration of traditional products, objectively cannot check the cultural value and relevance;
- Example: registered traditional cheese product of county Tulcea (Romania), product name “branza telemea de Covasna”, produced in MARTINENI, com. CATALINA, jud. Covasna, but the social HQ of the business in CAMENA, com. BAIA, jJud. Tulcea;
- Link: http://www.madr.ro/produse_alimentare.php?judet=39

Pitfalls (2)

- **Lack of volume**, as the base for the Targul Taranului, is small, 50 people;
- **Diversity is indeed hard to acquire**, practice shows that Transylvania and Bucovina are the main regional providers of traditional products for local markets;
- Specificity, seasonality and term of validity of traditional products makes them available, and should, **only in weekly farmers market**;
- Local farmers who succeed, cross status from farm production to industrial practice, therefore are creators of **new traditional recipes**;
- **Retail shops tend to stimulate** the volume production , pushing for stocks and crossing of barrier, but only few succeed, respecting week-end scheduling and rare/scarcity rule (ex. Baci from Fundu Moldovei).

Stakeholders identified

- Public policy stakeholders: MADR-Rural Development Directorate; Ministry of Culture; Ministry of Administration; Ministry of Environment, governmental agencies, etc.;
- ANSVSA (National Authority for Veterinary and Food Health);
- Local authorities: Association of Communes of Romania, RECL of Project “Knowledge based Economy”, Biblionet – Romanian public libraries network, etc.;
- Academic: Faculty of Anthropology – SNSPA, Faculty of Agrifood and Environment, ASE, etc.;
- Research: Romanian National Peasant Museum, ICEADR-ASAS, etc.;
- Rural and community development actors, NGO: CAR, CIVITAS, CRONO, CSMC, Fundatia PACT, Fundatia ADEPT, Association Radu Anton Roman, etc.;
- Biodiversity and environment protection: WWF-DCP, Eco Ruralis, etc.;
- Network of Slow Food convivias: SF Bucharest, SF Bucharest Taste of Walachia, SF Sibiu, SF Brasov, SF Brusturoasa Palanca, SF Turda, SF Tarnava Mare, SF Cluj;
- Earth Market Bucharest;
- National Rural Development Network, RN DR (pending contract award for the Network Unit of Support, USR);
- TVR, “Viata Satului”; SRR, “Antena Satelor”.

Sustainability issues

- Local communities from rural area, associated producers, peri-urban communities, urban authorities could join forces, organise traditional products market, of preference where local farmers can be present in high number to insure diversity;
- Market entry is a psychological barrier for producers as risks are incurred, so producers could be helped to cross barrier;
- Local traditional products need a thorough, solid, complex, comprehensive methodology for historical, ethnographic and anthropologic research to identify, validate, rediscovery of traditional products;
- Collection of old recipes, traditional products must be combined in a national enciclopedy of Romanian traditional products;
- Housewives could be targeted and attracted as essential support, since they are preservers of the Romanian culinary, food tradition.



Lessons learnt

Lessons learnt (A)

- Design of a food chain relevant, complex, and supportive of local farmers, cannot be left entirely to market forces; **NEED:** Public policy intervention to support initiatives of organising markets, when actors associate (local rural authorities, local urban authorities, local peri-urban authorities, associations of traditional producers);
- Education of consumers is mandatory related with a Targul Taranului , being important to build credibility and to obtain support for local farmers, from public; **NEED:** Education programmes;
- By adding education and awareness, value of traditional products is confirmed by the public, which is the one who decides failure, recognition; **NEED:** Awareness programmes;
- Rural communities of Romania are important beneficiaries of local farmers efforts to enter the farmers market, however they DO NOT support coherently the local farmers; **NEED** – Public policy intervention to support correlation of actors.

Lesson learnt (B)

- Local farmers must associate, to work together to build valuable local agrifood brands, relate with local cultural and tourist values, to enrich really the base for rural tourism, with food from the farm and rural experiences on the field, not urban accommodation transposed in rural area; and last but not least, associate to build and register DOG (Denomination of Geographical Origin); **NEED** – public policy stimulation of association;
- Establishing of an alternative market in a certain place is a matter of know-how, science and research: where, how, place, local community support, no improvisation allowed, one cannot pin a place and set a market, ends failure; **NEED** – support for pilot projects which could be business models;
- Producers which grew, left the Targul Taranului, associated themselves and established another new market or shops; **NEED** – freedom of movement for producers, support for the risk of launching in organizing pilot markets.



Important

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- Diversity of traditional products is in true life limited - history of European traditional products is that they were an evolution from products not usually created, produced and consumed for and by the peasant, but developed and tested and consumed, for and by the noblemen courts, the aristocracy;
- By definition, traditional products are an improvisation around a central culinary theme or combination of elements – tradition cannot be standardized by the state with certificates of authenticity or requiring that today cheese is the same tomorrow;
- Traditional products are an expression of tradition in progress, if rules are not understood but just imposed, we kill creativity;
- At the same time the local producer shall be able to guarantee to the consumer the respect of the basic hygiene and healthy rules, according to the EU norms and exceptions related to traditional products.



Concluzii

Degustare

Proces

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Conclusions

- A specific food chain should concentrate on an alternative market centered on farmers market or other similar forms, more or less local/regional;
- Sale through shops and chain of retail markets cannot stop the passage towards agrifood industry;
- More attention shall be dedicated to the cultural identities related to the local traditional food and recipes;
- Simple but effective hygiene rules applied, controlled and recognized by the consumers.

Resources

- Research studies, documentary sources
 - "Promotion of the traditional brands of Romanian agrifood products and identification of market niche in the context of traceability of the product in the food chain", research grant 51079/2007 (2007-2009), coordinator conf.univ.dr. Magdalena Turek Rahoveanu, ME and ICEADR-ASAS, Editura ARS Academica, Bucuresti, 2009, link <http://bit.ly/cuemv3>
 - "Dobrogea, identități și crize", coord. Bogdan Iancu, SNSPA-Editura Paideia, 2009, link: <http://bit.ly/bzxuTG>
 - "Hidden 'values 'of the High Natural Value agricultural systems (HNVF)", Mark Redman, WWF-DCP (2009), link: <http://www.panda.org/romania>
 - PNDR - National Programme for Rural Development, revised 2007-2010, link <http://bit.ly/ayZ6ZD>
- TV documentaries
 - "Descopera Europa ta!", 2 series of 6 TV episodes each, on TVR (2008), link: <http://bit.ly/cNBE3B>
 - "Romanian Village, European Village", series of 6 TV episodes, on TVR (2005) ;
 - "Europe and I ", series of 6 TV episodes, on TVR (2004).



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