



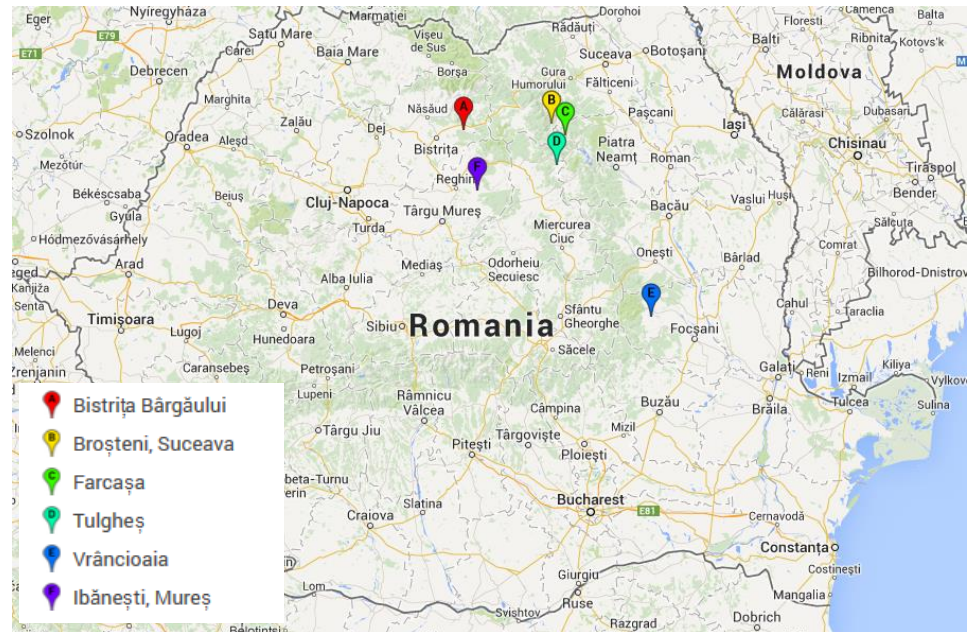
“Its all about  
grass”



PROIECT CO-FINANȚAT PRINTR-UN GRANT DIN PARTEA ELVEȚIEI PRIN INTERMEDIUL CONTRIBUȚIEI ELVEȚIENE  
PENTRU UNIUNEA EUROPEANĂ EXTINSĂ

# Rationale

Involving all elements of the production chain of 6 sheep alps in Northern Romania beginning from the pasture quality ending up at the consumers plate.



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## **Outcomes:**

- **The production factors of the traditional production system are strengthened**
- **The market opportunities of traditional products are improved**
- **The competences of producers are improved**

# The production factors

- 636 farmers received support in pasture management and the floral structure of 1155 ha pastures has been improved.
- 6 sheepfolds and 6 sheepshelters built.



# The market

- product specifications and technical assistance (veterinary requirements, traceability, HACCP plan) for 3 clusters of product types
- marketing study and branding kit



- **2013-2016: volume of cheese sold increased by 80%, price yellow cheese +13% and Ricotta +21% (average value for 6 alps).**
- **Besides the traditional direct off-farm sale, new marketing channels have been explored, such as the sale on markets, on regional fairs, in local shops and bed and breakfasts.**



# The competences

- 546 farmers graduated from vocational training courses on the themes of National Rural Development Plan and Subsidies conditions and on Farm (Alps) management
- visits to the project sites involving 188 persons and two excursions to France



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# Partners

- **The Euromontana network.**
- **Different tasks, different skills (from fieldwork to lobbying)**
- **Romanian field expertise combined with Swiss coordination and know how exchange**
- **Beneficiaries contributed a lot in terms of raw material, labour force, local know how, transport facilities etc.. High commitment, high ownership**



**“Do not criticise harshly. Open a competition among the partners. You will see, no one wants to lose his face and will perform very well.”**

**<http://www.carpatsheep.ro/>**