Маркетинг иновации во фарми со висока природна вредност: примери од Бугарија

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Конференција: „Регулативите на маса: во поддршка на традиционалните производства“
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Райони на знанието
1) Dartmoor (UK)
2) Sitio de Monfurado (PT)
3) Dalmatian Islands (HR)
4) Eastern Hills of Cluj (RO)
5) Западна Стара планина (BG)
6) Västra Götaland (SE)
7) The Burren (IE)
8) Thessalia (GR)
9) Causses et Cévennes (FR)
10) La Vera, Extremadura (ES)

Ръководители на работни пакети
a) CIHEAM-IAMM (FR)
b) AScA (FR)
c) UH (FI)
d) EFNCP (ES)

Проектът се финансира от Европейския съюз по програмата за изследвания и иновации Хоризонт 2020, Договор No.696391/2016
Learning area
Western Stara Planina

Западна Стара Планина

Thymus sp

Crex crex

Canis lupus

Picea abies
Innovations supporting High Nature Value Farming

Policies favour HNV farming, processing and marketing:
• Flexibility in the Hygiene package
• Definition of permanent pastures
• Cooperation RDP measure
• Investments and Agri-environment cooperation

Cooperation between farmers and other actors:
• Networks of producers and consumers
• Platforms for collaboration and dialogues
• Local action groups

Reducing costs and increasing efficiency through development of appropriate technologies, farming techniques and management approaches:
• Small-scale farming machines and equipment
• On-farm processing equipment

Development of new products, product processing and adding value:
• Local markets
• Direct sales
• Online sales
• Cooperatives
• CSA
• Festivals and local events

Products and Markets
Farming Techniques and Management
Social and Institutional
Regulations and Policy

Products and Markets
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Innovation example

**Farmers association “Food from the mountain”**

Location: Western Stara Planina, Bulgaria

HNV system: Extensive grazing, mainly sheep and goat on upland pastures, family gardens and orchards, extensive vineyards, forest fruits, honey, dairy cows

Scale of operation: 9 farmers in 4 municipalities

Timespan: Created in 2016; Formal registration in 2017

Keys to success:

Commitment of members, their enthusiasm to work together for establishing a regional brand, developing the region and helping each other.

The forthcoming funding opportunities (RDP, LAG, etc.) also motivated the formal registration of an association.
What does farmers association “Food from the mountain” achieve for HNV farming?

- The association helps HNV farmers to receive fair income for their farming practices and to diversify their activities.
- Farmers participate as association in the open days and farmers markets – one or two farmers travel to the destination and sell the products of all farmers.
The Innovations in “Food from the mountain”

Social and Institutional

- Farmers cooperation for marketing HNV products;
- FB promoting traditional products;
- Intention for creating EIP HNV operational;
- Plans to develop tourist package.

Regulations and Policy

- Participation in Agri environment and Natura 2000 measures.
- Registration for direct sales (BG Ordinance 26).
- Use and maintenance of municipal grasslands.

Products and Markets

- Direct sales;
- Farmers markets and open days.
- Traditional and new products: cheese, yogurt, kashkaval, cream, butter, caciota, pressed cheese.
- Organization of on-farm tasting.

Farming Techniques & Management

- Extensive sheep, goat and cattle grazing on HNV grasslands.
- Local sheep breeds.
- Production of traditional products: cheese, marmalade and yogurt.
The process that made it happen and critical success factors

- The main driver of the innovation to happen was the 9 year work of Bulgarian society for protection of birds (BSPB) in the region aiming to support HNV farmers to add value to their products, close the production cycle and gain fair payment for their work, thus preventing them from ceasing their businesses.

- The BSPB project manager was trusted by local farmers and producers to initiate such process.

- Mutual trust between farmers is a key factor for the success of the innovation.
Lessons learnt from this innovation example, and its potential replication

- Mutual trust and knowledge of each others’ products, production capacity and attitude towards quality have been essential for the association to happen.

- Overall unifying factors are:
  - Similar size of business;
  - Similar attitude towards nature, good farming practices, good production practices;
  - Same level of understanding of what is a good quality product;
  - Being proud of what you do and the quality of your product;
  - Professional attitude towards their work;
  - Cooperative, supportive and helping people.
Innovation example

Mobile advisory teams for HNV farmers

Location: Ponor SPA and Bessaparki hills SPA

HNV system: Extensive grazing, extensive and organic orchards and gardens

Scale of operation: 2 mobile teams working in 2 regions in Bulgaria, 200 farmers consulted

Timespan: Operated for approx. 5 years 2007-2011, ended due to the end of BSPB GEF funded project

Keys to success:

Real commitment and skills of BSPB advisory teams to promote HNV farming practices;

Existing GEF funding both for the mobile advisory teams and the AE and Natura 2000 pilot grants schemes
What do mobile advisory teams achieve for HNV farming?

- The mobile advisory teams gained the trust of farmers and became part of their daily life:
  
  “These people have entered into our daily lives, their contacts are on top of our contact lists”,
  
  shared one farmer

- More than 200 farmers were consulted.
- 83 projects were approved to participate in the HNV pilot grant scheme as a result of their work.
- The project has directly contributed to the conservation of 36 000 ha of HNV farmland.
- At the same time, the mobile advisory teams provided support to farmers for their applications in the national support schemes as well as compliance with newly introduced legislation. This helped many farmers to remain in business, instead of closing down.
The Innovation: Mobile advisory teams

- The mobile advisory teams became a trusted partner both for farmers and for the regional MAF and PA services.
- They organised trainings and exchange of experience on HNV conservation issues.

Developed and implemented pilot:
(1) agri-environment scheme for conservation of HNV grasslands.
(2) Natura 2000 scheme
(3) Proposals for simplification of the rules and procedures of the national AE measures.

- Support for organizing fests, open days and exhibition at local, regional and national level.
- Advices on the direct sales and marketing of HNVF products

Consultation and advices to HNV farmers:
- HNV farm techniques and technologies;
- Compliance with EU hygiene rules;
- Good agricultural practices.

Social and Institutional

Regulations and Policy

Products and Markets

Farming Techniques & Management
The process that made it happen and critical factors for success

- The available GEF funding for the project so that BSBP could hire experts for the mobile advisory teams.
- The skills, personal belief and motivation of the teams helped them to gain the trust of the HNV farmers and the regional MAF authorities.
- The grant schemes that were implemented were tailored to the local conditions and the needs of the HNV farmers.
- However, the innovation would not have been successful without farmers’ commitment to maintain HNV farming systems.

Limiting factors:
- The project funding ended, and unfortunately, this innovative approach was not taken up by the government.
Lessons learnt from this innovation example, and its potential replication

- Advisory services and consultation for HNV farms are better done by a small teams of experts that have background and experience both in agriculture and biodiversity conservation.

- Face-to-face contact and farm-specific advices are required to effectively engage farmers and local authorities in conservation of HNV farming systems;

- HNV mobile advisory teams have proved to be an efficient and respected partner both for the farmers and the regional MAF and Paying Agency services and could an important part of the delivery mechanism of the future agri-environmental and other innovative schemes.
More information on innovations from Bulgaria and other EU countries on

- http://www.hnvlink.eu/

- http://step-bg.bg/bg

Thank you for your attention!

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