Marketing innovations in High Nature Value farms.
Experience from Western Stara planina

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Sofia
Learning Areas

2) Dartmoor (United Kingdom)
3) Sitio de Monfurado (Portugal)
4) Dalmatian Islands (Croatia)
5) Eastern Hills of Cluj (Romania)
6) Western Stara Planina (Bulgaria)
7) Västra Götaland (Sweden)
9) The Burren (Ireland)
10) Pindus (Greece)
12) Causses et Cévennes (FR)
13) La Vera, Extremadura (ES)

Work Package Leaders

1) CIHEAM-IAMM
8) AScA (France)
2) EFNCP (Spain)
11) UH (Finland)

High Nature Value Farming:
Learning, Innovation and Knowledge

Funded by the European Union
Definitions:
High Nature Value farming

“those areas in Europe where

1) agriculture is a major land use
   and where
2) agriculture supports, or is associated with,
   • either a high species and habitat diversity
   • or the presence of species of European conservation concern,
   • or both”

(Andersen, et al., 2003)
Definitions:

• **Innovation.** The introduction of a product (good or service), process, organization form or marketing, which is new or significantly improved (*OECD and EUROSTAT 2005*).

• **“HNV innovation”**. Innovation that is able to conserve HNV farming characteristics (*HNV-Link, 2016*).

• This notion of “HNV innovation” is used to distinguish it from “general” innovations that aim at economic and/or social and/or environmental goals, but that are not consistent with the conservation of a significant rate of semi-natural vegetation (SNV) within the farming system.

• “HNV innovations” can be individual (eg.farm-level) or wider (eg.regional or community level).
Innovation themes in HNV farming

Four themes, structured according to the main drivers for innovation identified by the EIP Focus Group on Profitability of HNV farming (2014):

1) **Social and Institutional**
2) **Regulatory Framework**
3) **Products and Markets**
4) **Farming Techniques**
Inter-relations between HNV-Link Innovation themes

**Social and Institutional**
- Co-operation between farmers and with other actors
- Catalysing farmer groups, institutions and institutional structures operating in innovative ways
- Facilitating innovation across different institutional level

**Regulations and Policy**
- Policies and legislation that affect HNV farming, processing and marketing:
  - How to design them to support HNV systems and favour innovation

**Products and Markets**
- Development of new products/services
- Product processing
- Adding value
- Marketing of products from HNV farming systems and areas

**Farming Techniques and Management**
- Development of appropriate technologies
- Farming techniques and management approaches, incl. management plans and monitoring
HNV-Link Innovations Assessment

Necessary for the understanding of
• the scale of current innovation at Learning area (LA) level,
• relative to the needs of HNV farming in the area.

It is assessed for each HNV innovation theme.

This enables the understanding of the need for more innovation:
• the innovation gap for each HNV innovation theme and at LA level.
<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Insignificant, nothing is happening to address the needs of HNV farming under this theme.</td>
</tr>
<tr>
<td>1</td>
<td>Few innovations and overall impact very small, many HNV issues not addressed at all.</td>
</tr>
<tr>
<td>2</td>
<td>Several innovations, with some positive effect for HNVf, but not at the necessary scale; many HNV issues not addressed effectively.</td>
</tr>
<tr>
<td>3</td>
<td>Several significant innovations, with at least some of them addressing HNV issues at the necessary scale; but some important issues need to be addressed more effectively.</td>
</tr>
<tr>
<td>4</td>
<td>Many significant innovations, the main HNV issues are addressed at the necessary scale; but there are still some smaller issues that need to be addressed more effectively.</td>
</tr>
<tr>
<td>5</td>
<td>Innovation is addressing effectively all the main HNV issues under this theme, needs are being met right across the LA. There are no apparent gaps.</td>
</tr>
</tbody>
</table>
The challenges facing HNV farming in Western Stara Planina

- The HNV system, especially cattle and sheep grazing, are to a large extent dependant on national and EU support schemes and access to municipal (common) grasslands.

- The drastic decrease of the livestock after 1989 led to abandonment of the HNV grasslands, which resulted in scrub encroachment, transformation into forests and closure of the mosaic landscape. As a consequence, many of the grasslands (especially HNV ones) are not included in the UAA – LPIS layer for “Land in good agriculture conditions”.

- The majority of the farms are small both in size or as economic units (below the threshold for CAP support of 1 ha), thus the access to municipal land is crucial.

- Aging and decreasing population, resulting in limited work force (especially for shepherding) are a constant problem for HNV farms, where mechanization is limited by the mountainous relief.

- National regulations for direct sales and coupled support schemes are welcome tools but still need to be adapted to the regional conditions of the WSP.
Innovation examples in WSP

- **Linbul Farm** – grass-fed suckler cows on HNV grasslands and on-line sale of meat;
- **Association “Food from the mountain”** – nine farmers market their products together;
- **Vlassakiev Farm** - direct sales of cheese and yogurt; and sale of hay to Sofia zoo;
- Manual removal of juniper and its sale for production of essential oils;
- Municipal regulation for removal and transportation of timber out of the agricultural land;
- The whole Learning area (5 municipalities) fall within Natura 2000, thus can benefit from RDP Natura 2000 measure.
- Use of multi-fund financial opportunities for CLLD.
HNV-Link innovation themes in Linbul farm

**Social and Institutional**
- Blog and FB page explaining the benefits of the grass-fed livestock breeding. Participation in projects and trainings.
- Dialogue with conventional farmers in the region.
- Cooperation with livestock breeders associations.

**Regulations and Policy**
- Participates in HNV grasslands Agri-environment measure in 2007-2013 period.
- Works actively for improvement of the legislation for allocation of municipal grasslands and implementing acts of RDP AE measure.
- Implements Natura 2000 measure

**Products and Markets**
- Direct sales to final customers
- On-line orders (FB and blog)
- Various packages:
  - Mini barbecue – 3 kg
  - Tasting package – 5 kg
  - Family package – 10 kg
- Cooking recipes
- Feedback from the clients

**Farming Techniques and Management**
- Only grass-fed livestock breeding.
  - Maintenance of HNV and Natura 2000 grasslands.
  - Trials for natural juniper control.
  - Restores 300 ha HNV municipal grasslands but after 5 years municipal authorities allocate them to other farmers.
- Rotational grazing and electric fences.
HNV-Link innovation themes in “Food from the mountain” association

- Extensive sheep, goat and cattle grazing on HNV grasslands.
  - Local sheep breeds.
  - Production of traditional products: cheese, marmalade and yogurt.
- Participation in Agri environment and Natura 2000 measures.
  - Registration for direct sales (BG Ordinance 26).
  - Use and maintenance of municipal grasslands.
- Farmers’ cooperation for marketing HNV products;
- Facebook page promoting traditional products;
- Intention for creation of EIP HNV operational group
  - and touristic product for the region
- Direct sales;
- Participation in farmers markets and open days;
- Traditional and new products: cheese, yogurt, kashkaval, cream, butter, caciota, pressed cheese;
- Organization of on-farm tasting events.

Social and Institutional

Regulations and Policy

Products and Markets

Farming Techniques and Management

Food from the mountain association

Social and Institutional

Regulations and Policy

Products and Markets

Farming Techniques and Management

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HNV-Link Innovations Assessment in WSP

Social and Institutional
Score: 2
Several innovations, with some positive effect for HNVf, but not at the necessary scale; many HNV issues not addressed effectively.

Regulations and Policy
Score: 3
Several significant innovations, with at least some of them addressing HNV issues at the necessary scale; but some important issues need to be addressed more effectively.

Products and Markets
Score: 2
Several innovations, with some positive effect for HNVf, but not at the necessary scale; many HNV issues not addressed effectively.

Farming Techniques and Management
Score: 2
Several innovations, with some positive effect for HNVf, but not at the necessary scale; many HNV issues not addressed effectively.
Thank you for your attention!

Further information on the project:

http://step-bg.bg/bg
www.hnvlink.eu