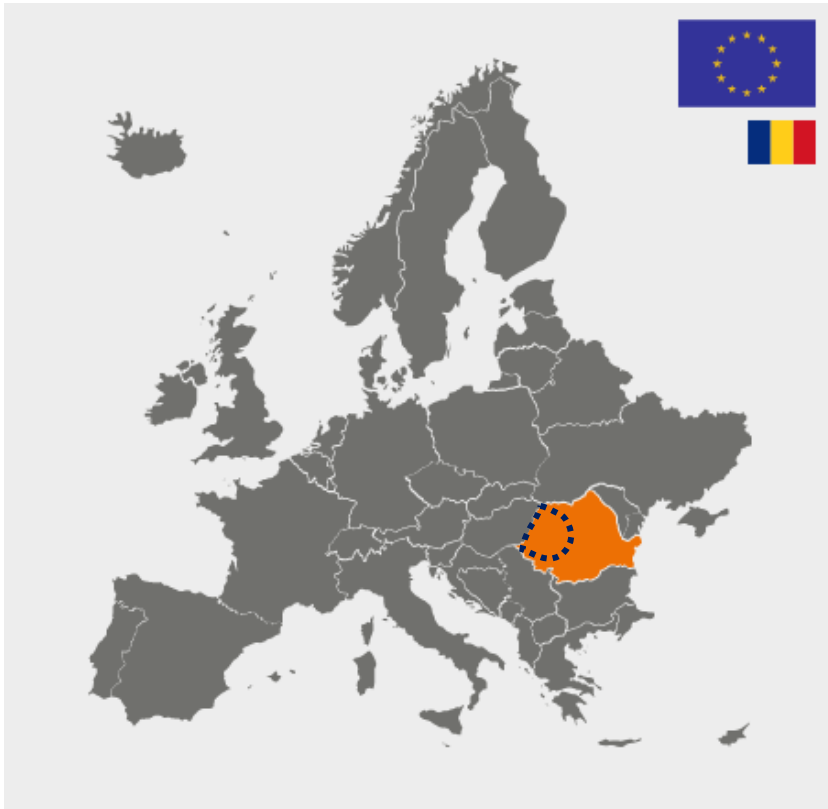


# SHERPA - Rural Science-Society-Policy Interfaces



## MAP Rural Transylvania

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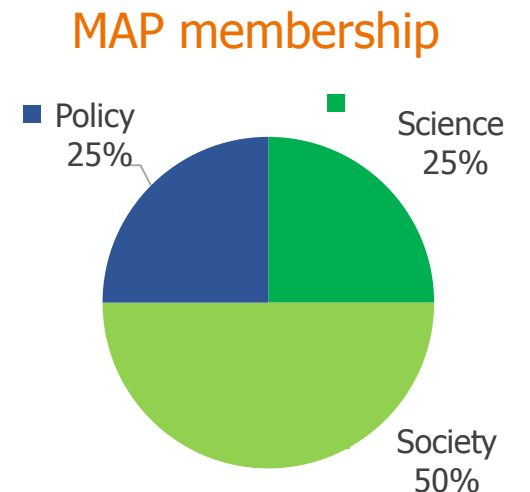


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# MAP Rural Transylvania

- **Regional focus on an area where:**
  - 45% of population lives in rural communities
  - high number of small farms (90%) – mostly subsistence & semi-subsistence farms
  - high agricultural dependence of peripheral rural communities
  - poor integration on agri-food value chains
  - dominant business model = closed /autarchic economy, based on own-produced food consumption
  - increase of consumers' appetite for "traditional" agri-food and handicraft products, with local/regional specificity
- **Composition of the MAP:**
  - Society - 6 (civil society - 4, business - 2)
  - Science – 3
  - Policy -3 (national – 2, regional – 1)
- **Work related to the topic of discussion**
  - 2 round of focus group discussions and interviews with MAP members
  - desk research on data and trends
  - documentation of best practices





# Main messages

- The diversification of the Transylvanian rural economy *focuses on change of business models in the dominant economic sector - agriculture* – by:
  - **diversifying the activity within the farm** (agro-tourism, processing of primary and secondary agricultural products, bio-energy production etc.)
  - **vertical integration** in agri-food chains (short),
  - efficient management of local agricultural resources based on **circular (bio)economy**.
- *To be sustainable*, the approach to farm diversification *should*:
  - **respond to and follow the market signals &**
  - **consider local resources and capabilities**



# Key recommendations

- P** **Coherence and synergies between public policies and programs** dedicated to supporting integration into agri-food chains of agricultural producers.
- P** **Information office and consultancy services** to support diversification initiatives at farm level and vertical integration on value chains.
- P** **Support for entrepreneurial discovery process** - building platforms (national, regional, local) to enable, support and guide the participation of all stakeholders in the process of developing policies and programs dedicated to the diversification and vertical integration of rural economies.
- S** **Scientific evidence** to substantiate the strategic plans for vertical integration in the agri-food industry.
- S** **Technological development and professional training** to support the implementation of innovative technologies in rural areas, farm diversification, integration on value chains, etc.
- B** Dissemination and **exchange of good practices and lessons learned** among rural actors directly involved / interested in diversifying the agricultural economy.
- B** **Build of local / micro-regional brands around a local narrative** to support individualization of products from a rural micro-area and to their fixation in the collective mindset of boot, producers and consumers.
- B** **Using of media channels and digital tools for advertising and integration** of local rural economy products on the market.

**THANK YOU**

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