Agri-environmental measures
design and training of farmers to benefit from them

We used our previous experience

Clarification so that authorities apply flexible approach to small-scale producers
- Booklet with clear information for farmers, producers and for food inspectors

Impact:
- better links between hygiene authorities and small-scale producers.
- Small-scale producers can continue to operate under more flexible approach from hygiene inspectors.
**How can we give a future to these landscapes and their communities?**

Study habitats / species / landscape, and design measures to conserve prosperity and biodiversity

Promoting nature-friendly farm management with local involvement and local benefit

Agri-environment grants and other CAP measures

Marketing, adding value to local products linked to biodiversity brand

Diversifying, including agro-tourism linked to sales of local products

**Policy and information**

**Publicity**

**Education, festivals, community activities**

---

**The problems**

The farmers found it more difficult to access payments for meadows than for pastures which lead to overstocking (especially sheep), damaging the environment.

Same date for mowing for the hilly as for mountain areas – loss in yield

- The controlling system not properly explained to the farmers
Identifying the problems through:

- Meetings with farmers
- Participating in work-groups with the authority representatives
- Talking to farmer’s associations
- Field research within the Natura 2000 site
- Participating in the monitoring and control committee
- Scientific data

What have we done?

- Improved the farm’s register
- Set up the calendar for the activities considering the agro-environment measure
- Informing the farmers (3 times more farmers accessed the payment than in other regions)
- Agro-environment measure for butterflies in 2 regions of Romania (first in Europe)
- Making eligible for payment 200,000 ha of extensive orchards that were managed as pastures as well.
Initiator and partners

• The initiator of the actions taken was the ADEPT Transilvania Foundation.

The partners that helped achieve our goals were: Babes- Bolyai University Cluj, The Society of Lepidopterology, Ministry of Agriculture and Rural Development, National Network for Rural Development, other associations.

Policy actors contacted

• National level: MADR (Ministry of Agriculture and Rural Development), RNDR (National Network for Rural Development), CATAR (The Confederation of Peasant Associations of Romania), WWF (World Wide Fund for Nature), SOR (Romanian Ornithological Society), MILVUS Group.

• European level: DG AGRI, EEB (European Environmental Bureau), ENFCP, CEEWeb for Biodiversity.
Achievements

- The Butterfly measure
- The Orchard measure
- Impact on the new CAP
- Raising awareness about the importance of small farmers and family farms
- Raising awareness regarding entrepreneurial and associative importance
- Promoting the HNV concept at national and European level

Next steps

- Supporting small-scale farmers and family farms through the national policies
- Encouraging the farmers to associate

Improving and adding new measures in the new CAP for 2014-2020
Simplifying the control system
Lobbying for increasing the budget for payments in the CAP
Next steps not only a-e

- Lobbying at the European level for an integrated approach – not only from the AE – perspective, but also hygiene rules, health claims, genetic resources / plant propagation, etc.
- Lobbying to the national authorities for applying the flexibility and making a distinct difference between small and industrial producers
- Helping the communities to identify GI candidates
- Improving the market for the local products and the brand of the area and making people proud of their identity and cultural heritage (ongoing process)

Lessons learned

- Building capacity for the civil society to be more involved in developing and the implementing policies and legislation
- Concrete results are important for people and encourage them to collaborate
- Allocating more time for participating in technical work-groups
- The importance of association
Thank you for your attention!