

Project Information Sheet
Conference Project Brief Number (PBN): 24



**Building and supporting a farmers network for the
distribution and marketing of organic food products**

Description:	The project centres round the development and implementation of a farmers network for the distribution and marketing of organic food products.
Beneficiaries:	Farmers, manufacturers and retailers in the region and throughout Romania.
Project Implementation:	Romanian FCE Foundation
Timespan:	20 months
Estimated costs:	150 908,00 €
Partner:	Romanian Foundation Medias, as well as the Board of the German Media Foundation in Stuttgart, local farmers, manufacturers and retailers
Origin:	The sales market for bio products in Romania is still very small, a sense of the need for healthy food is missing amongst the majority of consumers in Romania.

Project Information Sheet

1. Title of the Project

”Building and supporting a farmers network for the distribution and marketing of organic food products”

1.1. Applicant:

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2. Location of the Project and Area of Coverage

The project will be located in the Sighisoara area and extend throughout Romania.

3. Justification

The project centres round the development and implementation of a farmers network for the distribution and marketing of organic food products. The project deals with the development of sales structures for ecological farming in Romania. The plan is to build and enlarge a network of farmers, manufacturers and retailers in the different cultivation regions of Romania, starting in the area of Sighisoara. The development of a suitable internet communication and trade platform as a technical tool to support translating the concept into action is also an important part of the project.

The sales market for bio products in Romania is still very small, a sense of the need for healthy food is missing amongst the majority of consumers. Therefore a broadly based health campaign must be established together with the advertising of ecological products in Romania. To develop the market for bio foods, corresponding ways must subsequently be found, to practically offer such alternative nutrition to a broader public.

Therefore there is a strong emphasis on the education of consumers, dealers and storekeepers regarding healthy nutrition as well as on increasing the health awareness of the public in Romania (health awareness programme).

The actors involved in the implementation of the project are the Romanian FCE Foundation, a growing network of farmers, manufacturers and retailers in the Sighisoara area as well as in whole Romania. A qualified consultant and development agency will also be included in the project. The direct beneficiaries of the project are farmers, manufacturers and retailers in the region and throughout Romania.

4. Objectives of the Project

Long-term objective:

The plan is to contribute to the extension of ecological farming in Romania, providing practical measures to improve the sales conditions for ecological products. Sustainable ecologically sound agriculture only has a realistic chance in Romania, if there is a receptive home market.

Immediate objectives:

Immediate objectives are to meet the need to help farmers to distribute and sell their products.

5. Activities of the Project

1. Gathering and recording information on interested farmers in the various cultivation regions of Romania, currently approx. 1.000 potential partners.
2. Gathering and recordation of potential trading partners in towns with approx. 120.000 inhabitants, at present at least 25 partners are contacted.
3. Execution of a campaign for health and nutrition as well as an advertising campaign for bio food.
4. Recruiting of manufacturers.
5. Organisation and execution of various large conferences with farmers, manufacturers and retailers to understand real needs of network.
6. Construction and development of a trade and communication internet platform for farmers, manufacturers and retailers.

6. Inputs

Both the staff of the Romanian Foundation Medias, as well as the Board of the German Media Foundation in Stuttgart will be involved in the project. Additional employees will have to be hired in the course of the project. A qualified consulting and development agency will also be involved. Material inputs include the technology required for the exchange platform. For financial inputs please refer to the financial section of the appendix.

7. Requirements from outside the project

In terms of other local or national inputs, the project will need to extend throughout the whole country. Here all forms of cooperation with smaller farmer networks already existing in Romania will have to be ensured.

8. Calendar of Activities

- March 05: Decision on financing.
- May 05: Official start of project.
Start meeting with all one involved in Laslea circle Sibiu, Romania
Kick off conference of the project is carried out under inclusion of all project relevant employees and organizations.
- July 05: First conference of farmers, manufacturers and retailers.
Execution, evaluation and documentation.
- August 05: Development of trade platform.
Concept development, design development as well as development of the trade platform.
- Nov. 05: Second conference of farmers, manufacturers and retailers.
Execution, evaluation and documentation.
- January 06: Development of the advertising campaign.
- February 06: Training for fieldworkers.
Execution of the qualification measure for multipliers.
- April 06: Launch of advertising campaign.
- October 06: Conclusion of the advertising campaign.
- Dec. 06: End of project.

9. Budget

Building and supporting a farmers network for distribution and marketing of organic food products.

POS	SECTION	EUR
1	Personnel costs in Romania	22 500,00 €
2	Personnel costs in Germany	18 736,00 €
3	Travel costs	3 642,00 €
4	Kickoff-conference with 20 persons	3 100,00 €
5	Conference I farmers, manufacturers and retailers, 100 pers.	3 700,00 €
6	Development of communication- and trade platform	18 880,00 €
7	Conference II farmers, manufacturers and retailers, 200 pers.	5 750,00 €
8	Training of project fieldworkers	6 200,00 €
9	Providing infrastructure	4 800,00 €
10	Communication and advertisement campaign	63 600,00 €
	Total	150 908,00 €

18.10.2004

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