

AgroTransilvani a Cluster

Cluster Cases &
Experiences from the
Black SEA Region

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BLACK SEA
HORIZON



Bi-regional STI Dialogue

15th of February, 2017



The project BLACK SEA HORIZON has received funding from Horizon 2020, the EU Framework Programme for Research and Innovation, under the Grant Agreement 645785 (H2020-INT-INCO-2014).



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- ❑ Mission of AgroTransilvania Cluster
- ❑ Short Value Chain
- ❑ Innovative Cluster



AgroTransilvania
Cluster

Mission:

**INTEGRATIVE POLE OF SUSTAINABLE
DEVELOPMENT OF AGRY-INDUSTRIAL SECTOR
IN TRANSYLVANIA**

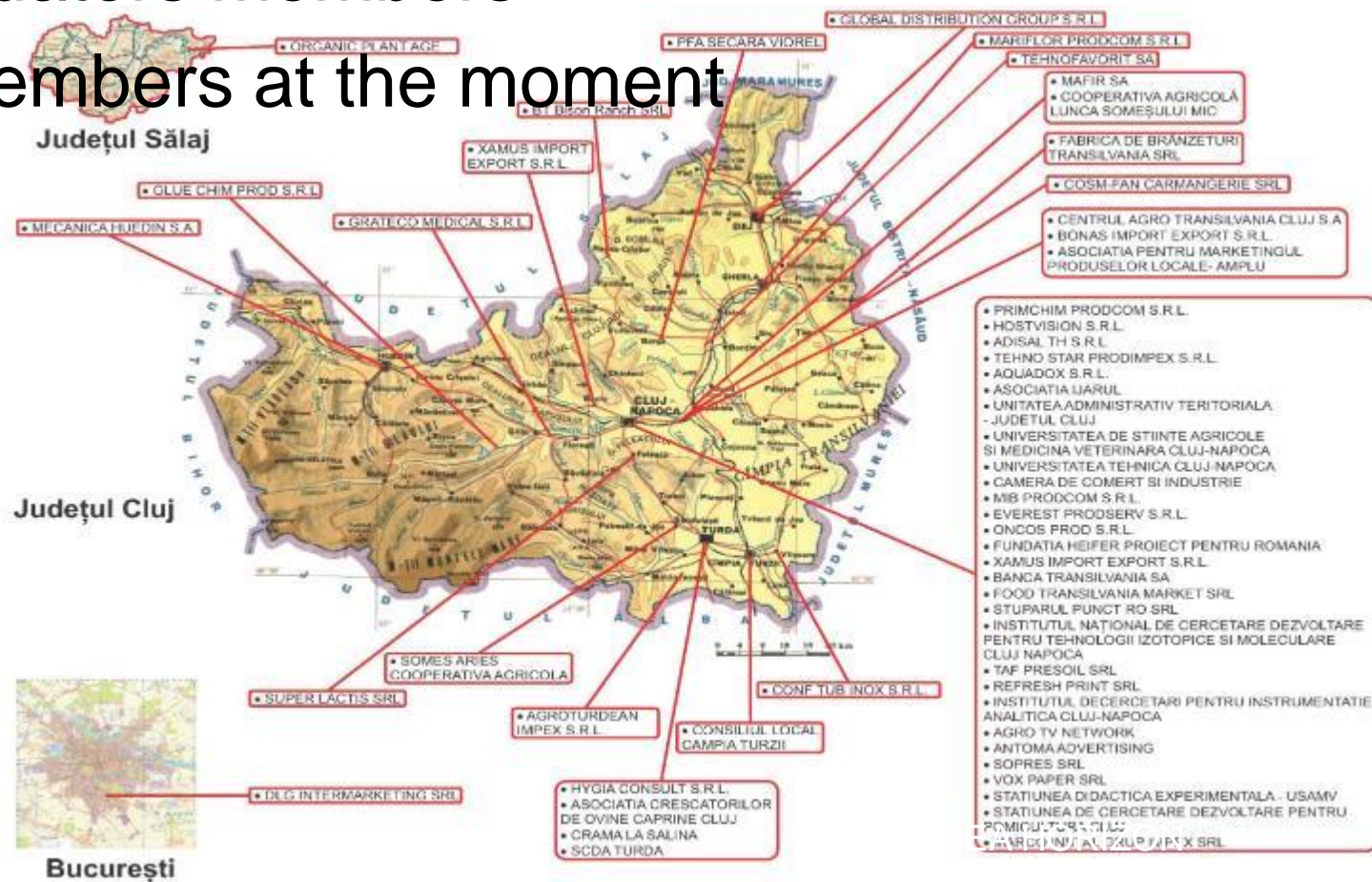
(Supporting of the Sustainable Competitiveness of the
Agri-Industrial Sector)

AgroTransilvania Cluster - members -

4

□ 20 fondators members

□ 65+ members at the moment



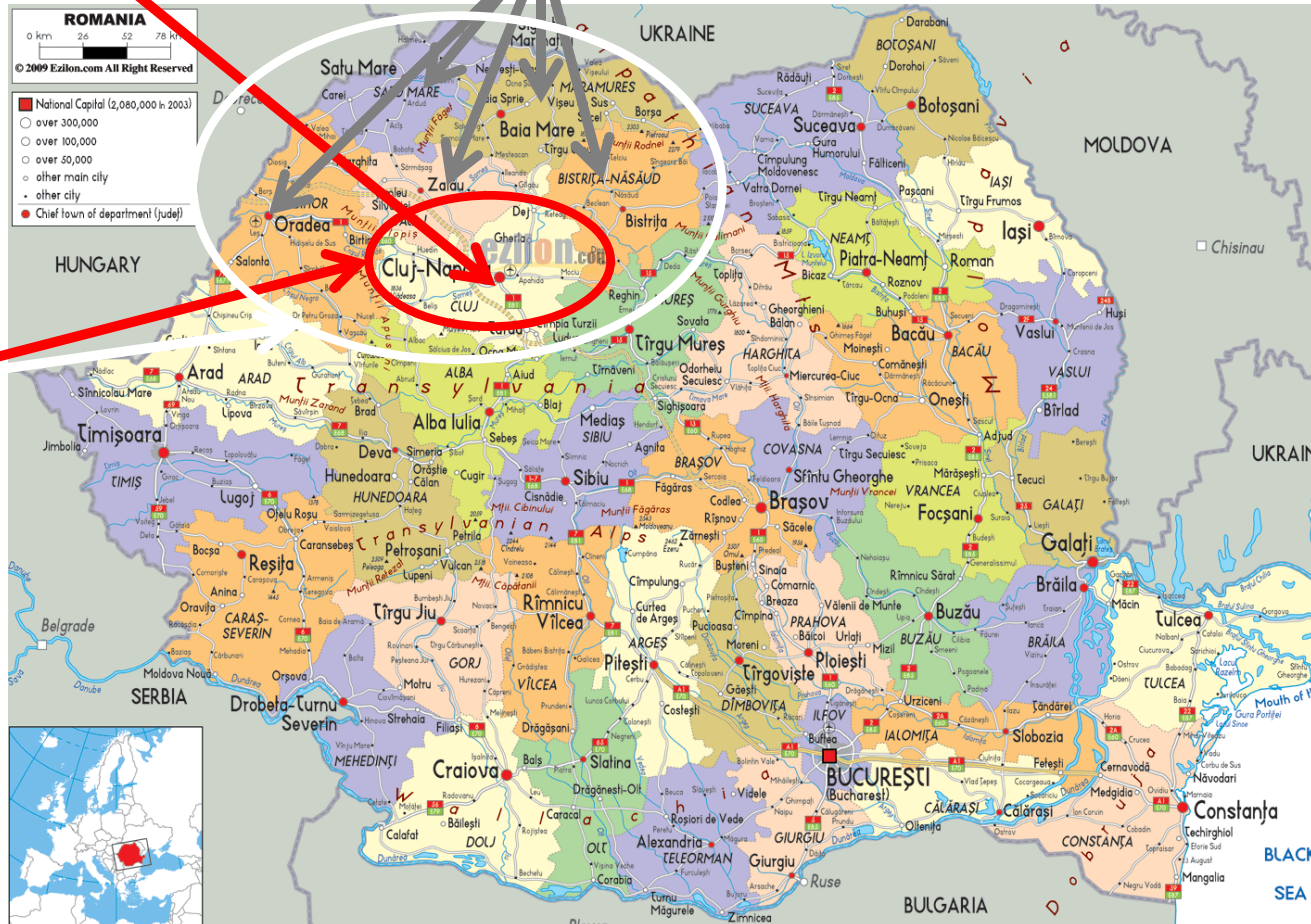
Clusterul AgroTrans

- members -

Headquarter

Branch (office)

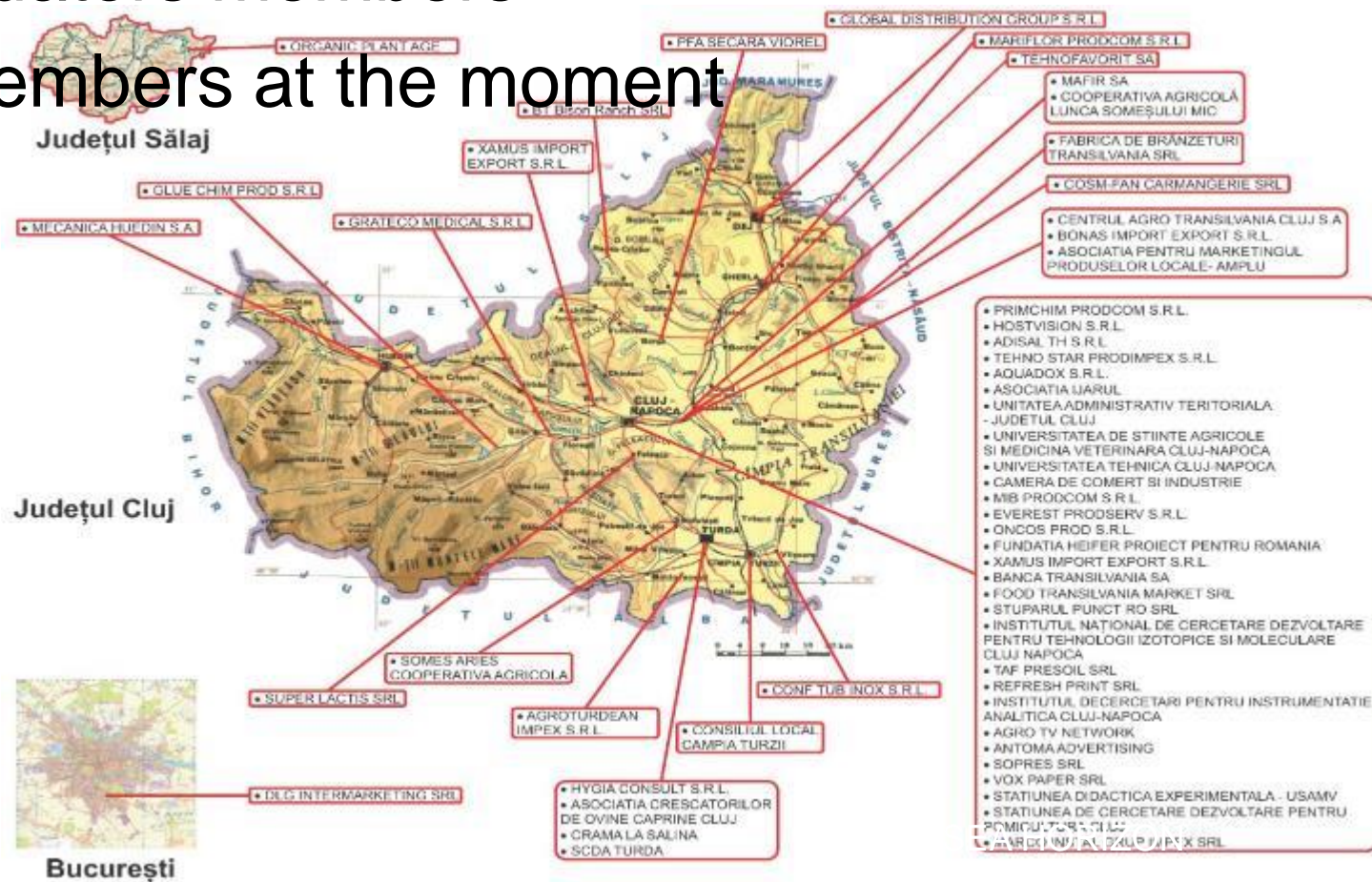
Area



AgroTransilvania Cluster - members -

6

- 20 fondators members
- 65+ members at the moment



AgroTransilvania Cluster

- Strategic Objectives -

Producers

(universities, administrations)

Inputs suppliers

Processors

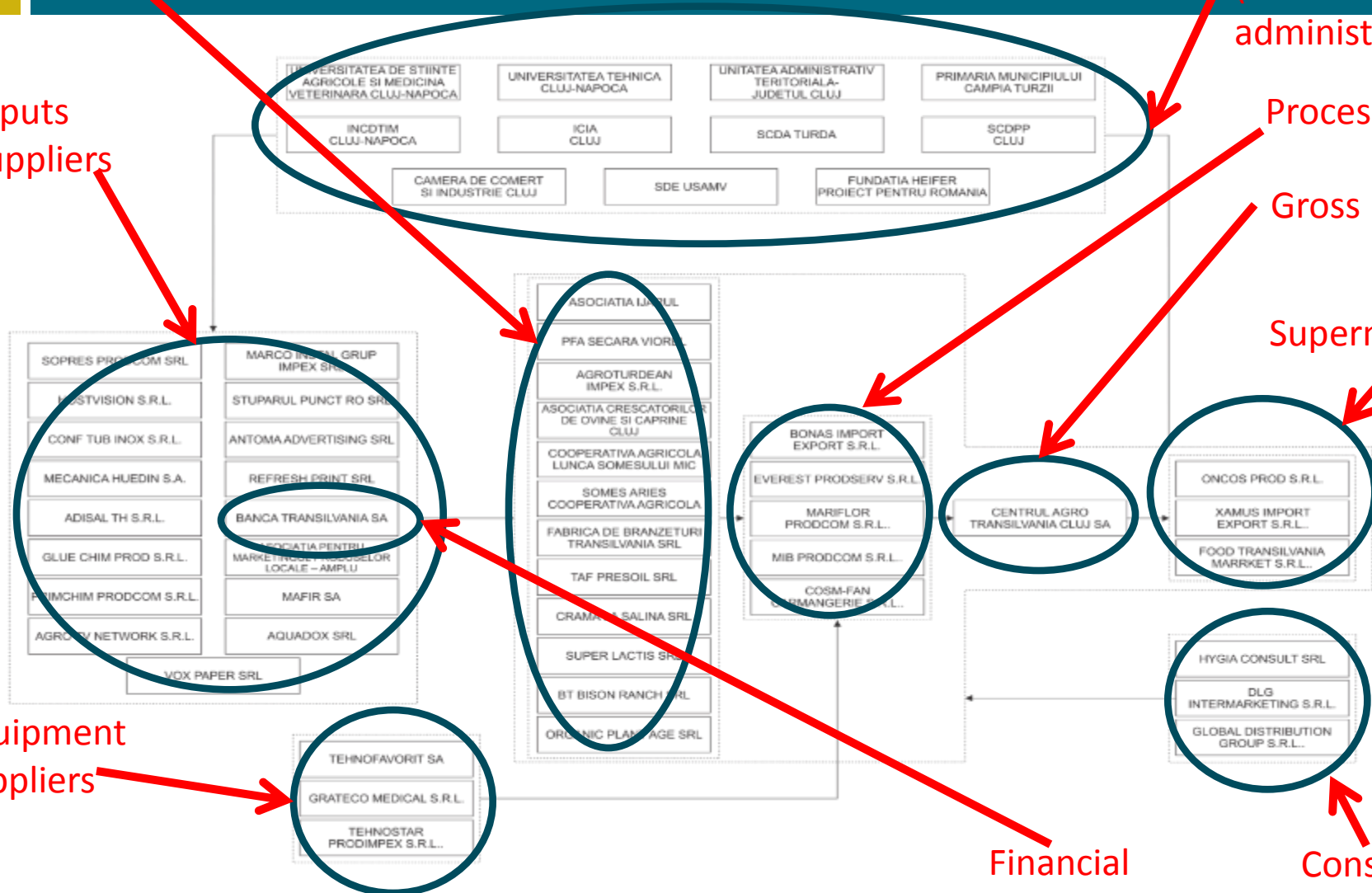
Gross Market

Supermarkets

Equipment suppliers

Financial institutions

Consulting companies



Value Chain

- questions -



- ⑩ Increasing the research and development capacity in field of bio-economy as innovative smart specialization cluster
- ⑩ Increase of Sustainable Competitiveness of Agri-Industrial Sector in Transylvania
- ⑩ Encouraging the Set-up and/or the Development of Associative Forms
- ⑩ Increase of Qualitative and Quantitative Representatives of Cluster
- ⑩ Integration of Producers and/or Associative Forms into the Value Chain
- ⑩ Support the Development of Local and Regional Initiative



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Short Value Chain

- ❑ State of facts
- ❑ Possible solution
- ❑ Questions to be solved

Sate of fact - mission -



Producer

- < 2 hectares (3/4 of total), 13% of area
- > 100 hectares (0,3% of total), almost 50% of area
- 99% individual farms (associative forms?)
- **how to meet the consumer?**



Sate of fact - mission -



Consumer

- Concentration on the city (super/hypermarkets)
- Self-consume
- Asking for more (local)
- **how to meet the producers?**



Value Chain - questions -

Short marketing chain for small, localized producers

Increase negotiation power

Wider visibility market (consumers)



Value Chain

- questions -



? Extend the producers / products (imports)

? Transfer of administrative tasks to producers



Value Chain - ethics -



? How much to reduce the value chain?



Value Chain - solution -



set-up and development a local markets solely by short chains and promotional activities

Sub-measure 16.4 and 16.4 - Support for horizontal and vertical cooperation between actors in the supply chain in agriculture and fruit growing of National Programme for Rural Development in Romania 2014-2020

- sustainability of investments in cooperation** between actors in the agri-food industry to market their products in short supply chains
- facilitate the use of **innovative methods of marketing** products and attract new categories of consumers.

Value Chain

- questions? -



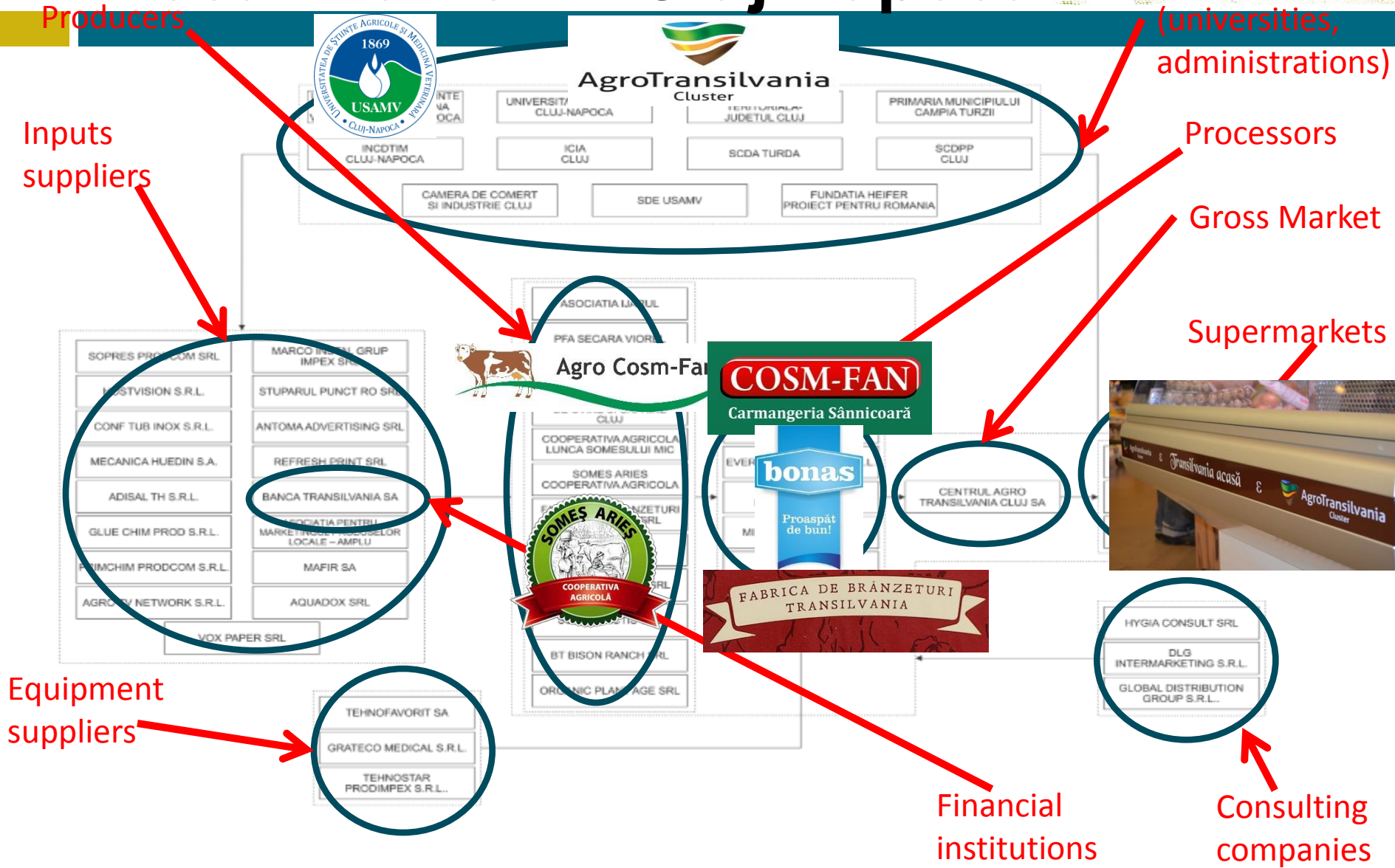
OS1 - local market in Cluj-Napoca from local producers

OS 2 - trademark of local (meat processing and dairy products) **Consecrated Romanian recipes** (national trademark)

OS 3 - consumer awareness on products and local market

OS 4 - machinery and equipments

AgroTransilvania Cluster - local market in Cluj-Napoca -



Value Chain

- trademark of local

P1 S.C. AGRO COSM-FAN S.R.L. (meat cows farm)



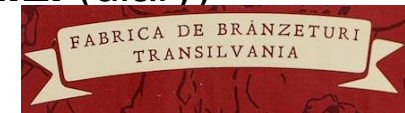
P 2 - COOPERATIVA AGRICOLĂ SOMEȘ ARIEȘ (milk cows)



P 3 - S.C. BONAS IMPORT EXPORT S.R.L. (diary)



P 4 - S.C. FABRICA DE BRÂNZETURI TRANSILVANIA S.R.L. (diary)



P 5 - S.C. EVEREST PRODSERV S.R.L. (meat processor)



P 6 - S.C. COSM-FAN CARMANGERIE S.R.L. (me

Value Chain

- trademark of local -



Chefir 3,3%



Sana 3,6 %



Cașcaval Dalia



Cașcaval Rucăr



Parizer

Muschi file

Cremvurști cu carne de

Ciolan presat

Cabanos

Jambon afumat fără os



Value Chain

- consumer awareness



Food Transilvania Market

by

AgroTransilvania Cluster

(to be created)



Value Chain - questions? -

local economy vs. personal economy

local products vs. all other products (free choice, health, variation)

safety of short value chain vs. all other value chains (hygiene)

pollution (transportation, storage)

supporting vs. market alteration

Innovative Cluster

- ❑ Innovative mission
- ❑ Research facilities
- ❑ Innovative objectives



AgroTransilvania Cluster

- research/innovative mission -

Mission:

AgroTransilvania Cluster intends to create 7 laboratories for research in terms of **Safe and Security of food**

(research project of around 4 mil Euros)

Clusterul AgroTransilvania

- research locations -

2 locations:

USAMV Cluj University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca

INCDTIM National Institute for Research and Development of Isotopic and Molecular Technologies



AgroTransilvania Cluster

- facilities -

USAMV Cluj

Laboratory for the control and safe of milk and dairy products

Laboratory for the control and safe of meat and meat products

Laboratory of instrumental analysis

Laboratory for genomics

Laboratory for determining bio- geographical authenticity and origin

Laboratory for the control and safe of anim



AgroTransilvania Cluster

- facilities -



INCDTIM Cluj

Laboratory for determining the micotoxins / allergens from food and for developing the natural food colorants.



AgroTransilvania Cluster

- innovation -



1. Research activities (new products, new technologies etc.)
2. Services for members of cluster in terms of quality and safe assurance of the agri-food products.
3. **Becoming a certified organism able to certified European geographical indication products.**

YOUR ATTENTION HAD BEEN REALLY APPRECIATED!



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