



AgroTransilvania  
Cluster



# AgroTransilvania Cluster. “Transilvania Acasă”

Prof. Dr. Felix Arion



Interregional Conference

7<sup>th</sup> FIELD VISIT- TRANSILVANIA, ROMANIA

# AgroTransilvania Cluster

## - mission -

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

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

# AgroTransilvania Cluster

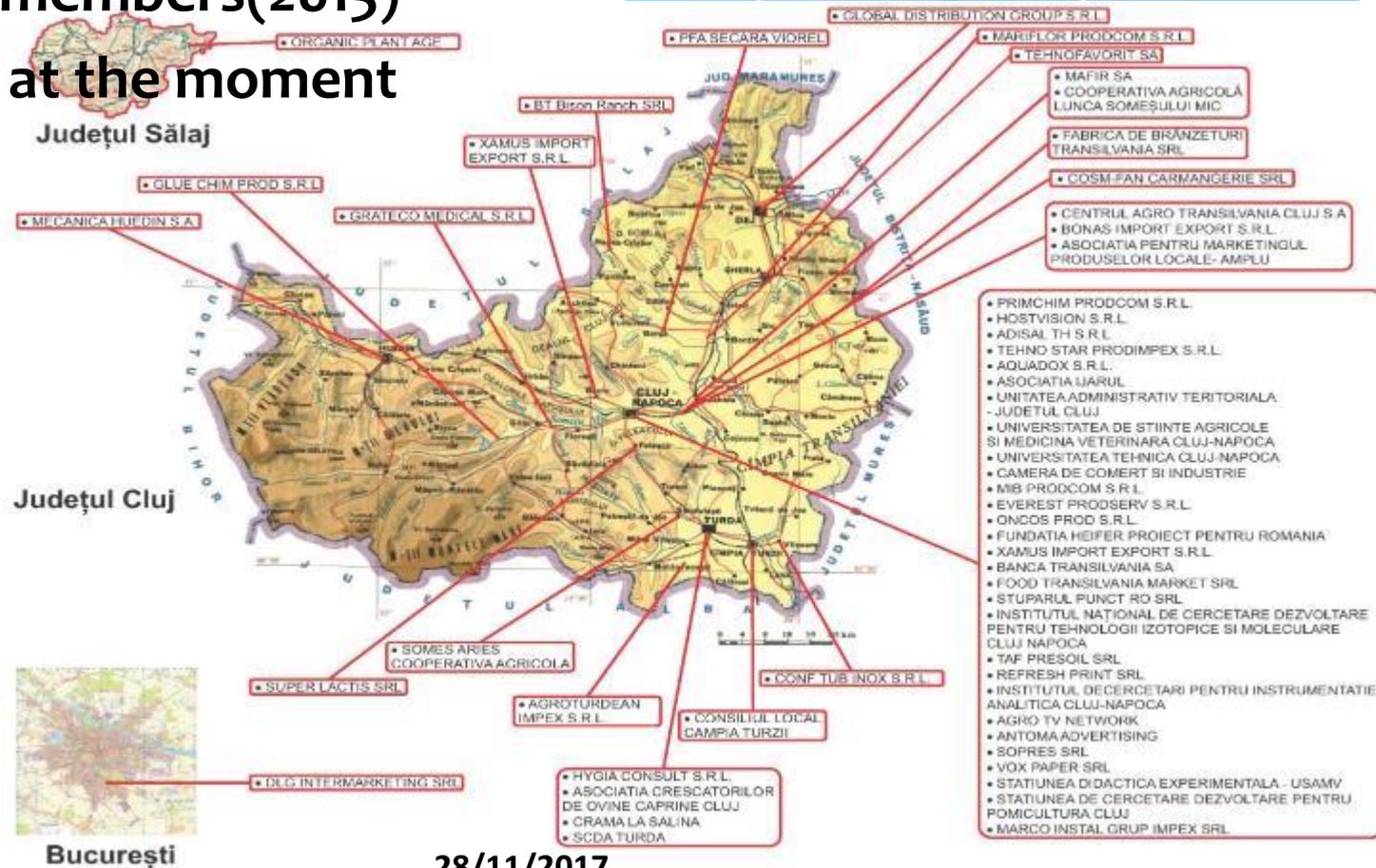
## - Strategic Objectives -

- OS.1. Increasing the research and development capacity in field of bio-economy as innovative smart specialization cluster
- OS.2. Increase of Sustainable Competitvity of Agri-Industrial Sector in Transylvania
- OS.3. Encouraging the Set-up and/or the Development of Associative Forms
- OS.4. Increase of Qualitative and Quantitative Representatives of Cluster
- OS.5. Integration of Producers and/or Associative Forms into the Value Chain
- OS.6. Support the Development of Local and Regional Initiative

# Clusterul AgroTransilvania - members -

\*20 founders members(2013)

\*70 members at the moment



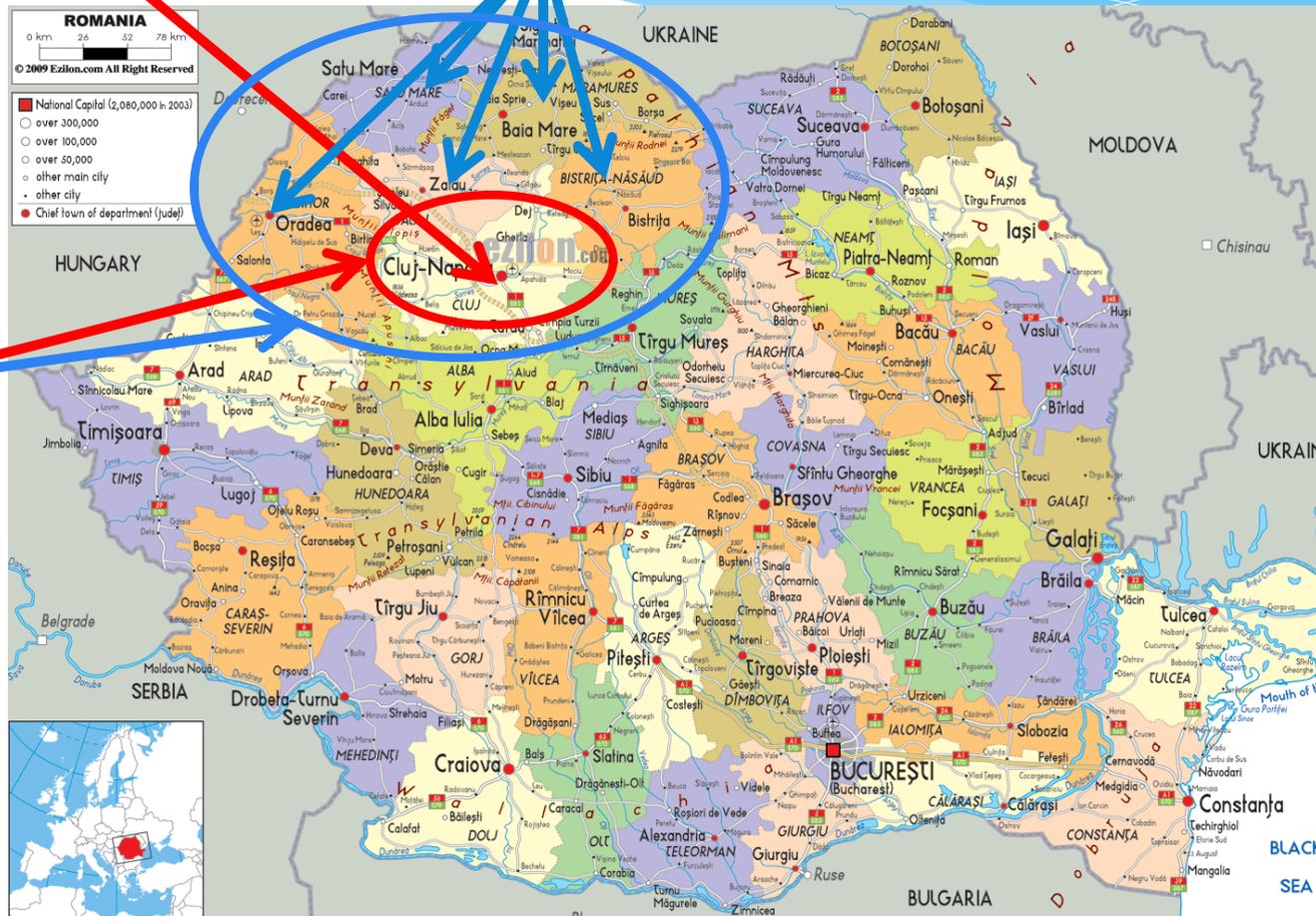
# Clusterul AgroTransilvania

## - members -

Headquarter

Branch (office)

Area

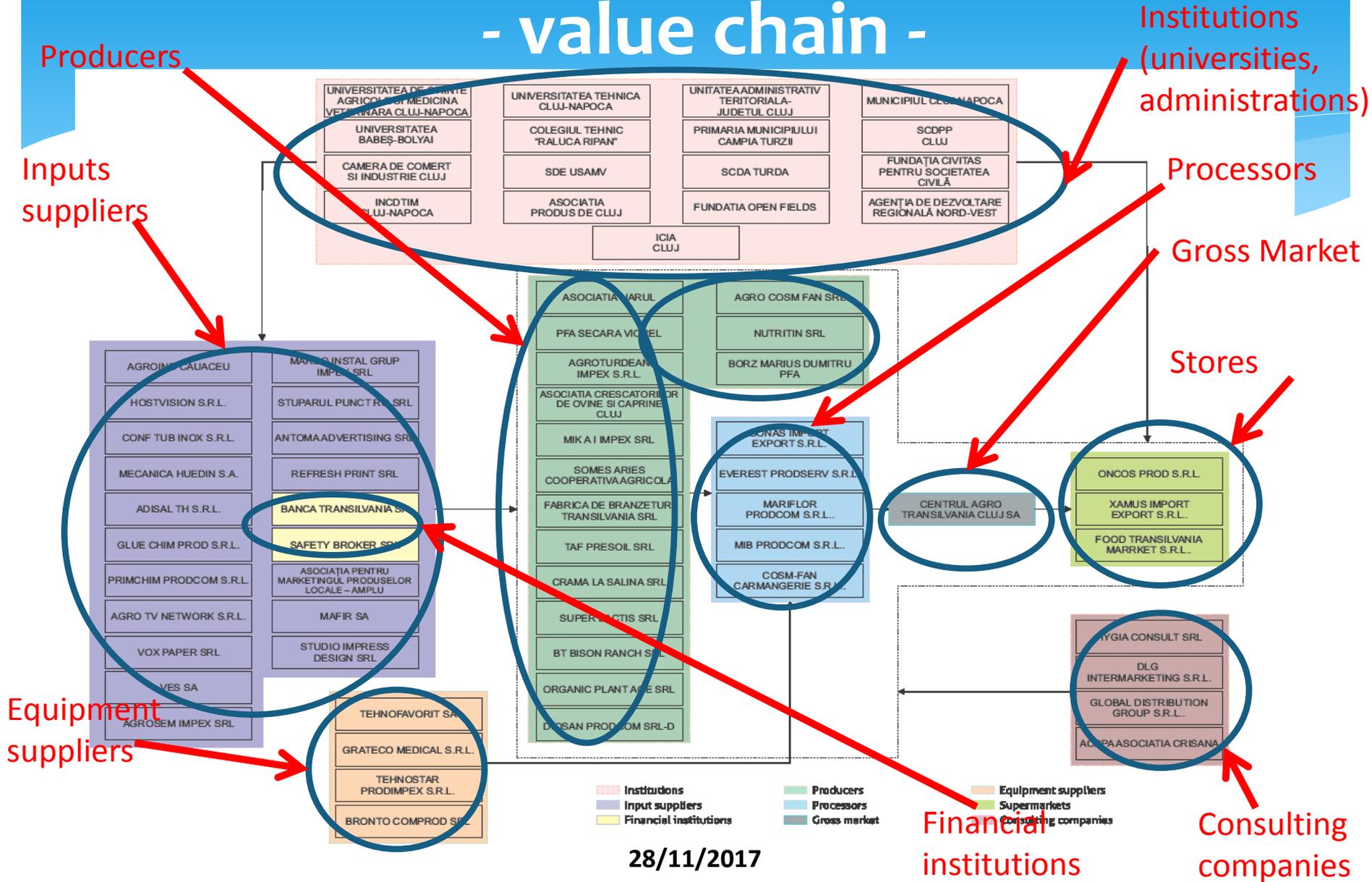


# Clusterul AgroTransilvania - members -



# AgroTransilvania Cluster

## - value chain -



# Value Chain

- **consumers' awareness** -

## Food Transilvania Market

trade mark



**AgroTransilvania**  
Cluster

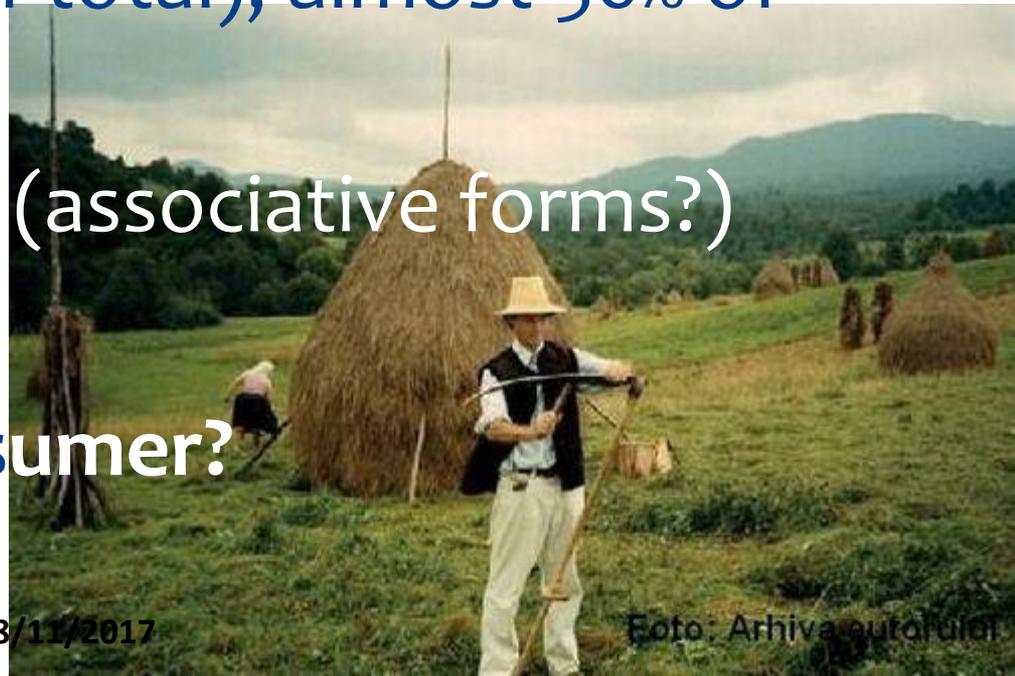
**Member of Monitoring Committee of  
National Program for  
Rural Development 2014-2020 (PNDR)**



# 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 - objectives -

## Financial

Profit (break-even point)

## Commercial

Market-share

## Brand

*Transilvania acasă*



## Visibility

Promotion

<https://www.facebook.com/transilvaniaacasa>

# Value Chain - policy -

## Prices

- initially: producers decided (underestimation of costs)
- analysed

## Image

2016 – new image (Cluster support)



## Events

promotions  
fairs / mobility



# Value Chain - pillars -

## Administration

- private company (member of Cluster)

## Ideally

- innovative products
- niche products
- premium products

## Producers

- members / collaborators of Cluster

1	SC Nado&Co PMN SRL	13	SC Agro Sav SRL
2	SC Bonas SRL	14	SC Expert GSM
3	SC Mib Prodcom SRL	15	SC Finas Consulting SRL
4	Fabrica de Brânzeturi Transilvania SRL	16	Biriescu Lucian Livius II
5	SC Everest Prodserv SRL	17	SC Mariflor Prodcom SRL
6	SC Xamus Import Export SRL	18	ONCOS
7	SC Cosm-Fan Carnangerie SRL	19	EMINI
8	Taf Pres Oil SRL	20	IJARUL SRL
9	Puşcaş I. Teodor PFA	21	Din Ardeal
10	SC Mika Impex SRL	22	Marius PFA
11	II Petric Ioan Alin	23	Dan PFA
12	SC Carnes Alba SRL		

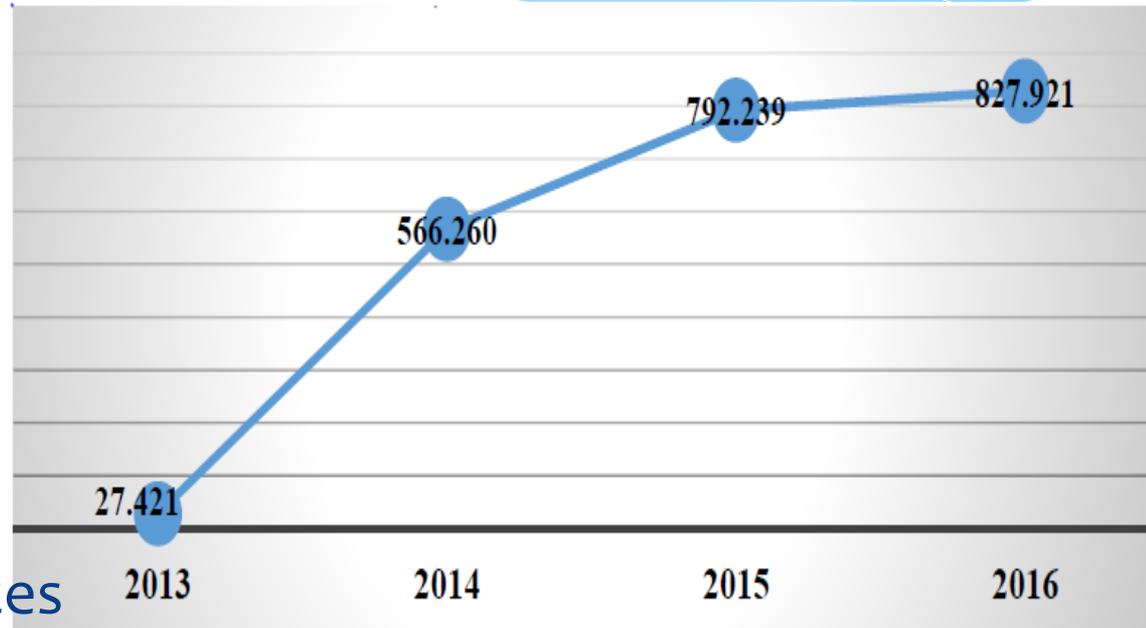
# Value Chain - trends -

## Limits

- economy of scale (fixed costs)
- competition
- labor crisis

## Future

- education
- specialization
- focus on premium prices
- trust



# AgroTransilvania Cluster

## - Projects. National. Short Value Chain -

### National Financed Projects

**POCU 2014 - 2020**, Priority Axis 3 Jobs for All, Investment Priority 8.iii: Self-employment, entrepreneurship and business start-ups, including micro-enterprises and innovative small and medium-sized enterprises.

**Learn 2 Do 4 Entrepreneurship.**

# AgroTransilvania Cluster

- Projects. National -

## National Financed Projects

**PNDR 16.4 „Development of local markets, based exclusively on short supply chains, to support the marketing of fruit from the Crişana region”**



# AgroTransilvania Cluster

- Projects. National -

## The European Farmhouse Cheese & Dairy Meeting

Farmhouse and  
Artisan  
Cheese & Dairy Producers  
European Network



### Members

#### Bulletin Board

No entries at present.

Please [contact us](#) if you want to place an ad here.



# AgroTransilvania Cluster - innovative cluster -

## Bioeconomy:

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

(research project of around 4 mil Euros)

# AgroTransilvania Cluster

- objectives -

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.

# AgroTransilvania Cluster

- facilities -

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 animal feeds

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



# YOUR ATTENTION HAD BEEN REALLY APPRECIATED!



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