



Analysis of the regional food and drink industries

Partner organization/region:

Date:

Introduction:

Please describe the answers as well as possible. By reading into this topic you will get a lot of information, so you can get a good overview of your region. Through dialogue with local food industries, local facts and numbers can be collected. The information requested in this list will help you to get to know your region better. These questions are intended to help you.

1. General description of the current status of the food sector in your region

Take a look at your region in terms of food industry: Which branch of the food sector is the biggest/most important in your region?

As for Harghita county we can identify the jam, syrup and honey production as the most important branches of food sector.

Please fill in these data as good as possible. If you don't have any numbers, please estimate a rough comment. You can also try to get information about your region via Eurostat (<https://ec.europa.eu/eurostat/de/home>). Through cooperation with a local food producer you can try to include at least specific data about a regional producer to get a rough idea of the current situation.



Category	Criteria	Description	Data/comment
General description of the current status of the food sector in your region	Role of your regions food and drink industry in national context	Percentage of food-sector-employees in your region as a proportion of food-sector-employees in your country	No data available
		Percentage of food-sector-enterprises in your region as a proportion of food-sector-enterprises in your country	No data available
		Share of sales in total sales of the national food sector	No data available
	Role of the food and drink industry in your region	Percentage of food-sector-employees as a proportion of total employees in your region	No data available
		Percentage of food-sector-enterprises as a proportion of total enterprises in your region	No data available
		Share of sales in total sales of the regional economy	No data available
		Total numbers of employees, enterprises and share of sales of the regional food sector	No data available



2. Current policy instruments, funding/support programs etc.

	Who are the programs aimed at? (target group)	How is the support structured? (financial, training programs, social project to support employees, infrastructural improvement)	Importance/ Relevance (frequency and acceptance)	Current policy ambitions within the region/instruments of supporting the food industry?
EU instruments/programs				
A. Regional Operational Programme 2014-2020, Axis 2 - Enhancing the competitiveness of small and medium sized enterprises	SMEs	Financial support to improve mostly their technological production equipment.	Medium importance for local food sector SMEs	This program funds big scale development projects of the regional SME's.
B. Regional Development Programme	farmers and cooperatives, young farmers, non-agricultural businesses	Financial support for development	High importance and relevance for local food SMEs	This program funds big scale development projects of the regional SME's
National instruments/programs				
A Romania's National Program for Rural Development	Farmers, local producers	Financial support for development	High importance and relevance for local food SMEs	This program funds big scale development



				projects of the regional SME's.
Regional instruments/programs				
A Local Action Groups	Rural communities	Financial support	High importance and relevance for local food SMEs	Implementation of LEADER program on local level
Local instruments/programs				
A Szekler Trademark Movement	Local producers	Technical support	High importance and relevance for local food SMEs	Commercialization and branding of Szekler Product
B Harghita County Council's Rural Development Association	Rural associations	Financial support	High importance and relevance for local associations with cattle-, sheep-, goat- breeding activities and local associations with fruit and vegetable growing and processing activities	Funds small scale development projects of local SMEs
C Small producers cooperatives	Local farmers	Technical support	High importance and relevance for local farmers, local producers.	Helps local product process and commercialization.
D SME's incubator house	Start-up SMEs	Technical support	High importance and relevance for SMEs	According administrative services, business





				advisory services, coaching, counselling, technical services, mentoring, training, fund raising.
Other (e.g. crowd, private, solidary supported)				
A -				





3. Marketing and distribution channels currently used for regional products

Which sales channels are predominantly used?

Transport duration & frequency (short/long distance, high/low frequency?)

Import/Export of the produced food?

Are there any initiatives in your region that want to improve market reach, internationalization, local food associations and aim to do so?

There is no data available on sales channels, transport duration&frequency, import/export of the produced food in Harghita county.

Local SMEs predominantly use the following sales channels:

Fairs:

Local:

- *Monthly fairs organized by the Development Agency of Harghita County*
- *Easter and Christmas Fairs organized by the Development Agency of Harghita County*

National:

- *Ozosep (organized in Bucharest, Romania)*

International:

- *Szekler Festival (organized in Hungary)*
- *Góbéfeszt (organized in Manchester, UK)*
- *Different cultural events organized by Harghita County Council's tween counties from Hungary*

Markets: Merkúr, MOL filling station

Online sales: szekelytermek.ro (under construction)

As for transport duration we can say there might be occasionally short distance transportations. Regarding the import/export the local products are mainly sold locally or nationally.

Szekler Trademark Movement is an initiative that helps market reach, internalization and promotion of local products. The Szekler Product community trademark was developed for representing and protecting the interests of local producers for their future well-being and the benefit of consuming local and healthy food. The main priority is to support people living in rural territories, local producers and preservation of rural tourism. More than 150 producers, with more than 1000 products have the right to use the trademark in present.

In order to support the local producers in the process of selling products online, the website www.szekelytermek.ro was developed. By selling the Szekler product trademark





and delivering the products to domestic and foreign chain stores, we make possible for European consumers to buy all these quality products. Combined with tourism, Szekler products are popular in domestic and foreign trade fairs, and we create new local product processing plants in Szeklerland.

4. Current technological environment, research & development scene in the region

Which institutions are located in your region (for example Universities, research facilities, state agencies, NGO's, etc.)? What are the greatest challenges for technological improvement? (internet, finance, resources, state of knowledge, scientific development, competition, ...)

Which institutions are located in your region (for example Universities, research facilities, state agencies, NGO's, etc.)?

The main institutions located in our region:

- *Sapientia University*
- *Garden project*
- *Local office of Regional Development Agency - Centru*
- *Local office of Agriculture Payments and Intervention Agency (APIA)*

As for the greatest challenges for technological improvement we can identify:

- Finance
- Resources
- State of knowledge





5. SWOT-analysis, accelerators and obstacles

What do you think are the strengths, weaknesses, opportunities and threats for the food sector in your region? What are accelerators and obstacles? You may think of following key words: technology, trends, competition, politics (strategic success factors), finance, know-how, image, staff, core skills/competences, etc. What are the key problems/difficulties? Common advantages of different branches?

	<i>Helpful (for food enterprises)</i>	<i>Harmful (for food enterprises)</i>
<i>Internal</i>	<p><i>Strengths</i></p> <p><i>Szekler Trademark/Brand Movement</i></p> <p><i>Favorable geographical characteristics</i></p> <p><i>Biocultural diversity</i></p>	<p><i>Weaknesses</i></p> <p><i>Lack of branding and marketing skills</i></p> <p><i>Lack of general business skills</i></p> <p><i>Lack of European Trademark</i></p> <p><i>Lack of innovation and research</i></p> <p><i>Lack of foreign language skills</i></p> <p><i>Low entrepreneurial initiatives</i></p> <p><i>Lack of vocational and professional training</i></p> <p><i>Lack of skilled workforce</i></p>





External	<i>Opportunities</i>	<i>Threats</i>
	<p><i>Networking and cooperative systems</i></p> <p><i>European Trademark</i></p> <p><i>Geographical Indication</i></p> <p><i>Mountain Trademark</i></p> <p><i>Start-UP programme – programmes addressed to young people</i></p>	<p><i>Productivity/Capacity</i></p> <p><i>Finance</i></p> <p><i>Resources</i></p> <p><i>Climate change</i></p> <p><i>Migration of skilled labour</i></p>

6. Other regional, geographical and social factors affecting the food industry

For example geographical factors like climate, weather conditions, agricultural conditions, landscape, infrastructure, etc. or social factors like unemployment rate, age structure, demographics, living space, educational landscape, family environment, working conditions, etc.

- Biocultural diversity – bio products initiatives
- Brain drain
- Lack of vocational and professional training
- Migration of skilled labour
- Climate change





7. Recent surveys, reports, research results regarding the regional food sector

Are there any current reports that could be interesting for the food industry?

What results could be gained from these studies/publications?

Find key contacts / key economic motivation for new studies – cooperation with universities, associations, units & define common goals for cooperation; Chance to work with local experts?

Who can we get feedback from? Stakeholders, industry, politics, publics?

Harghita County Council in 2018 received a grant from the European Commission, Directorate-General for Agriculture and Rural Development, under the call for proposals 2017/C 339/07 concerning information measures relating to the common agricultural policy for the **CAPTION - CAP Information Measures for Sustainable Food Chain** project.

The project included the below mentioned activities:

- *elaboration of studies about the local traditional agriculture products;*
- *edition of promotional materials in order to promote local traditional agriculture products;*
- *creation of an online agro-food platform, which serves as the engine of e-learning curriculum packages, and provide up-to-date information for producers;*
- *compilation of e-learning curricula for farmers: multimedia and audio-visual materials;*
- *presentation of local products in Brussels (Belgium) - The event was held at the European Parliament on 19 of March 2019 and it was based around the theme of a sustainable EU food policy with a special emphasis on developing traditional and local products, supporting local small farmers. There was also discussed the practical aspects, good practices and the future of the CAP from local perspective;*
- *organization of the Seminars / blended learning for farmers, especially for young farmers, in the three main areas of Harghita County (Ciuc, Odorhei, Gheorgheni);*
- *organization of an 'Open farm' event, which aims to showcase to citizens the role of agriculture (e.g. best practices, innovation projects);*
- *organization of the final conference for raising general public awareness on the relevance of EU support to agriculture and rural development through the CAP.*

Within the activities of the CAPTION project was elaborated the **STUDY ON DEVELOPING THE METHODOLOGY OF AWARDING THE SZEKLER PRODUCT TRADEMARK** in order to ensure the food and environmental safety of traditional products.





The long-term objective of the trademark Szekler Product is to ensure that protected local products also comply with EU quality labels. Currently, the quality of the food bearing the trademark Szekler Product is only voluntary on the basis of the applicable food safety and consumer protection legislation and is dependent on the manufacturer. The study and inspection system is not developed; the purpose of this study is to highlight these systems. In order to maintain and increase sales and consumer confidence, it is important that local products are produced in the proper quality and that the raw material and / or finished product are regularly qualified. One way to do this is to perform regular laboratory tests of samples of raw materials and products, but obtaining a rating system and qualification is a guarantee for consumers.

