



FRiDGE
Interreg Europe



European Union
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FRiDGE partner meeting

Harghita County Council

Emőke Kopacz

22th September, 2021 FRiDGE Joint workshop



Sharing solutions
for better regional policies

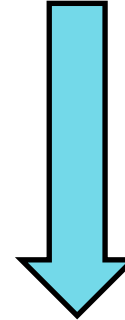


ASSOCIATION FENYŐALJA EGYESÜLET



Background

Small producers are local families, who cannot afford having kitchens approved in accordance with public health rules. Furthermore there are also costs related to the authorization of the products. In the county the majority of local producers only have producer attestations without having any legal form, such as enterprises because of the small scale production of their manually prepared products. There were some issues with efficient production and sales in long-term.



Taking into consideration the difficulties encountered by small local producers, listed above, families from Ciumani, Harghita county gathered into a partnership and started the Association Fenyőalja Egyesület. The association form helped them to hand in application for project calls, and increase production

Background

The Association was established in 2011 within a partnership of nine families, who were/are local producers with the support of Harghita County Council and the local government from Ciumani.

They produce and sell together their products which are mainly raw materials for restaurants and guesthouses from the county.

Then and Now

2011

The Association Fenyőalja Egyesület was established in 2011.

In the last 10 years, continuous development and expansion of the product range was implemented.

2021

Nowadays the association ensures the daily living of nine families. The yearly production consist of thousands kilos and liters of final products.



The association produce handicrafts, jams, syrups and pickles. With their presence, they enriched the offer of the fair at several county and local fairs.



Szekler Product Brand user

They got the right to use the SEKLER PRODUCT trademark for 10 products in 2016.

They have personalized products with the association's logo on it and they also have the right to use the Szekler Product Brand logo.



Product selling

FAIRS:

- Local fairs
- National fairs
- International fairs (within international partnerships)

Due to the increase of the production within the partnership these local producers yearly attend, individually or jointly, at least 100 fairs. They are present at 10 different international fairs too, such as the Szekler Product Fair organized in Budapest, Hungary or the GóbéFest organized in Manchester, United Kingdom.

ONLINE SELLING:

- www.szekelytermek.ro

Resources

**Financial
resources**

Human resources

Own fund: (2011-2020):
24.800 Euros

The Association Fenyőalja Egyesület does not have employees, all the activities, starting from production through management are fulfilled by the families of the partnership.



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Thank you!



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