



Commission for the Environment,  
Climate Change and Energy (ENVE)



# Traditional Local Products

– A Driving Force for Sustainable Agriculture –



# Goals and challenges

- **Goals:** environmental health, economic profitability, social and economic equity
- **Challenges:** world population growth, global warming, increasing pressure on natural resources, global demand for food, increasing prices on inputs, etc.



# The Romanian perspective

Agriculture represents the main occupation and the main source of income for rural residents.

## Challenges:

- Poorly diversified economy: industrial profile of many regions.
- Low capacity to valorize agricultural products: insufficient organizational elements and underdeveloped infrastructure

## Strategy directions:

- Traditional and organic local products.
- Infrastructure development.



# Secure Future!

## The Economic Development Program of Harghita County (2012-2020)

### **Key directions of the strategy:**

- Production of quality food at local level: “Szekler product” trademark.
- Exploiting local tourism potential.
- Improving the entrepreneur spirit.



# Sekler products

- Community: the characteristics of Szeklerland
- Traditional methods and knowledges
- History in m



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# Sekler products

- **Food:** traditional bread, pálinka, stuffed cabbage, mustar, meat, honey, marmalade, kurtós kalács
- **Handmade products:** ceramics
- **Intellectual products:** newspapers, board games, toys for kids, books
- **Industrial products:** ceramics, mineral water, dairy products, onion, wooden toys, traditional clothes



# Commercialization of local products

## Three pillars:

- Local commercialization: rural tourism, local stores and markets.
- National and international commercialization: traditional stores.
- Commercialization in hypermarkets.



# Achievements

- Hundreds of small farmers have become entrepreneurs: 93 producers, 714 products
- Several local fairs.
- International fairs and exhibitions.
- Trainings for farmers.
- Communal kitchens.





## Monthly local fairs





# International fairs and exhibitions







## Trainings for farmers





## Communal kitchens





# Achievements

**The Szekler brand is based on the following principles:**

- High quality of food for costumers.
- Protection for local producers against the unfair competitive practices.
- Economic growth and competitiveness of the region.



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Thank you for your attention!