

Fundația ADEPT

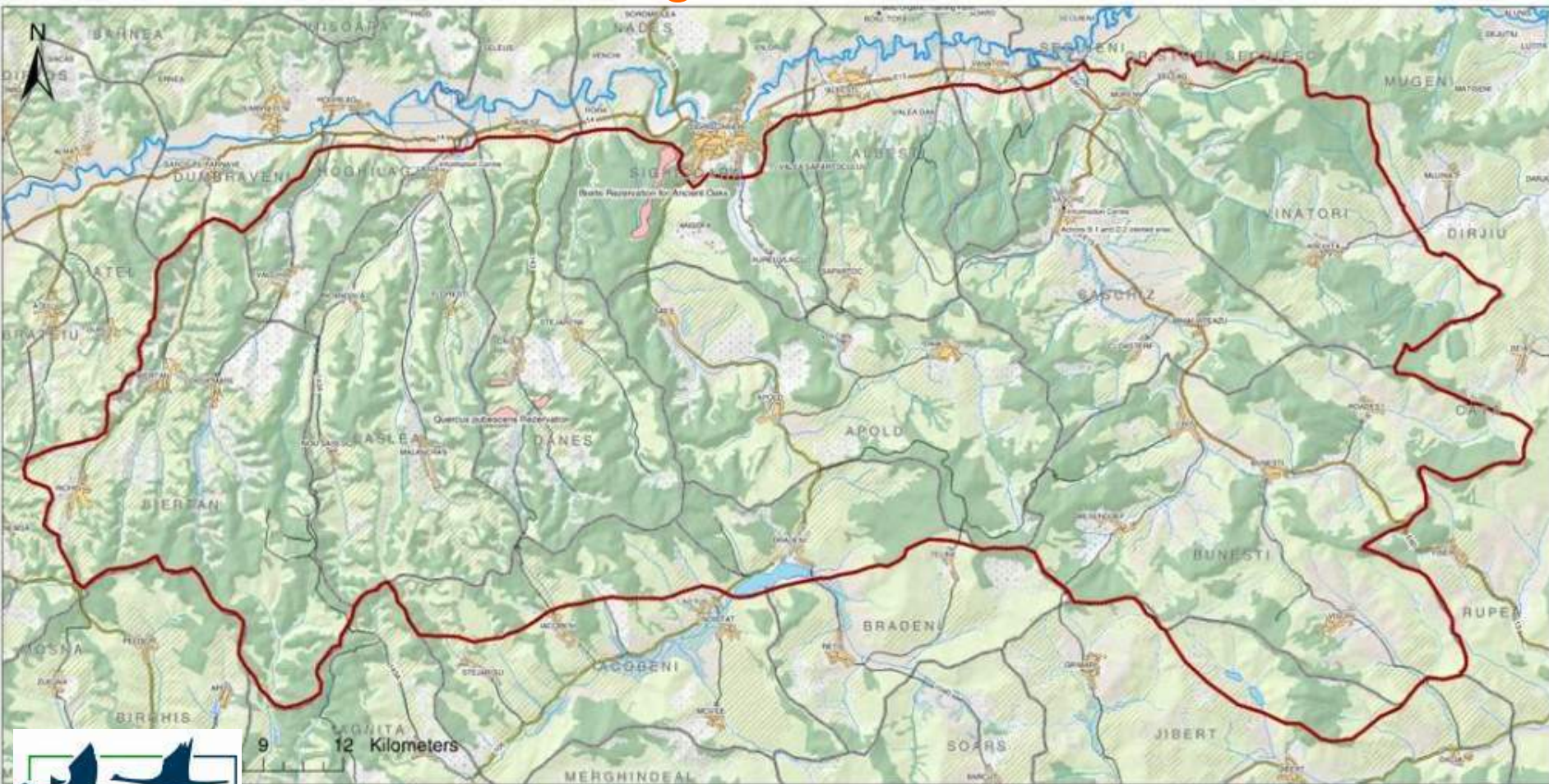


Discover Tarnava Mare: linking biodiversity to local benefits in Romania

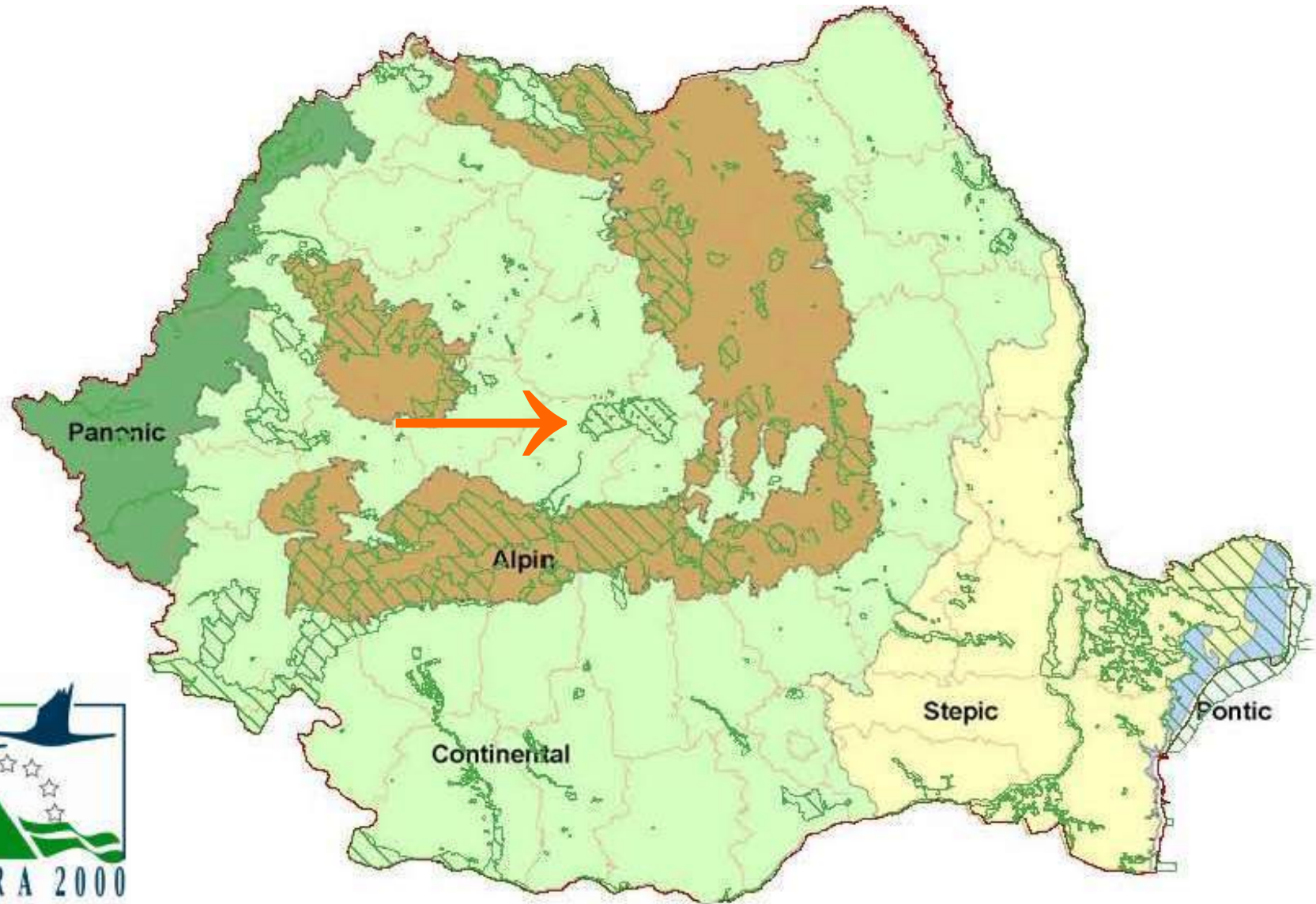


Setting the scene

Tarnava Mare, a lowland area of high biodiversity, 85,000ha farmed by 5000 families in small-scale farming communities



.... one of Romania's largest farmland
SCI/Natura 2000 sites





The mosaic farmed landscape is a European treasure.

Tens of thousands of hectares of Habitats Directive grassland and forests

A wide-angle photograph of a lush, rolling meadow. The foreground and middle ground are dominated by a dense carpet of wildflowers, primarily bright yellow and purple. The flowers are interspersed with green grasses and stems. In the background, the meadow continues to rise gently, leading to a line of dark green trees on a distant hill under a clear, light sky. The overall scene is vibrant and natural.

Some of the most important wildflower-rich lowland haymeadows in Europe ...

...with associated wildlife of European importance



.... this High Nature Value landscape is also a living economic landscape



In farmed, semi-natural landscapes, survival of biodiversity depends on continued management by local people

But traditional land management in Transylvania no longer offers a livelihood to small-scale farmers

- breakdown in markets – **especially milk**
- competition from imports
- additional burden of EU hygiene regulations

→ Collapse of cow numbers

→ Abandonment of mowing on 50% of hay meadows

→ Intensification/fertilisation of accessible grasslands

→ **LOSS OF SMALL-SCALE FARMING COMMUNITIES, LOSS OF BIODIVERSITY**

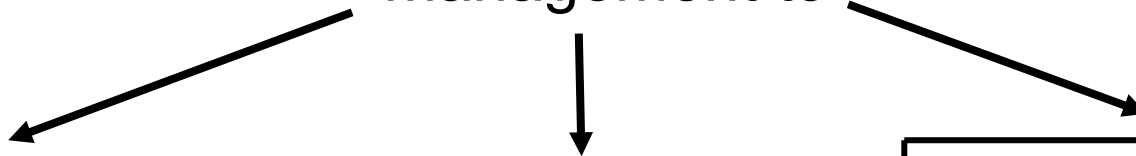
How to promote economic development that sustains and does not undermine HNV farmed landscape?



ADEPT's integrated programme

- Study habitats/species, and design management measures to conserve biodiversity
- Get local support by involving local people in design of practical management measures, and linking this

management to



1. agri-environment grants and other targeted EU and national support

2. adding value to local products with biodiversity brand, and improving marketing

3. diversifying, including eco- or agro-tourism linked to sales of local products

1. Biodiversity-friendly measures under Romania's National Rural Development Programme



- Agri-environment payments for grassland management are **specifically designed to protect HNV farmland biodiversity**
- Restrictions: fertilizers, cutting dates, stocking rates

2. Sustainable commercial incentives – markets for local and traditional products



Linking assistance with PRODUCTION to
assistance with MARKETING

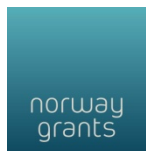
We are helping small producers to achieve consistent quality, good packaging



ADEPT is working with Innovation Norway to improve Milk Collection Points and milk hygiene in villages



without which market for milk will be lost



... to develop small-scale processing units in villages ...



...and to promote organic conversion linked to marketing

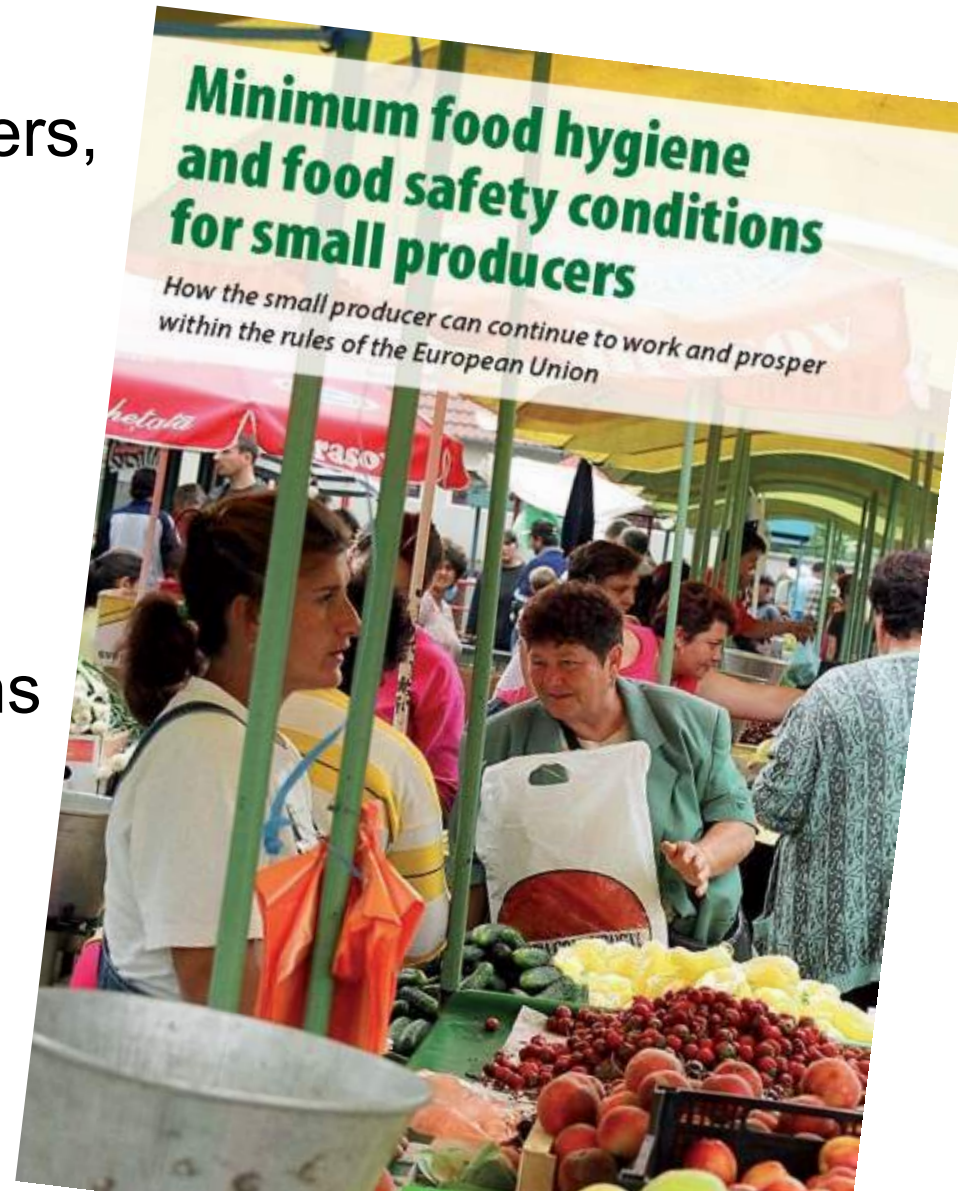


by farm visits and workshops ...



including clear guidance to help small producers to understand regulations

- Clear information for farmers, producers and for food inspectors
- leaflets for small-scale producers explaining the simpler hygiene regulations for small producers



We are promoting local products such as cheese ...



pastrama, smoked bacon, traditional sausages



... fruits and nuts ...



...traditional bread ...



... jams and honey.



3. Diversification ... linking tourism to local food



Food and Culture Tours

Meet the producers and taste the food

Enjoy a truly memorable experience in the Târnava Mare area of Southeastern Transylvania

Find out more by contacting the Tourist Information Centre in Saschiz or visit the web site

The Târnava Mare area of Southeastern Transylvania is one of the most important natural and cultural landscapes in Europe. It includes some of Europe's finest surviving wildflower-rich grasslands.

The traditionally managed landscape is the result of centuries of good husbandry by the Saxons. The village communities still manage and nurture the land today in a way that has long protected the countryside and created a unique sense of place.

The landscape is a mosaic of ancient oak and beech forests, wildflower-rich meadows and pastures. Unspoiled villages centred on fortified churches lie peacefully in the valleys. Traditional farming is carried out in ecological balance with nature. The landscape supports an astonishingly rich wildlife of plants, birds, mammals and insects.

Giving proper value to local food and local tourism is key to the survival of the area. Friendly villagers, traditional homemade food and the timeless rhythms of country life such as the evening procession of cows returning from pasture give the traveler a glimpse of an older Europe, one not seen for generations elsewhere.



OT have published the book 'The Historictryside of the Saxonry of Southernylvania' by John d (2006) and a tourist map of the Mare area. Both available from the information Centre, www.amazon.co.uk

Discover Târnava Mare

Many tourists already come to the area because of some 30 churches, of which 10 are fortified and four are UNESCO World Heritage Sites (Biertan, Saschiz, Sighișoara and Viscri).

There are many more activities in Târnava Mare to experience:

- In most of the thirty villages in summer, you can see the evening procession of cows returning to their owners' homes for milking, generally about an hour before sunset.
- Traditional **bread making**. Combine this with a village walk and church visit while the bread is baking, so you can return to see the bread taken out of the oven.
- An **organic farming** training scheme for young people. Taste their organic milk, cheese, bread and vegetables.
- **Barrel making, blacksmith, charcoal burning, weaving and embroidery** demonstrations.
- **'Meet the Bees'**: wear a fully protective bee suit and discover how honey is produced. Taste and buy different types of honey.
- Horse and cart rides through wild flower meadows to see **sheep being hand milked** and cheese being made. Picnic lunch can be arranged.
- Visit the goats / **cheese making** and sample traditional cakes, jams and pickles.
- **Fresh produce markets** are held daily in Sighișoara, with a wide range of local produce on offer. Wednesday and Saturday are the busiest days. Rupea has a market every Friday.

For the more active, a series of meadow and forest walks has been developed that will eventually be linked into a long distance hiking footpath across the Târnava Mare area. Guides can be hired by the day.

In Saschiz, walk to the citadel or around the village following marked trails. Visits to gardens and courtyards can be arranged.

In Viscri, stroll on a series of short walks on marked trails around the village (map available).

Traditional herbal tea, cakes and lunches can be arranged in some courtyards or as picnics.

Please respect the privacy of the people offering these activities and only visit by **pre-booking** tours.

Visits to producers incorporated into tourism programmes – and paid for of course



bread-bakers

... charcoal-burners



.... hill sheepfolds



.... beekeepers



Sales linked to tourism in hotels, shops, village festivals, national and international markets



Sales are good - currently demand is greater than supply!

The tourist information centre at Saschiz also sells local products



..... visited by thousands of Romanian and foreign visitors in 2008.

Branded interpretation signs in villages



Bine ați venit în SASCHIZ

Tarnava Mare și Natura 2000

Tarnava Mare and Natura 2000

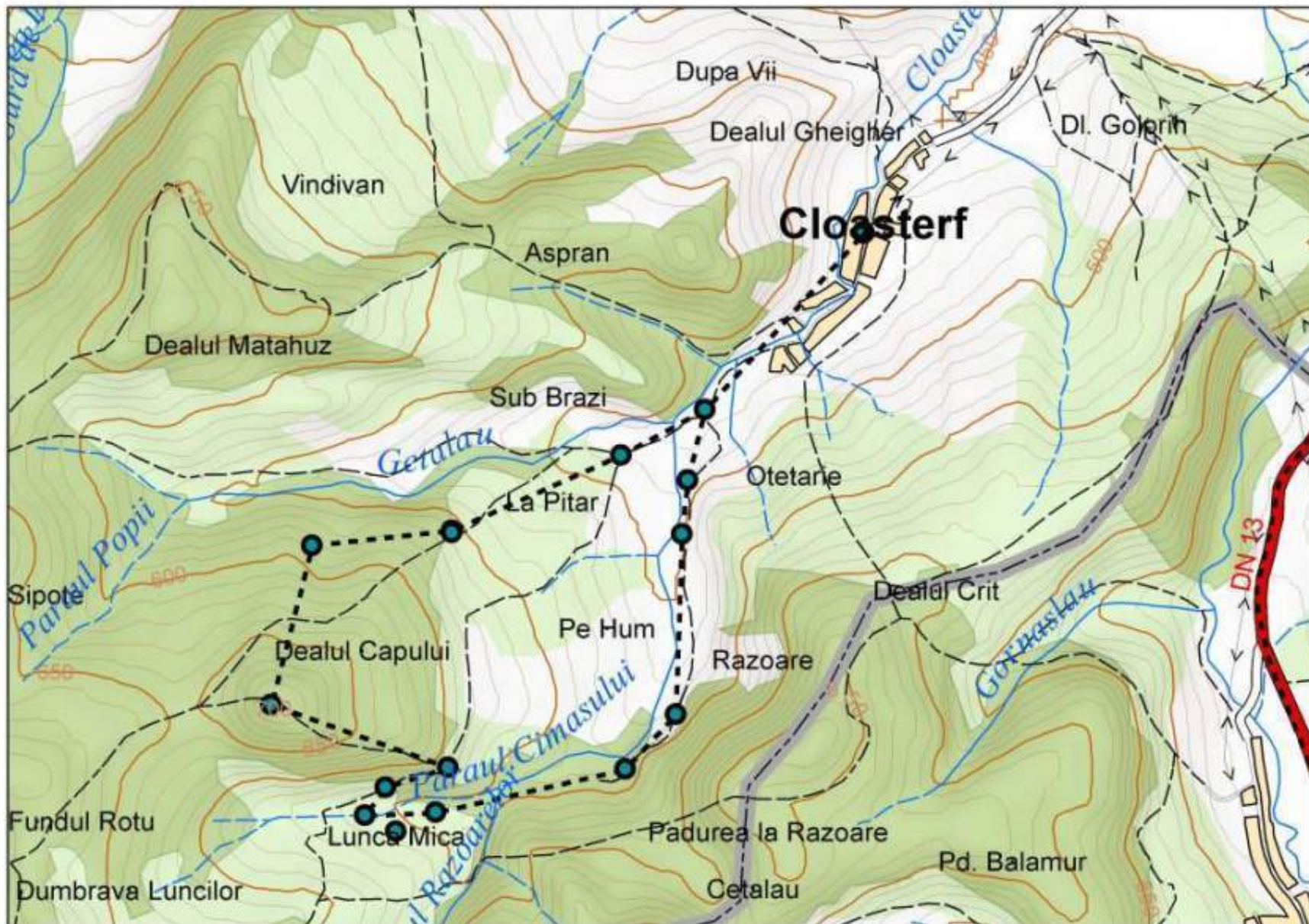
Tarnava Mare și LEADER

Tarnava Mare and LEADER

Map of the region

Logos: ADEPT, LEADER, TARNAVA MARE

Walking guides including detailed walking routes incorporating GPS points





Discover Tarnava Mare

Bringing this together with a brand, marketing organisation



.... and a website www.discovertarnavamare.org

Discover Tarnava Mare - a taste of Transylvania

Language:  



[Home](#) | [Discover](#) | [Activities](#) | [Products](#) | [Staying](#) | [Eating](#) | [Travelling](#) | [Contact Us](#)

A Taste of Transylvania

"Prince Charles is probably unaware that he has provided me with perhaps the tastiest reminder of one of the most unforgettable trips of my life. I pilfered several bunches of his succulent, jumbo carrots from the vegetable patch of his latest farmstead, more of which shortly.

I have just returned from a tour of the Saxon villages of Transylvania, a mesmerising little corner of eastern Europe. The region provides a rare opportunity to experience rural equanimity, where people, land and homes haven't changed for 800 years.

Without a time machine, this is the closest you'll come to witnessing what life must have been like in medieval Europe....."

Says Lucy Mayhew in her Travelmail article [`Transfixed by Transylvania`](#)



Latest News

Two exciting new events in Tarnava Mare

This August there are two new events organised by Fundatia ADEPT for you to discover some of the natural secrets of

A Unique Sense of Place

The Tarnava Mare area of South-eastern Transylvania is one of the forgotten jewels in Romania's crown. It is one of the Europe's most important natural and cultural landscapes, including some of the finest pristine wildflower rich grasslands - the result of centuries of good husbandry by local farming



Website is successfully promoting links between biodiversity conservation, continued traditional land management, and local incomes



Objective: economic development that is really integrated in the broad village community, supporting not replacing traditional activities

Thank you!

FUNDATIA ADEPT
www.fundatia-adept.org

