



Sustainable farming of herbs and honey in C.A. Rosetti

*Building up an organic farming, marketing
and sales cooperative on a local basis.*

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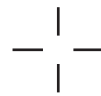
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The C.A. Rosetti Herbs&Honey Cooperative

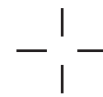
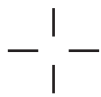
I. Preconditions



social



(agri-) cultural

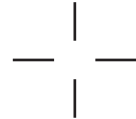


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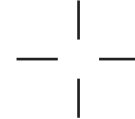
2. Main objectives



ecological
sustainability



social
sustainability

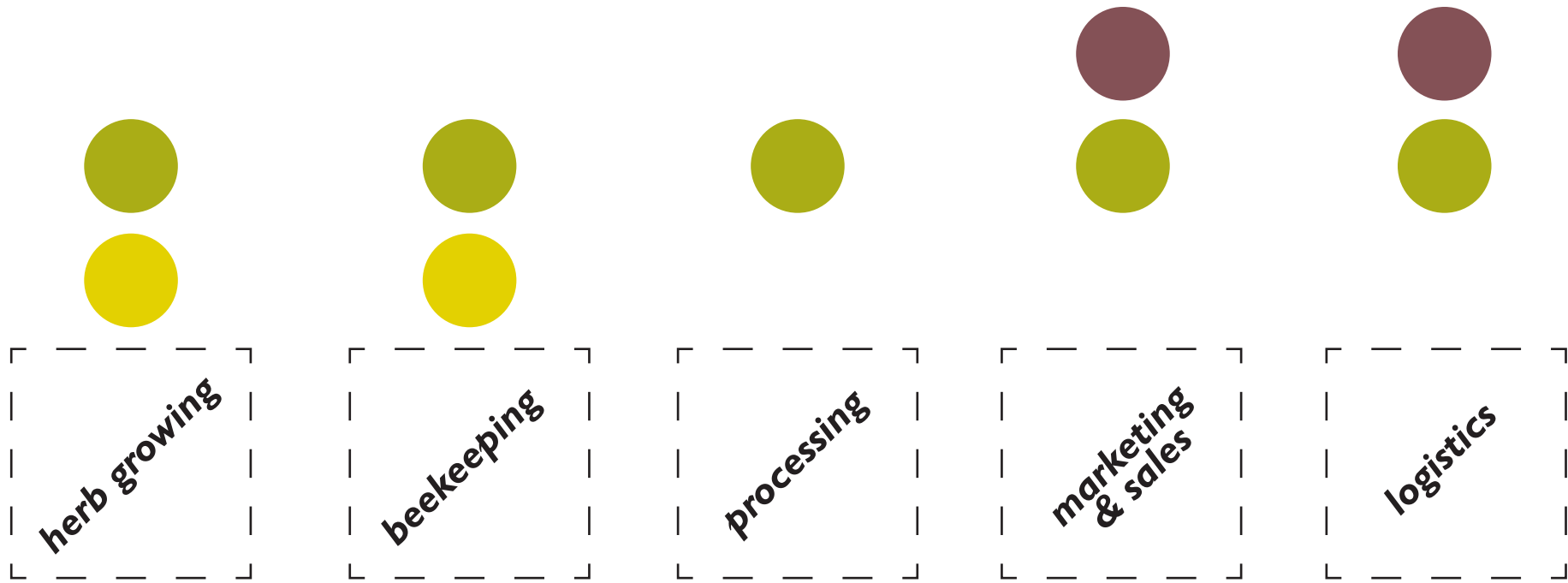


economic
sustainability



The C.A. Rosetti Herbs&Honey Cooperative

3. Functional structure



The C.A. Rosetti Herbs&Honey Cooperative

3. Functional structure



herb growing



- + *organic farming using the concept of permaculture and humus*
- + *harvesting of cultivated and wild grown herbs*
- + *rotate field usage every year*
- + *establishment of sample field in Sfiștofca*
- + *possible stakeholder: NGO A.R.A.D. Organic Farmer Association for Sustainable Agriculture*

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3. Functional structure



beekeeping



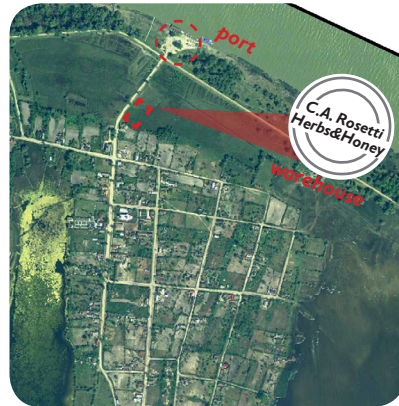
- + *qualification course in collaboration with Association for Beekeeping in Romania*
- + *keeping bee colonies which can be bred and resold*
- + *export of honey in glass jars decorated by glass artists*
- + *possible stakeholder: Beekeeping Research and Development Institute B.R.D.I.*

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3. Functional structure



processing



- + *eco-warhouse built out of used shipping panels, cob and reed in Periprava*
- + *warehouse guidance has to record product quantity and quality per farmer*
- + *cutting and drying of herbs, extraction of honey, packaging*
- + *possible stakeholder: Bio-Romania Association, University of Architecture and Urbanism Bucharest*

The C.A. Rosetti Herbs&Honey Cooperative

3. Functional structure



marketing
& sales



+ *product development: original and intermediate products*

+ *acquiring of possible sales partner: Bio Romania Market, Organic Joy, Sonnentor*

+ *package design*

+ *possible stakeholder: EcoR Partner - Resource Centre for the Promotion and Marketing of Organic Products, Sfiștofca Art Association*

The C.A. Rosetti Herbs&Honey Cooperative

3. Functional structure



logistics



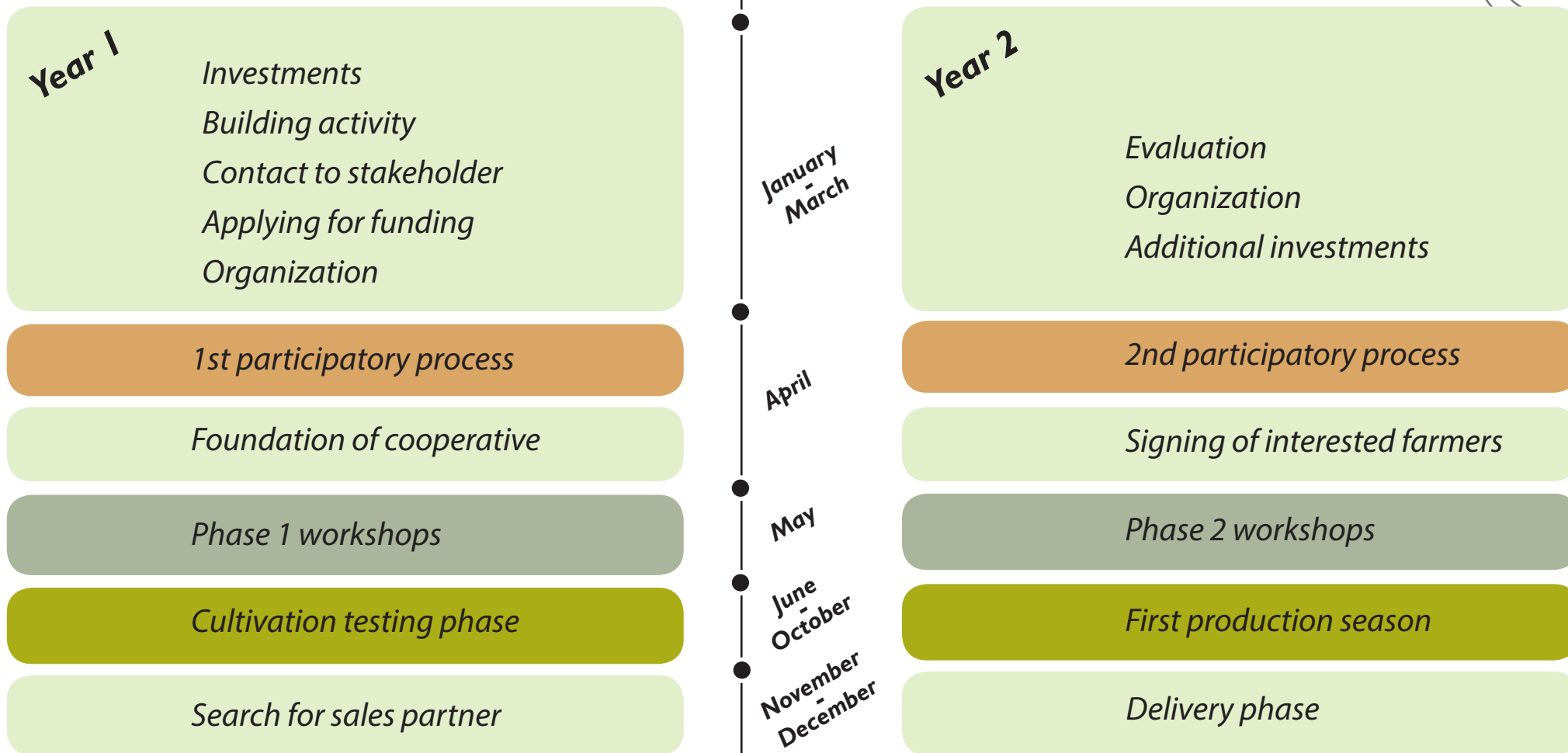
+ *transport of products from farmers to warehouse*

+ *representation of brand outside of the region every now and then*

+ *possible stakeholder: school bus and tourstic drivers*

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4. Implementation



The C.A. Rosetti Herbs&Honey Cooperative

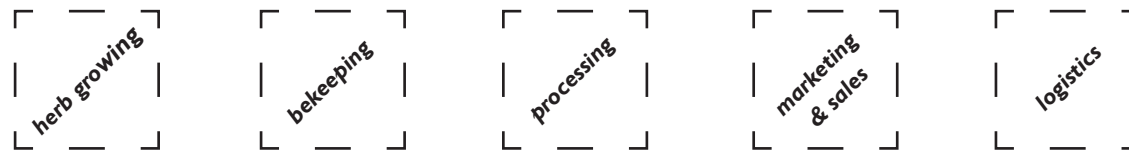
5. Financing



Options

- + Crowdfunding: ~10.000€ (on www.kickstarter.com)
- + Crowdlending: ~5.000€ (on www.kiva.org)
- + European Structural and Investment Fonds 2014-2020: ~20.000€
 - within National Program for Rural Development 2014-2020
 - with instrument of Integrated Territorial Investments ITI (cohesion policy)

Costs



8.000€

2.200€

19.000€

500€

4.000€

Total investment costs: ~35.000€

The C.A. Rosetti Herbs&Honey Cooperative

6. Effects



Near-term (within 5 years)

- + *employment for all aging groups*
- + *new form of cooperation through cooperative*
- + *cultural landscape benefits from organic farming*

Intermediate-term (within 10 years)

- + *establishment of the regional brand C.A. Rosetti Herbs&Honey*
- + *increasing level of awareness for C.A. Rosetti outside of the Danube Delta*
- + *new perspectives for tourism*
- + *chance for more policy and participation*

Long-term (within 20 years)

- + *improvement of the living quality in C.A. Rosetti through better income*
- + *immigration of interested families*
- + *trickling down effect on whole region*



Thank you for your attention!

