

ROMANIA

Agri-food chain integration & quality

Location

Tulcea

Programming period

2014 – 2020

Priority

P3 - Food chain & risk management

Measure

M16 – Cooperation

Funding

Total budget 149 293 (EUR)

EAFRD 83 899 (EUR)

National/Regional 15 000 (EUR)

Private / own 50 394 (EUR)

Project duration

2020 to 2022

Project promoter

Piccolo Angelo S.R.L.

Email

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Website

<https://moesis.ro/>

CAP support enabled three partners in a short supply chain to build local demand for their traditional product range through strategic business investments and a wide-ranging promotional campaign.

Summary

A vegetable farmer, together with a food processor and a trader, used CAP support to promote a product range that valorises short supply chains and high-quality, traditional food products. Through a series of educational-promotional events and media campaigns, the group were able to establish a strong local identity: enabling them to build relationships and drive sales within the immediate surrounding area.



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Project Results

- Increased production and sales thanks to better brand awareness in the local area.
- Better product planning thanks to direct interaction with / feedback from consumers.
- Improved working practices within the partnership thanks to their collaborative approach.

Lessons & Recommendations

- ❑ A key to success for short supply chains is raising awareness amongst consumers about the quality of the products and the value of being able to purchase directly from the producer.
- ❑ Short supply chains create opportunities for local market development, especially if they are connected to an established gastronomic tradition and are aligned with local identity, heritage and the broader tourism offer.



Context

The Dobrogea region is situated between the lower Danube River, the Danube Delta, and Romania's Black Sea coastline. This project was established by Dumitru Emanuel, a vegetable farmer, and The Angelo Group, one of the largest food processors and traders of fresh and canned food, pastry, and confectionery products in the Dobrogea region. The Angelo Group (which consists of the processor Piccolo Angelo s.l.r and the retailer Vals & Co Angelo s.l.r.) are based in the town of Greci, which has around 5 000 inhabitants, a primarily low-skilled local workforce, and an economy based on light industry. The town of Sarichioi, where Dumitru Emanuel is based, has 7 000 inhabitants and is primarily an area of agricultural production.

The Angelo group currently oversees 11 confectioneries, five stores, two factories, 250 employees and boasts an annual turnover of six million euros. However, they wanted to build demand in the immediate surrounding area for their range of 'heritage' food products by raising awareness about the value (and interdependency) of short supply chains, fresh ingredients, and traditional food customs.

Objectives

The aim of this cooperation project was to boost and sustain a regional short supply chain by establishing a stronger local market for traditional, high-quality products.

Activities

Project activities included:

- The elaboration of a market analysis and business development plan, alongside the development of the new marketing concept.
- Purchasing IT equipment for the partnership headquarters.
- Identifying a venue for promotion and marketing events.
- Investment in transport and distribution vehicles and an irrigation system.
- The organisation of six marketing events to promote

the products in the target area, including the participation of local schools.

- Hosting a series of information sessions to promote the project, both the concept itself and the partners.
- The development of a full suite of multimedia (photo, print, video, etc.) promotional materials.
- Creation of a website and online store, available in Romanian and English.
- The design and delivery of a communications campaign, including radio, television, print and social media.

Main results

This project (between a vegetable producer and the processing and retail branches of The Angelo Group) succeeded in promoting a range of traditional food products and a short supply chain that underpin their production. Aside from increasing sales, the partnership has led to improved product planning and project management practices for all parties.

Key lessons

For a short supply chain to succeed, local consumers must develop a preference for local products based on their own information, experiences, and perceptions. The project's programme of promotional events, product fairs and tasting sessions created lines of direct interaction with local consumers and the project participants felt that this made a huge contribution to the growth in sales.

The target area of this project is one with great tourism potential and a well-established gastronomic tradition. Tourists want to know the specifics and idiosyncrasies of the area they are visiting, and they value products that have a truly local flavour and an authentic local story. This project has helped to position the brand within this context.

Short supply chains create opportunities for local market development that can sustain lasting partnerships focused on high-quality production. People appreciate the fact that they can purchase products directly from the producer, and their rapid and honest feedback allows for better production planning and product development.

Additional sources of information

www.facebook.com/moesisbyangelo/

www.facebook.com/moesis.ro/

www.youtube.com/watch?v=vD2emfB1tYo

www.youtube.com/watch?v=8kqrw_kOnJ4

<https://youtu.be/9dwdPENywhM>

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