

Romania

Agri-food chain integration & quality

Location

Luncani Village

Programming period

2014 – 2020

Priority

P3 – Food chain & risk
management

Measure

M04 – Investments in physical
assets

Funding

Total budget 134 821 (EUR)
EAFRD 46 740 (EUR)
National/Regional 9 270 (EUR)
Private 78 811 (EUR)

Project duration

2019 – 2021

Project promoter

SC TAF Presoil SRL

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Website

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An EAFRD funded investment project to modernise a farm business and support the launch of a high-quality range of organic oils.

Summary

Felicia Tulai took over her family business, which produced sunflower oil in the Luna commune of Cluj County. Felicia applied for support from the Romanian Rural Development Programme to modernise and diversify her business. Investment support enabled the business to expand its range of organic oils, securing local jobs and stimulating agricultural production.



© TAF Press oil

Project Results

The company has expanded its range of certified organic oils with five more products: sunflower, hemp, pumpkin, rapeseed, and walnut.

Bottling and labelling capacity has increased from 700 bottles/day up to 1 000 to 2 000 bottles/hour.

Having its own vehicle means the company can now respond directly and at reduced cost to the needs of their 25+ partner stores across Transylvania.

No new jobs were created through this investment, but nine existing jobs have been sustained.

Lessons & Recommendations

- ❑ The synergy created under the umbrella of the Luna Solai brand has contributed to local development.
- ❑ This project demonstrates that an entrepreneurial venture guided by solid theoretical and practical training, developed in accordance with local specificities, and shaped in collaboration with local stakeholders, can deliver benefit for the entire community.

Context

The Tulai family own the Taf Pressoil company which processes oilseeds provided by sunflower growers around Luna commune in Cluj County. Felicia Tulai used to work for a multinational company but returned to the home she grew up in to take over the family business. She quickly identified a growing market potential for organic products as European consumers increasingly seek out healthy foods with a high nutrient value, especially vegan and organic. In order to take advantage of this opportunity, Felicia developed a business plan.

She established a network of certified organic sunflower growers and created the 'Luna Solai' brand, beginning with the successful launch of an organic flaxseed oil. Felicia planned to expand the range of products marketed under the brand, but first needed to acquire the necessary equipment to create a separate production line for organic oils.

Objectives

The project aimed to grow and modernise a family oilseeds processing business through the acquisition of equipment and machinery that would allow for increased and diversified production, a shortened supply chain, and reduced production costs.

Activities

Prior to the current project, the farm business had been using the same presses for both conventional and organic oil production. This meant the loss of the first two litres of organic oil from each pressing, which had to be included in the conventional product to ensure the purity of the organic one.

Investment support from the Romanian Rural Development Programme was used to purchase:

- A seed selector for processing the raw material.
- Two presses intended strictly for organic production.
- An automatic line for bottling and labelling the oils.
- A refrigerated van for distributing the products.

Main results

As a result of the project the company has been able to expand its range of certified organic oils with five more products: sunflower, hemp, pumpkin, rapeseed, and walnut.

Bottling and labelling increased from 700 bottles/day - with five people supporting the process manually - up to 1 000 to 2 000 bottles/hour with only one operator. The other workers have been redeployed.

In the past, the lack of a transport vehicle for distribution meant that the company was not able to respond quickly to short-notice stock shortages at sales points. Having their own vehicle means they can respond directly and at reduced cost to the needs of their 25+ partner stores across Transylvania.

Even though no new jobs were created, this investment has contributed to sustaining nine existing jobs. Six of these jobs are held by women (of whom three are under the age of 40), and three by men. All are locals supporting their families in a rural area where jobs are scarce. Furthermore, the investment ensures that local farmers continue to have a client for their raw materials.

Key lessons

The synergy created under the umbrella of the Luna Solai brand has contributed to local development. This project demonstrates that an entrepreneurial venture guided by solid theoretical and practical training, developed in accordance with local specificities, and shaped in collaboration with local stakeholders, can deliver benefit for the entire community.

"We specialize in processing raw materials, so in order to obtain organic oils we work with experienced farmers. Loyal to the place we come from, we incorporated the name of the locality into our brand and set out to provide our community with locally processed sunflower seed oil with which to feed their families."

Felicia Tulai

Additional sources of information

<https://agrocluster.ro/tag/luna-solai/>

https://youtu.be/bRkh_0_eFrw



Funded by
the European Union