

FOODSHIFT

2030

06.09 – 08.09.2022

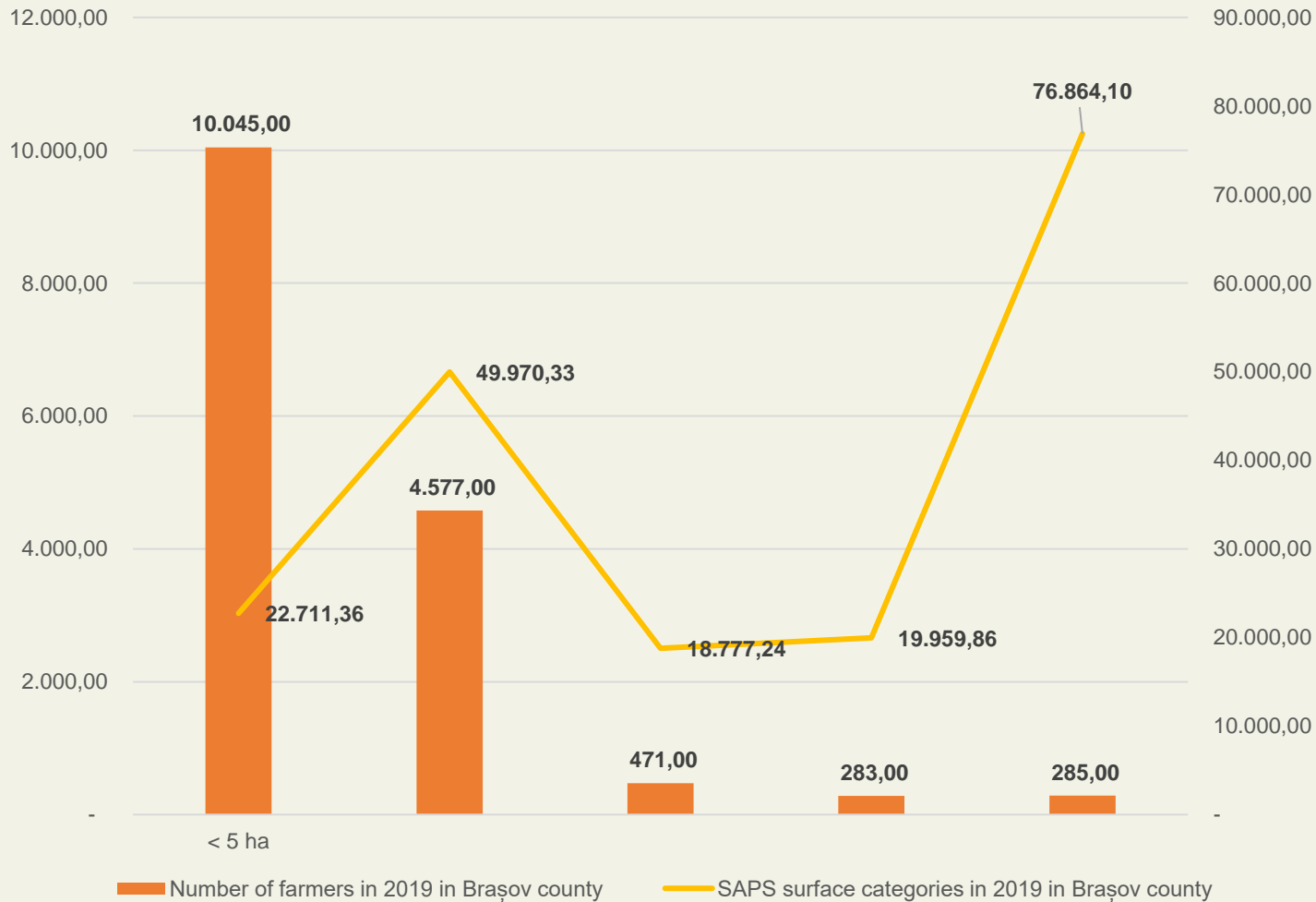
FAL BRASOV SHOWCASE

Integration of traditional (including locals, organic and artisanal), predominantly small-scale producers into an innovative and ambitious regional food system with a focus on fostering a more localised food economy and reviving the gastronomic heritage of the region.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 862716.

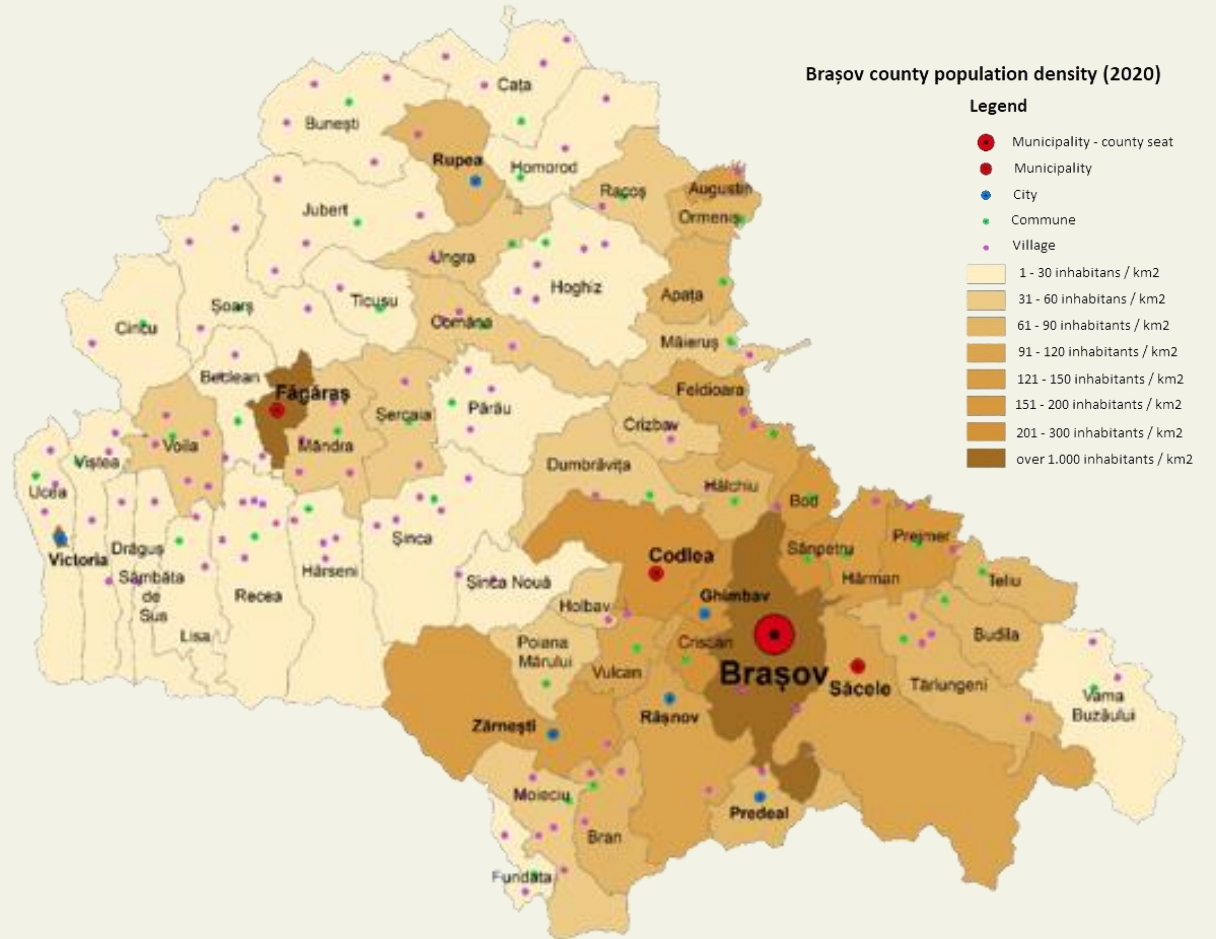
No. of farmers and SAPS surface categories in Braşov county in 2019



FAL BRAȘOV – city region

In the central part of Romania, at the junction of two mountain ranges: the Easter and Southern Carpathians.

- Surface of 536.309 hectares.
- A usually resident population of 553.256 persons (70% of the population living in urban areas and 30% in rural areas)

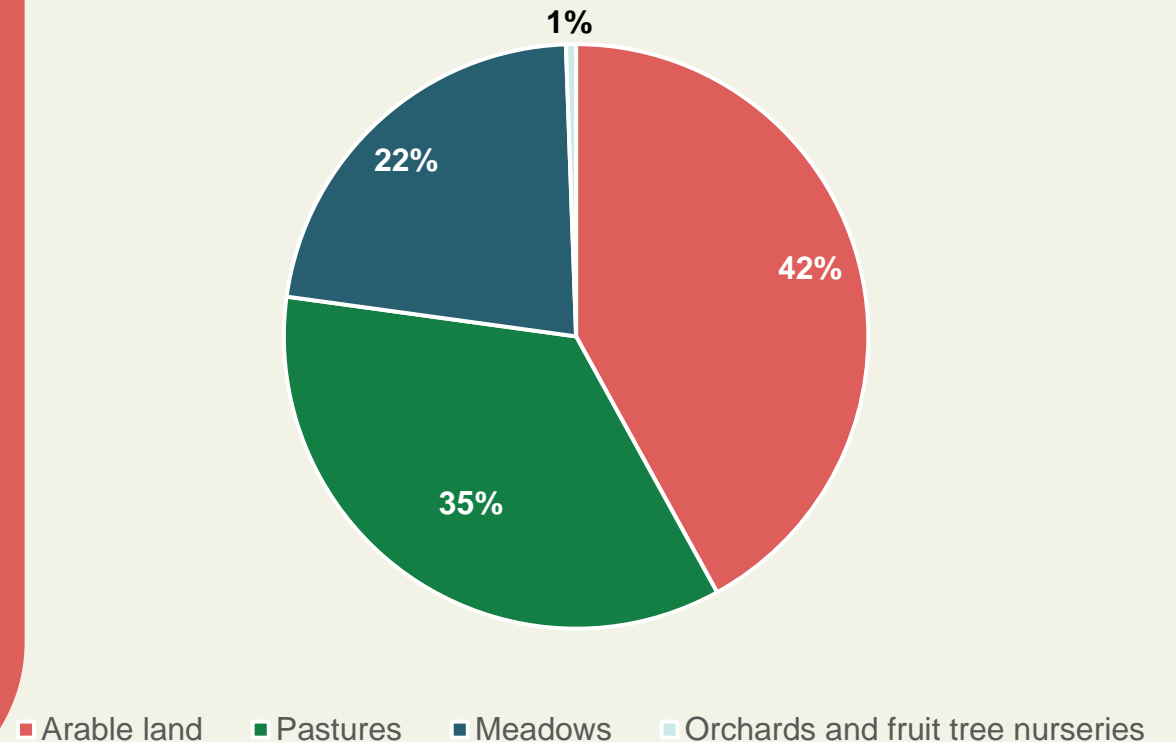


ABOUT FAL BRAȘOV

Brașov county surface categories:

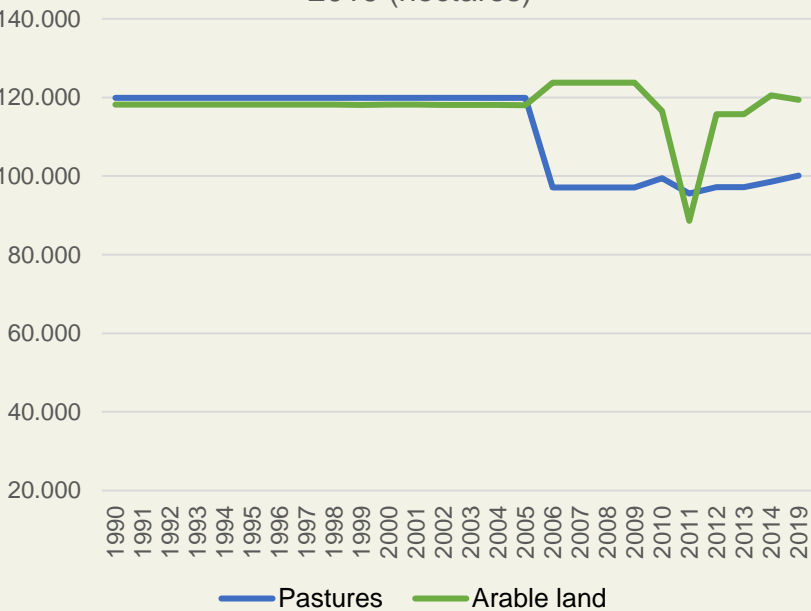
Type	Hectares
County surface	536.309
Non-agricultural land	251.903
Agricultural land:	284.406
· Arable land	119.406
· Pastures	100.082
· Meadows	63.331
· Orchards and fruit tree nurseries	1.584

Agricultural land categories and their proportions at the level of Brașov county, in 2019

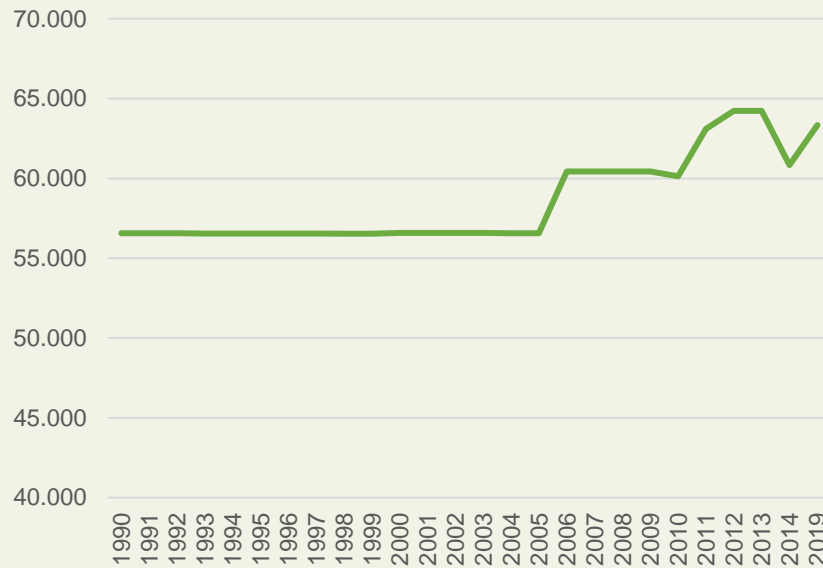


BRAȘOV LAND CATEGORIES EVOLUTION

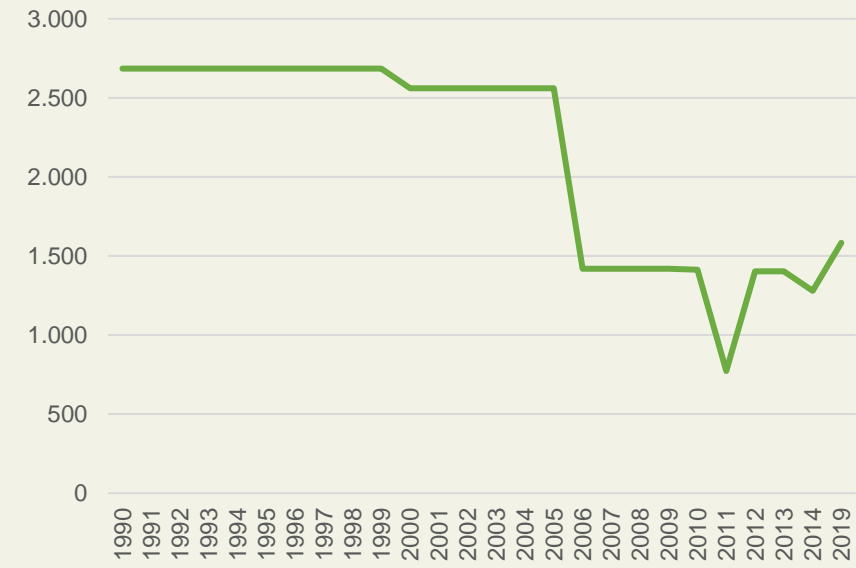
Arable land and pastures evolution at the level of Brașov county, between 1990-2014 and 2019 (hectares)



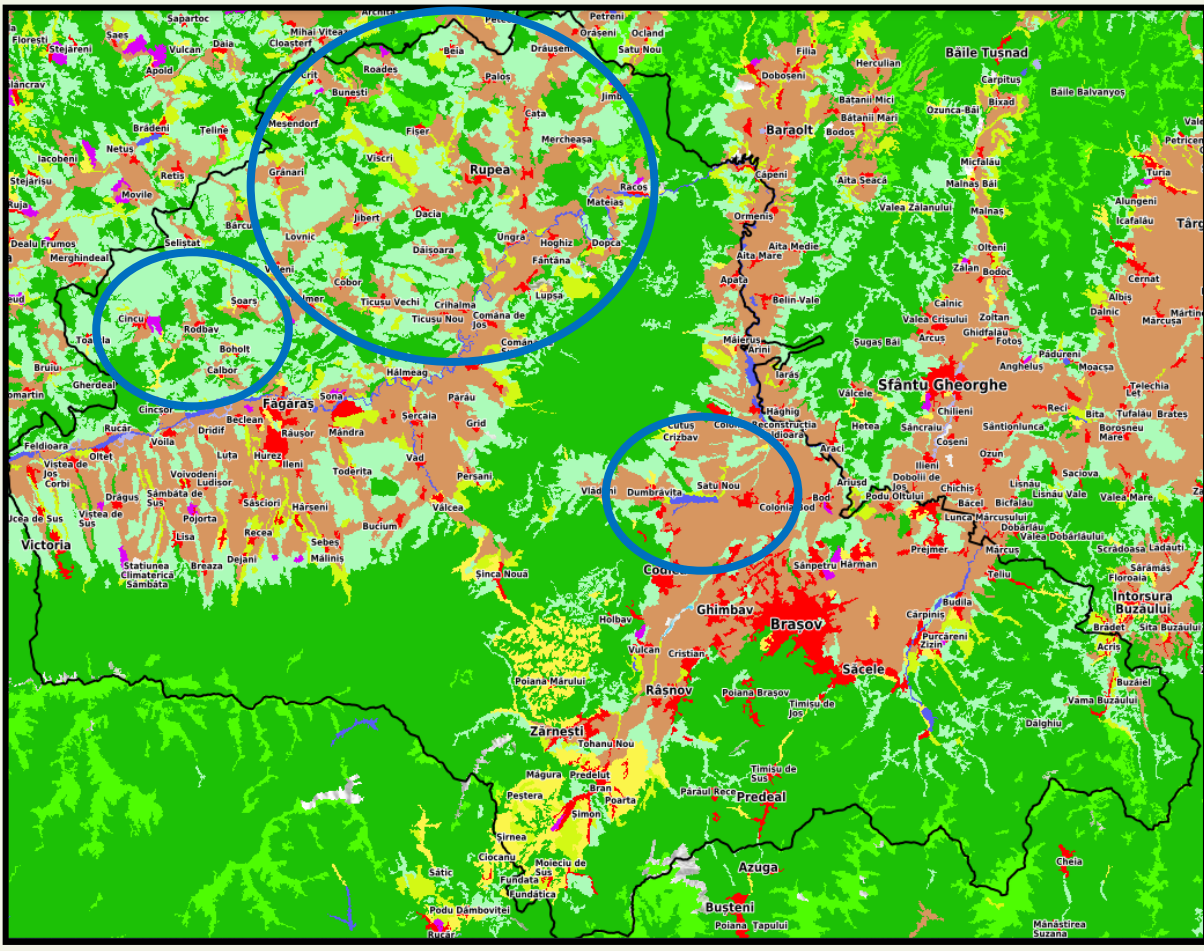
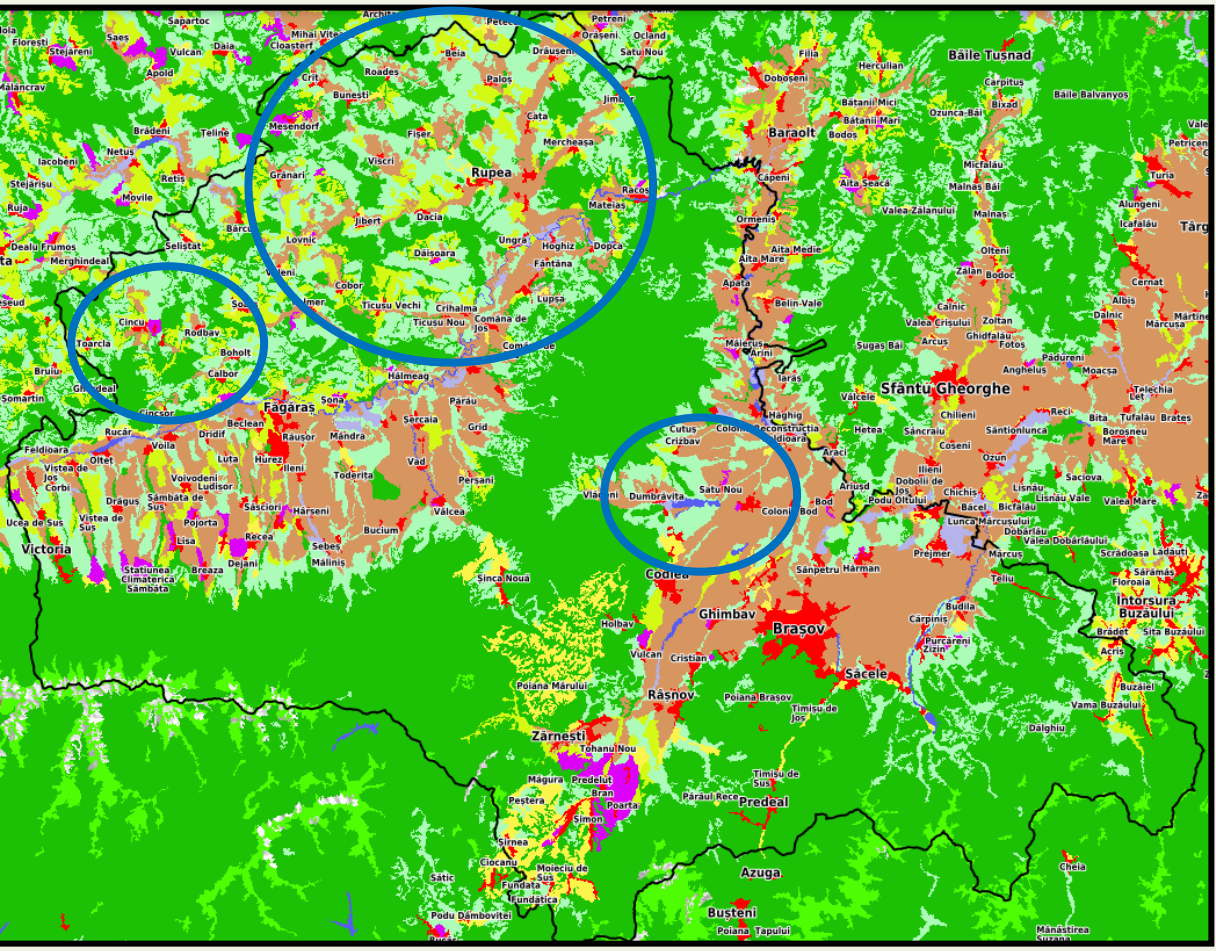
Meadows surface evolution at the level of Brașov county, between 1990-2014 and 2019 (hectares)



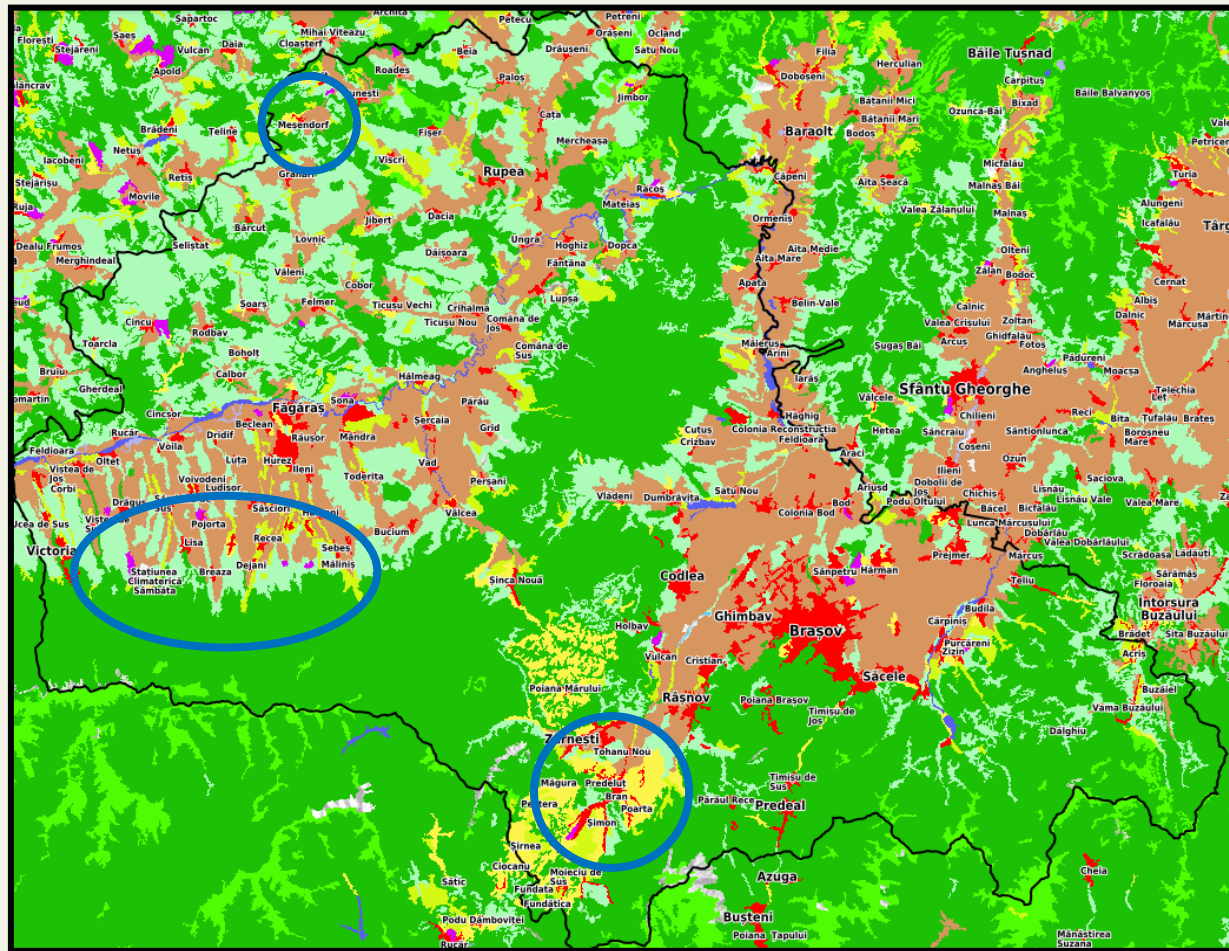
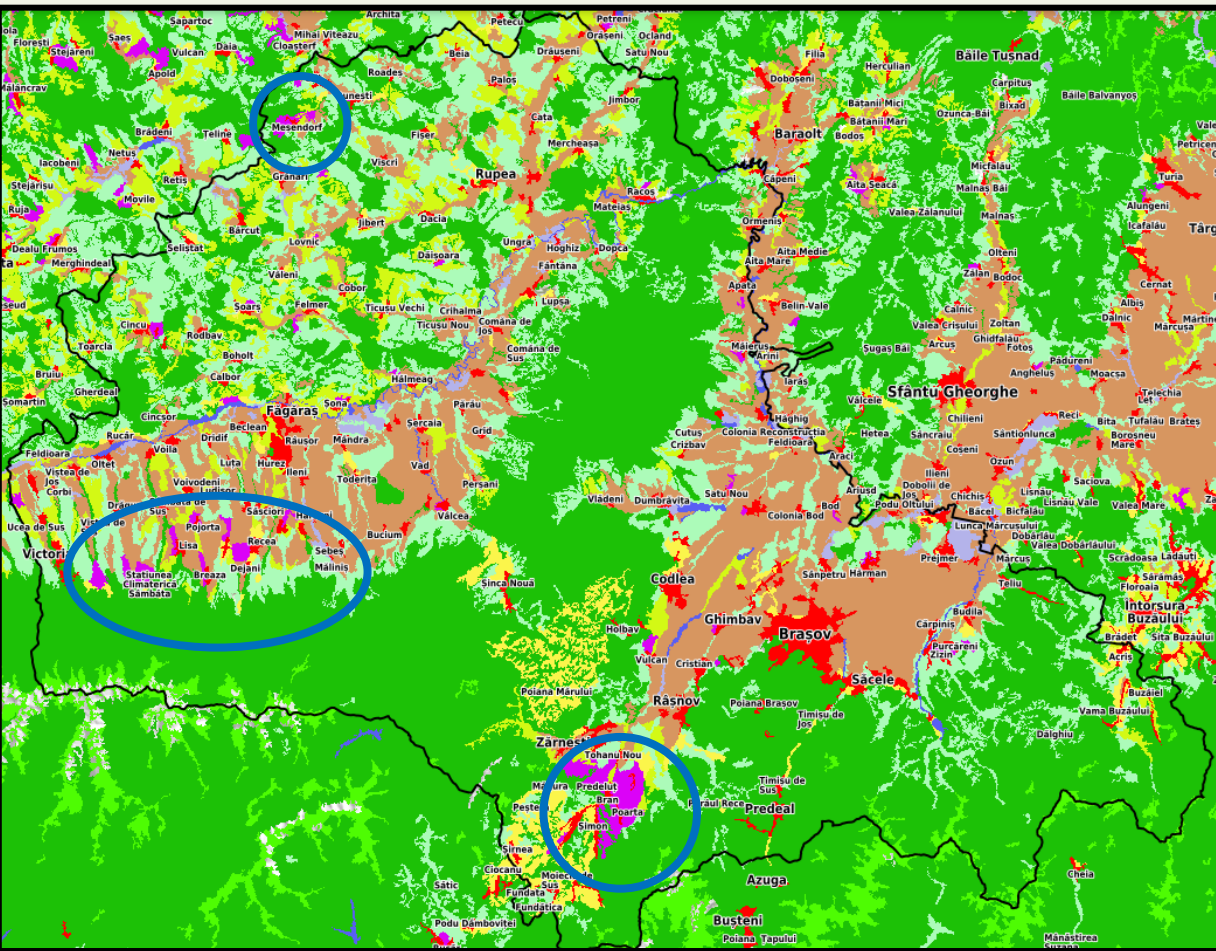
Orchards and fruit tree nurseries surface evolution at the level of Brașov county, between 1990-2014 and 2019 (hectares)



— Pastures — Arable land



Arable land surface dynamics in Braşov county in 1990 and 2018



Orchards surface dynamics in Braşov county in 1990 and 2018

Evolution of wheat-total, oats and maize-grains production at the level of Braşov county between 1990-2020 (tonnes)

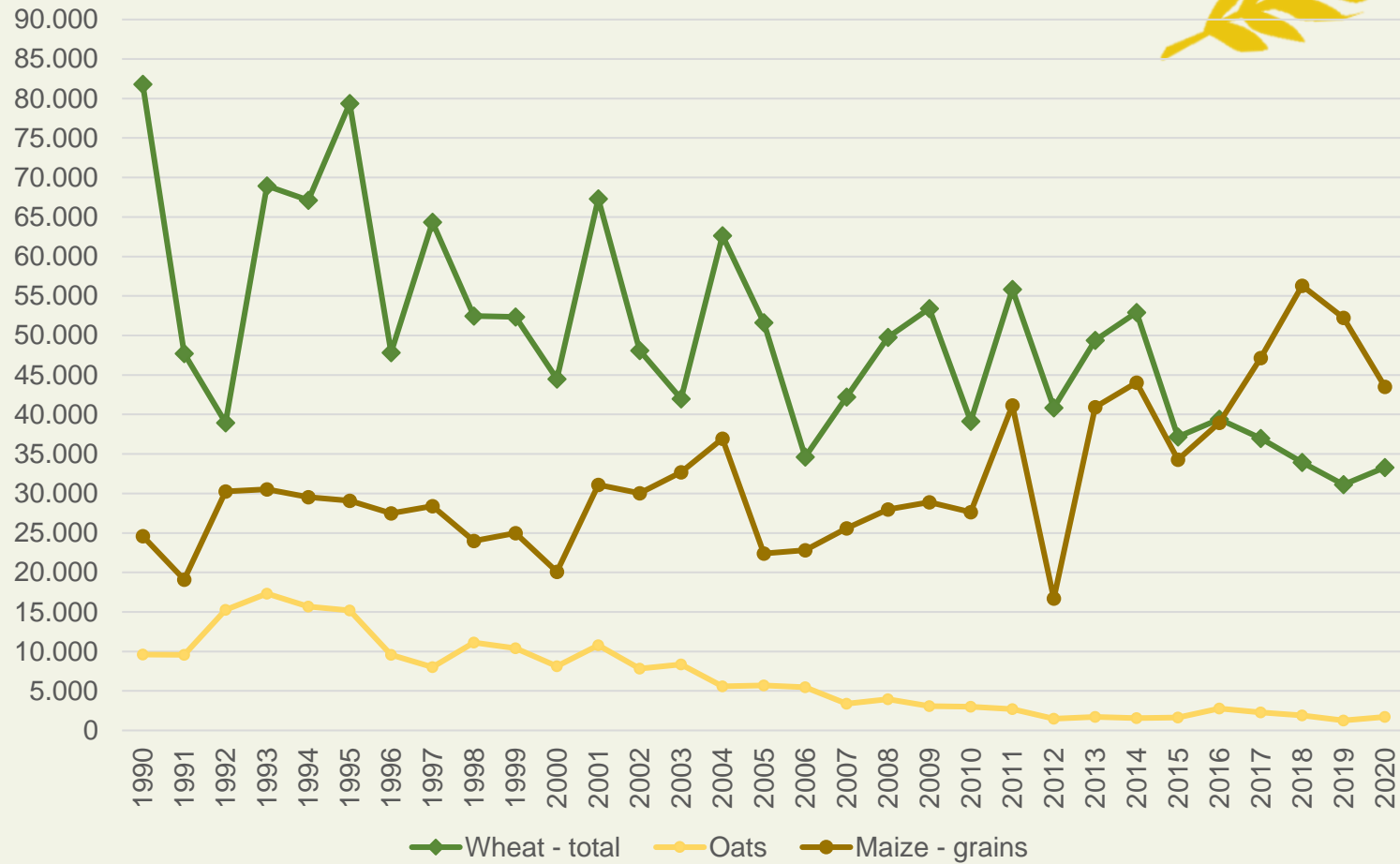
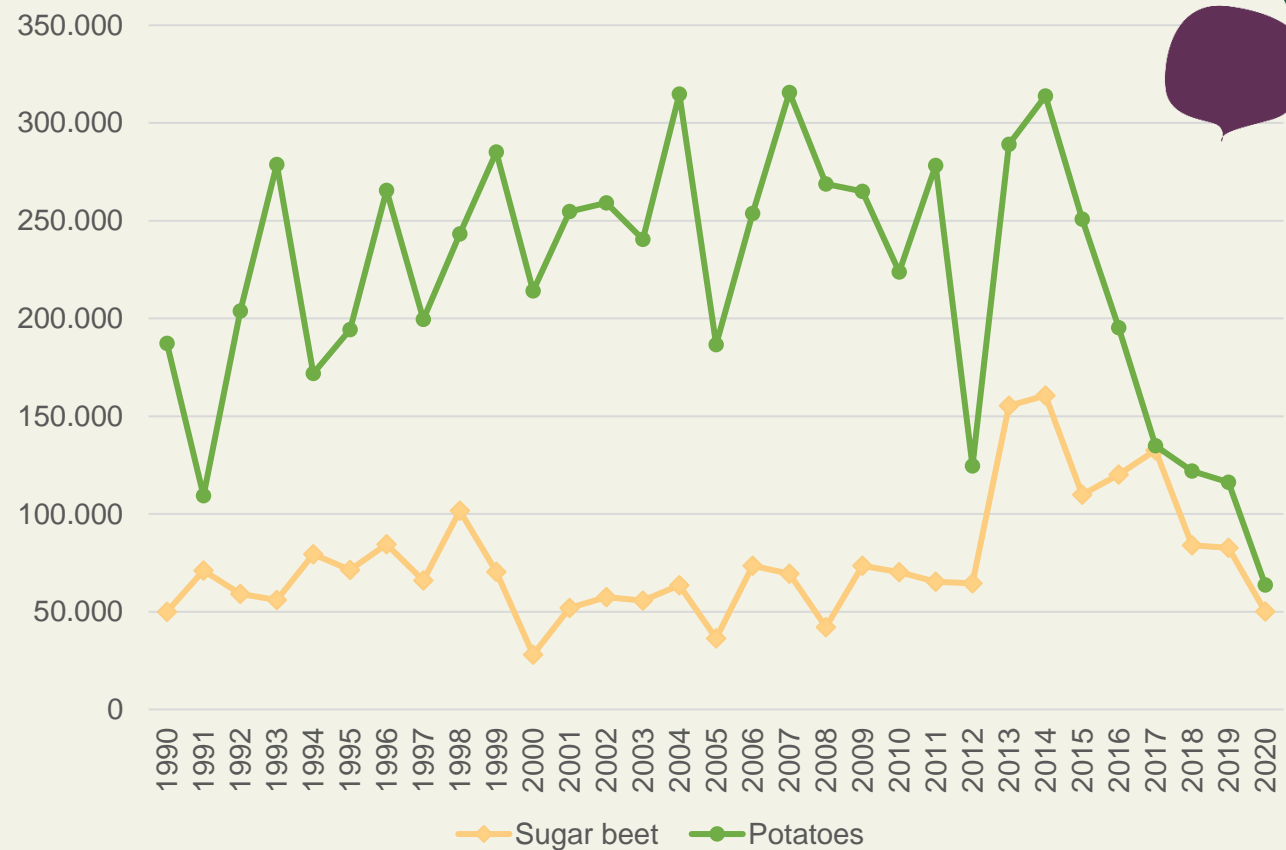


Image source: <https://www.forbes.ro/graul-si-porumbul-s-au-scumpit-livrarile-ucrainei-in-pericol-247900>

Evolution of sugar beet and potatoes production at the level of Braşov county between 1990-2020 (tonnes)



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Image source: <https://www.agro.basf.ro/ro/stiri/basf-in-camp/cultura-cartofului-tehnologie-cultivare-fertilizare-tratamente.html>

Evolution of dry onion, white cabbage and edible roots production at the level of Braşov county between 1990-2020 (tonnes)

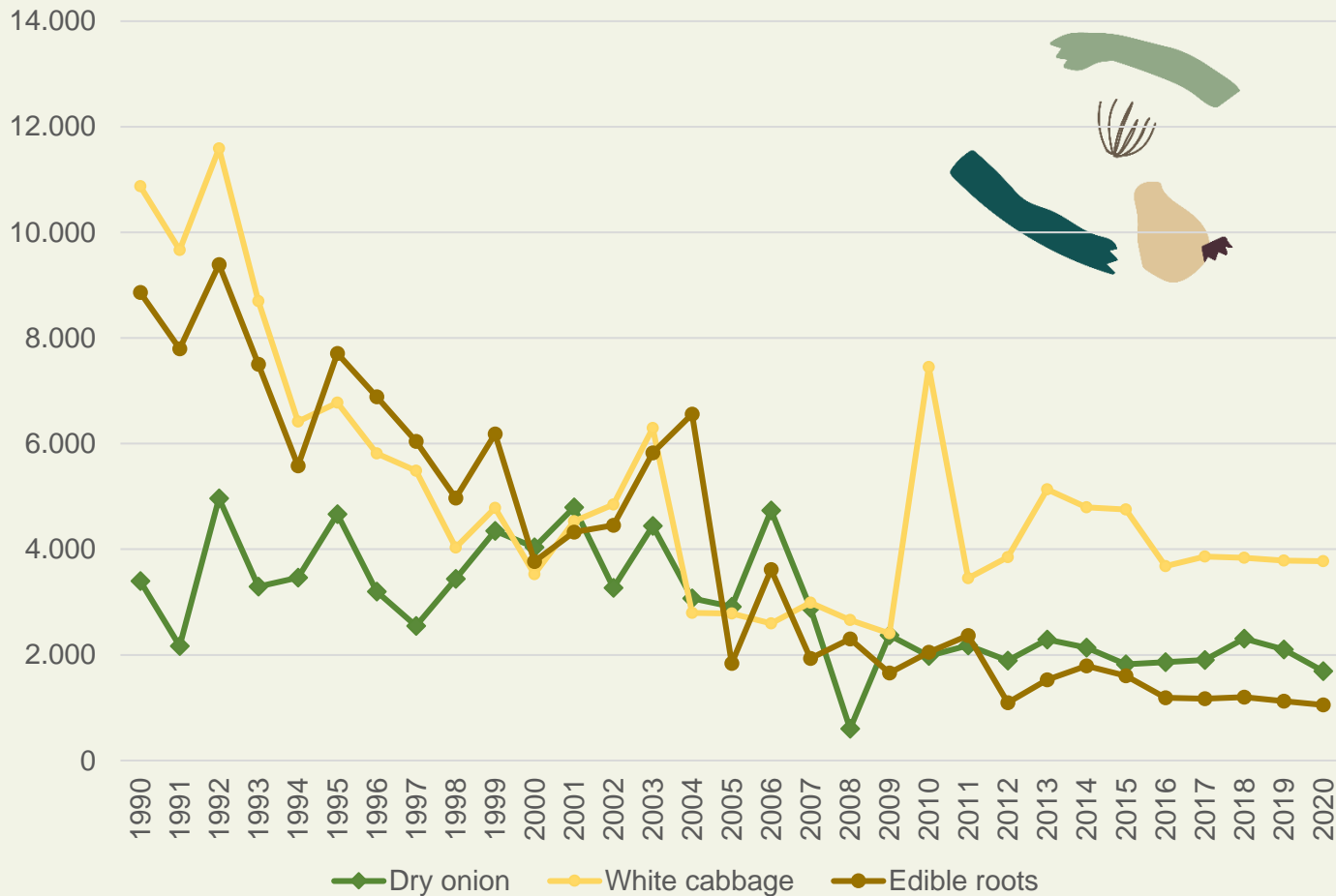


Image source: <https://www.agro.basf.ro/ro/stiri/basf-in-camp/cultura-cartofului-tehnologie-cultivare-fertilizare-tratamente.html>

Evolution of plum and apples production at the level of Braşov county between 1990-2020 (tonnes)

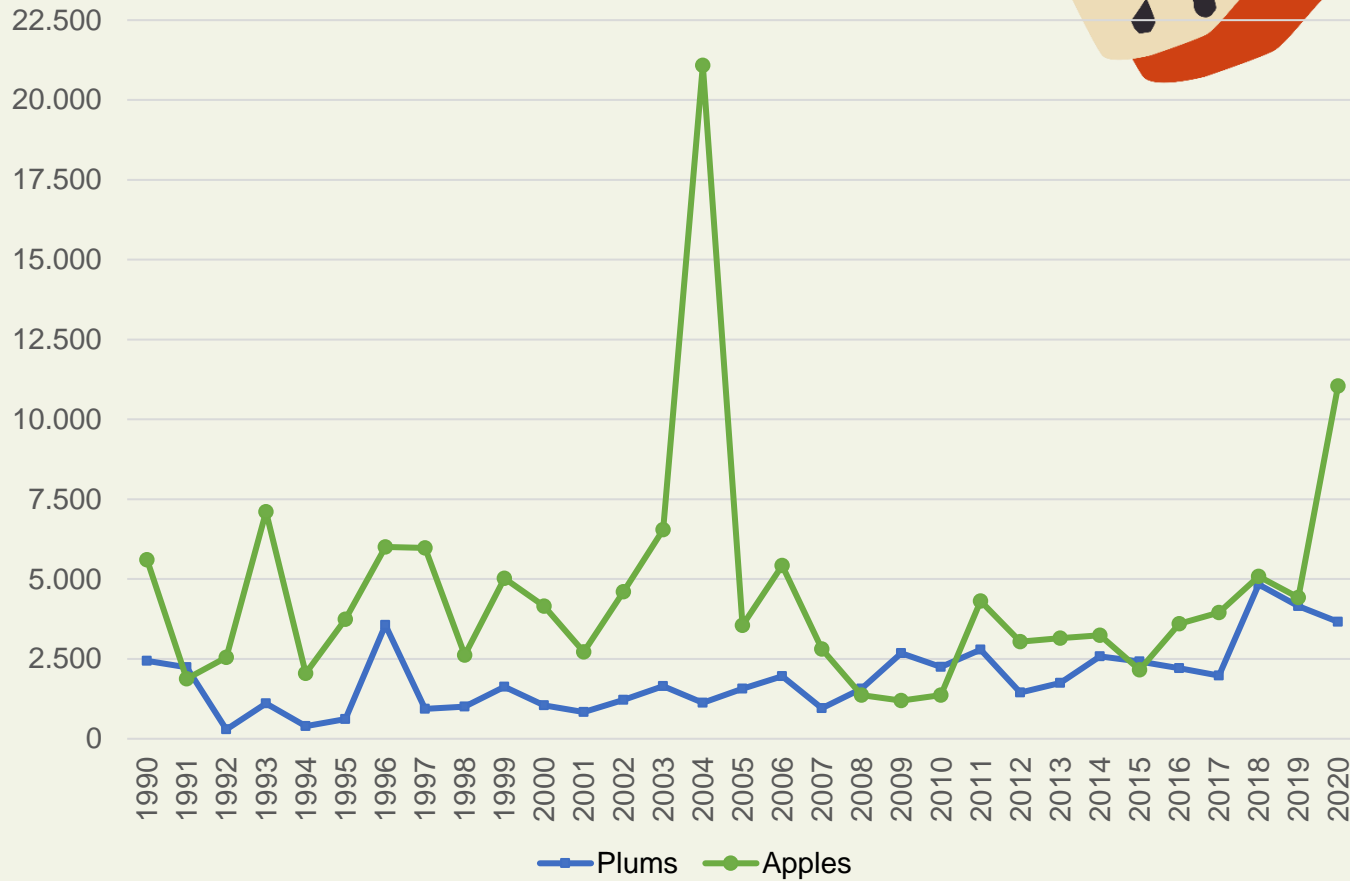
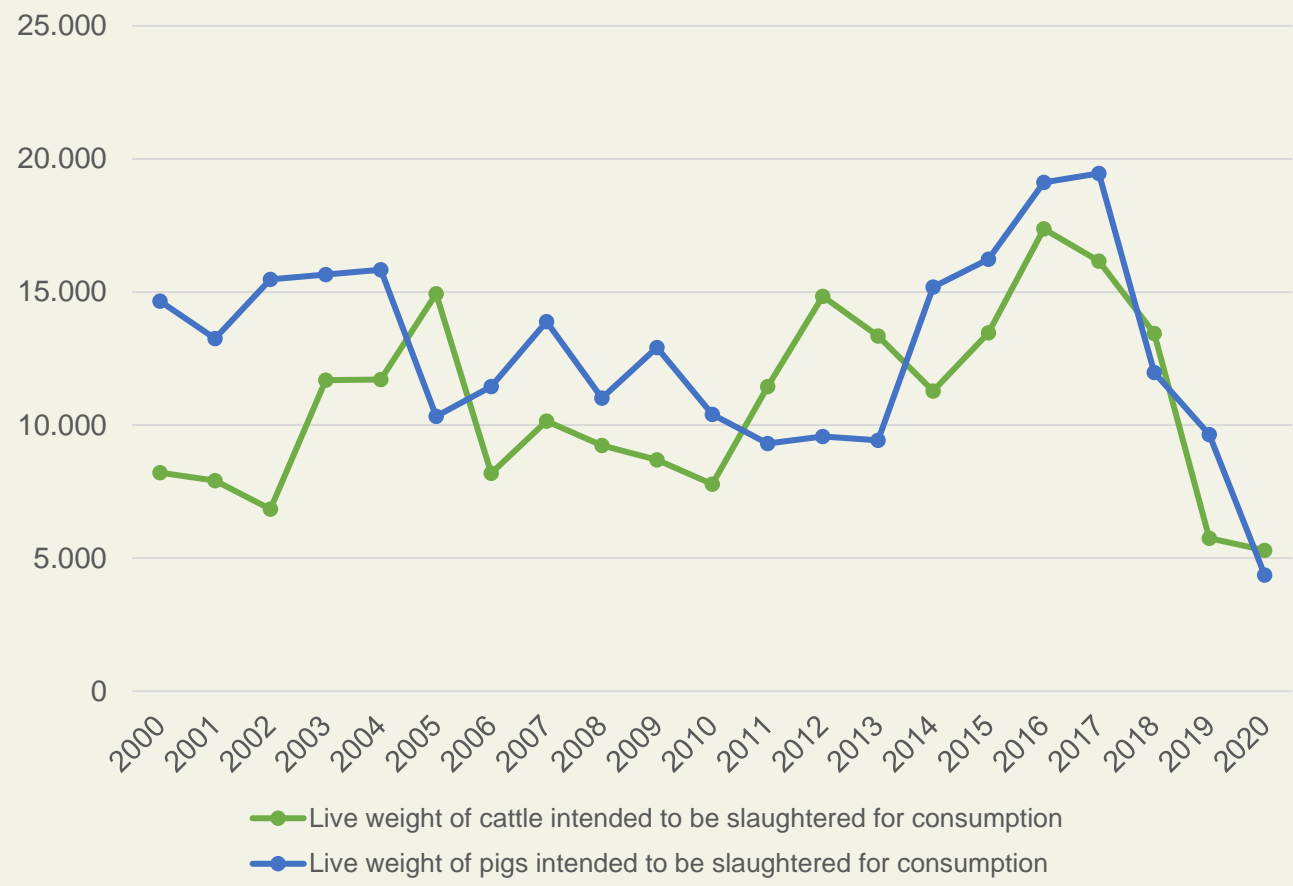


Image source: <https://alba24.ro/romania-produce-jumatate-din-cantitatea-de-prune-din-uniunea-europeana-majoritatea-ajung-in-cazanele-de-tuica-893122.html>

Evolution of cattle and pigs for consumption at the level of Braşov county between 2000-2020 (tonnes)



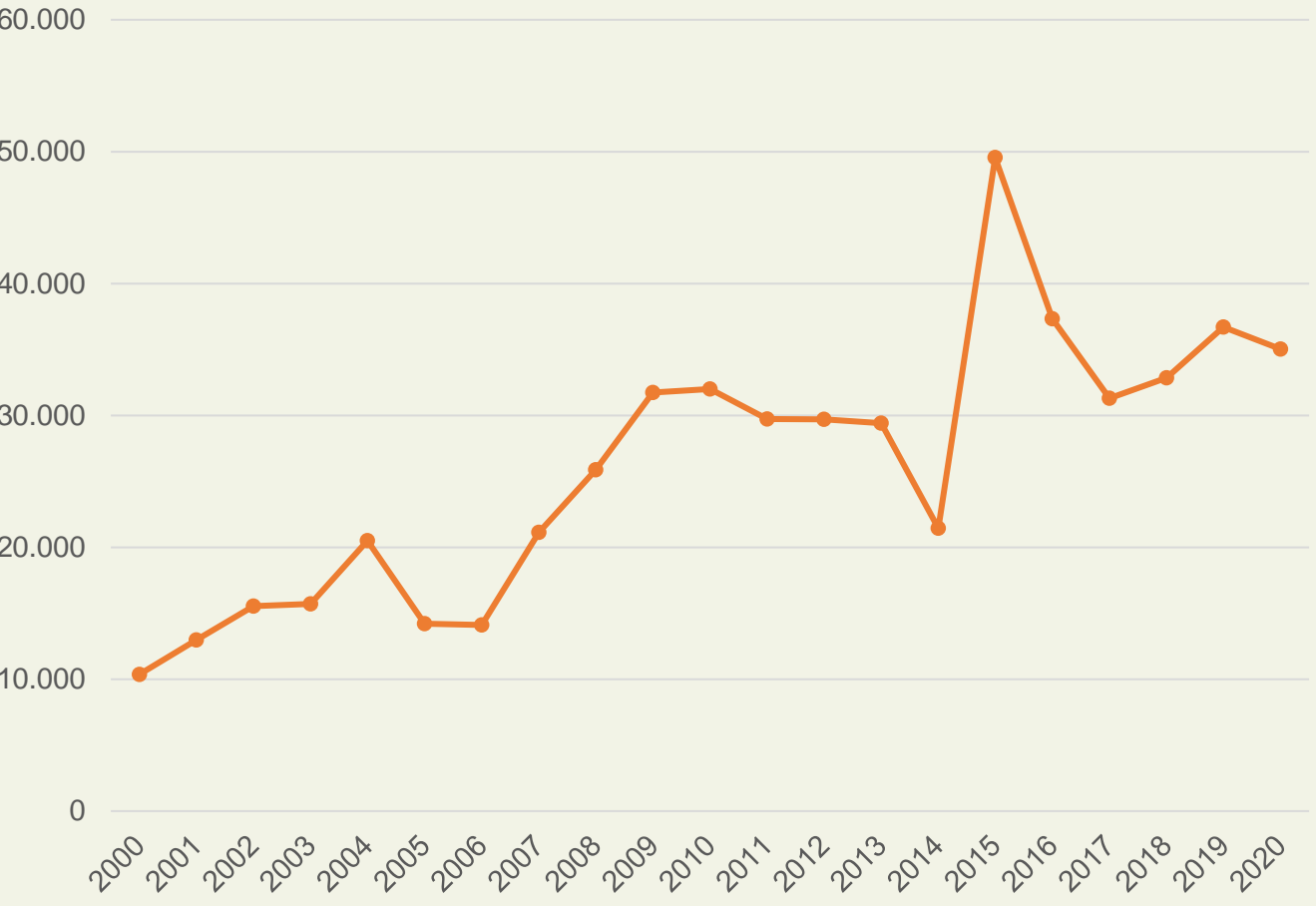
—●— Live weight of cattle intended to be slaughtered for consumption
—●— Live weight of pigs intended to be slaughtered for consumption



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Image source: Dan Dinu (www.dandinu.net)

Evolution poultry for consumption at the level of Braşov county between 2000-2020 (tonnes)

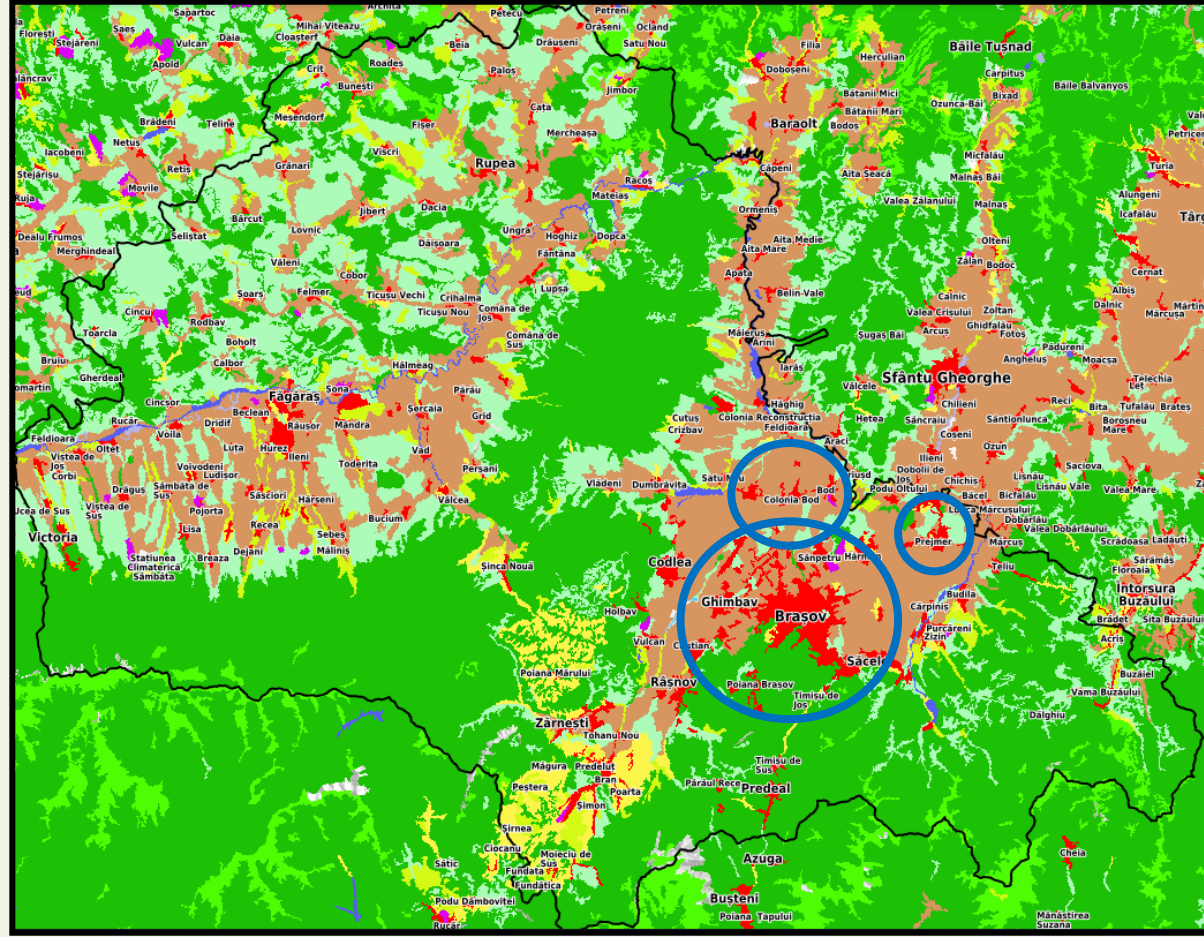
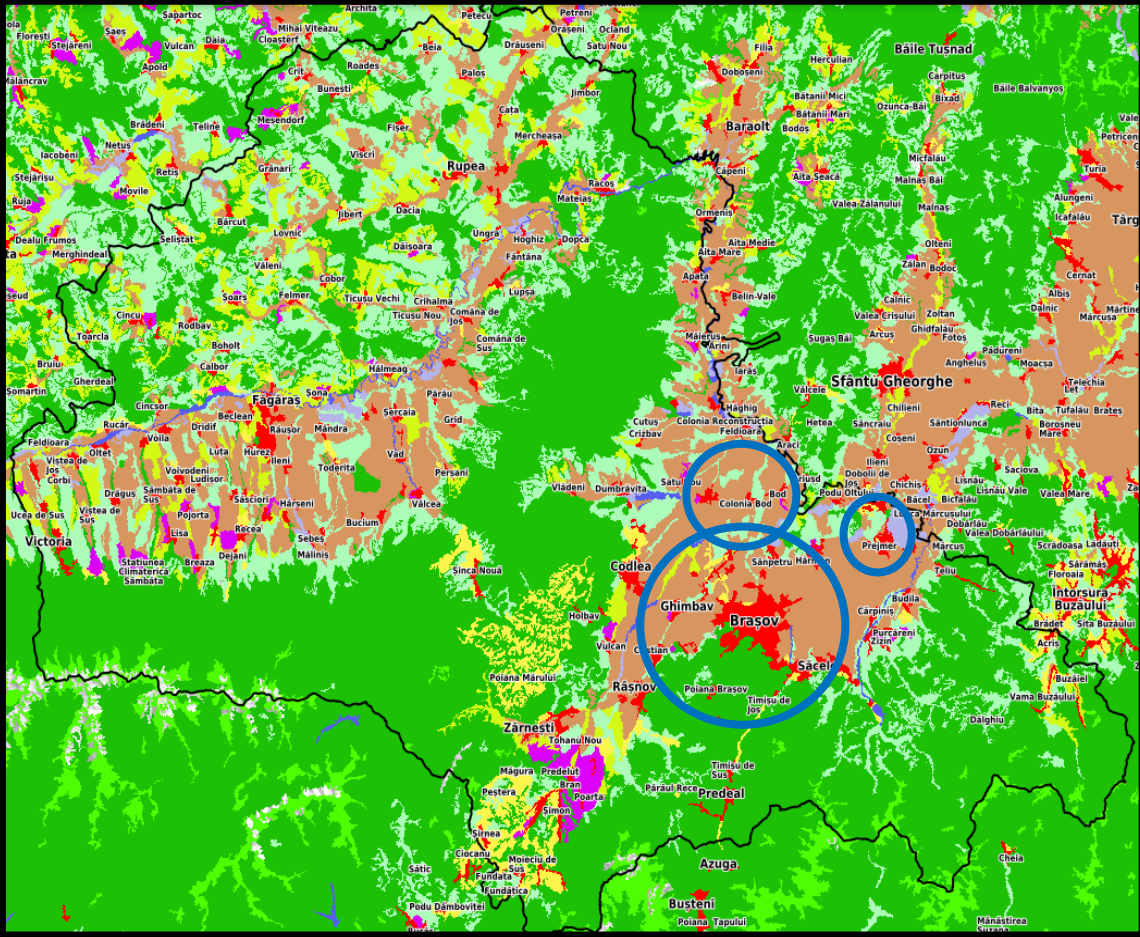


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Factors affecting the food system in Braşov:

- Subsidies policy
- Low protection of agriculture land use change (vs urban or residential development)
- Poor data regarding tendencies
- Low citizenship awareness and engagement
- No food governance structure





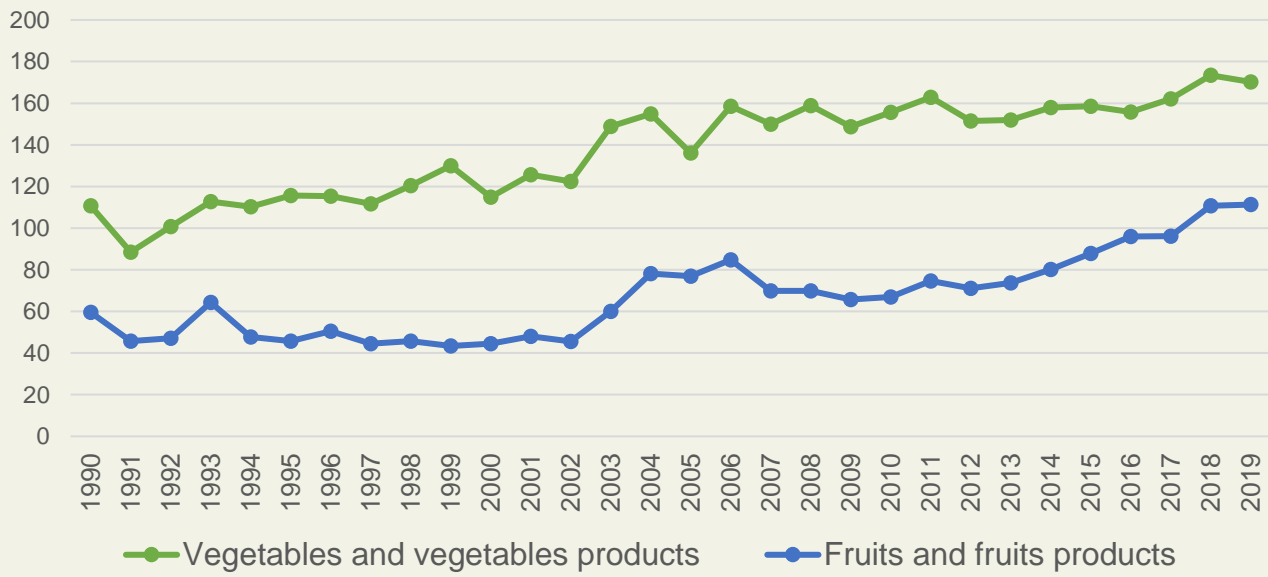
Buildings surface dynamics in Braşov county in 1990 and 2018



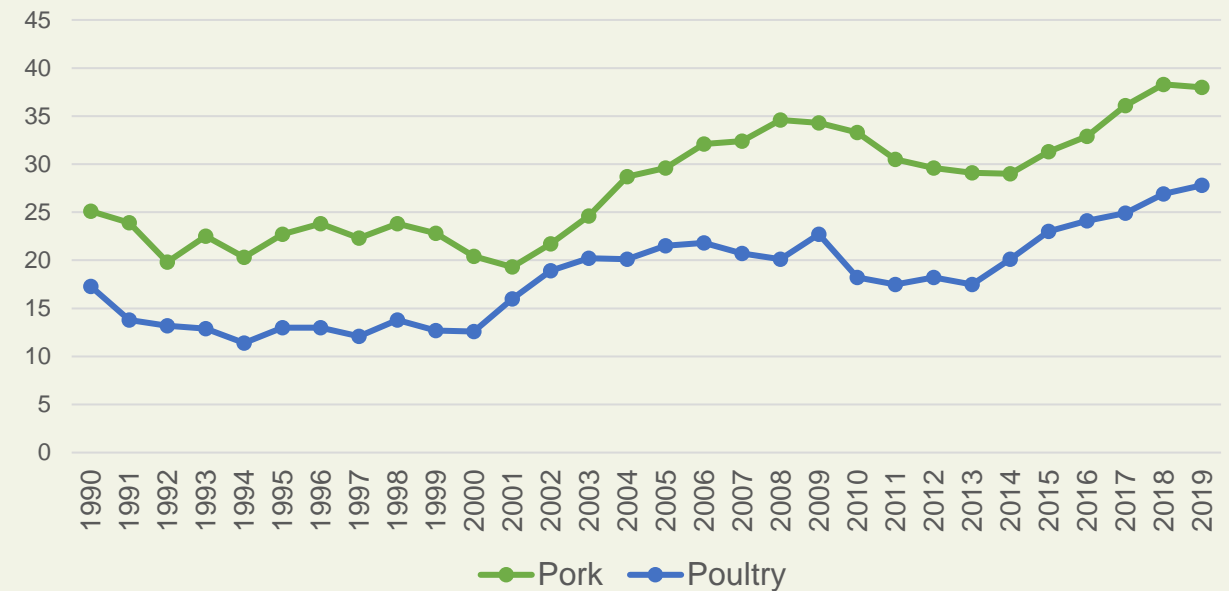
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CONSUMPTION TENDENCIES

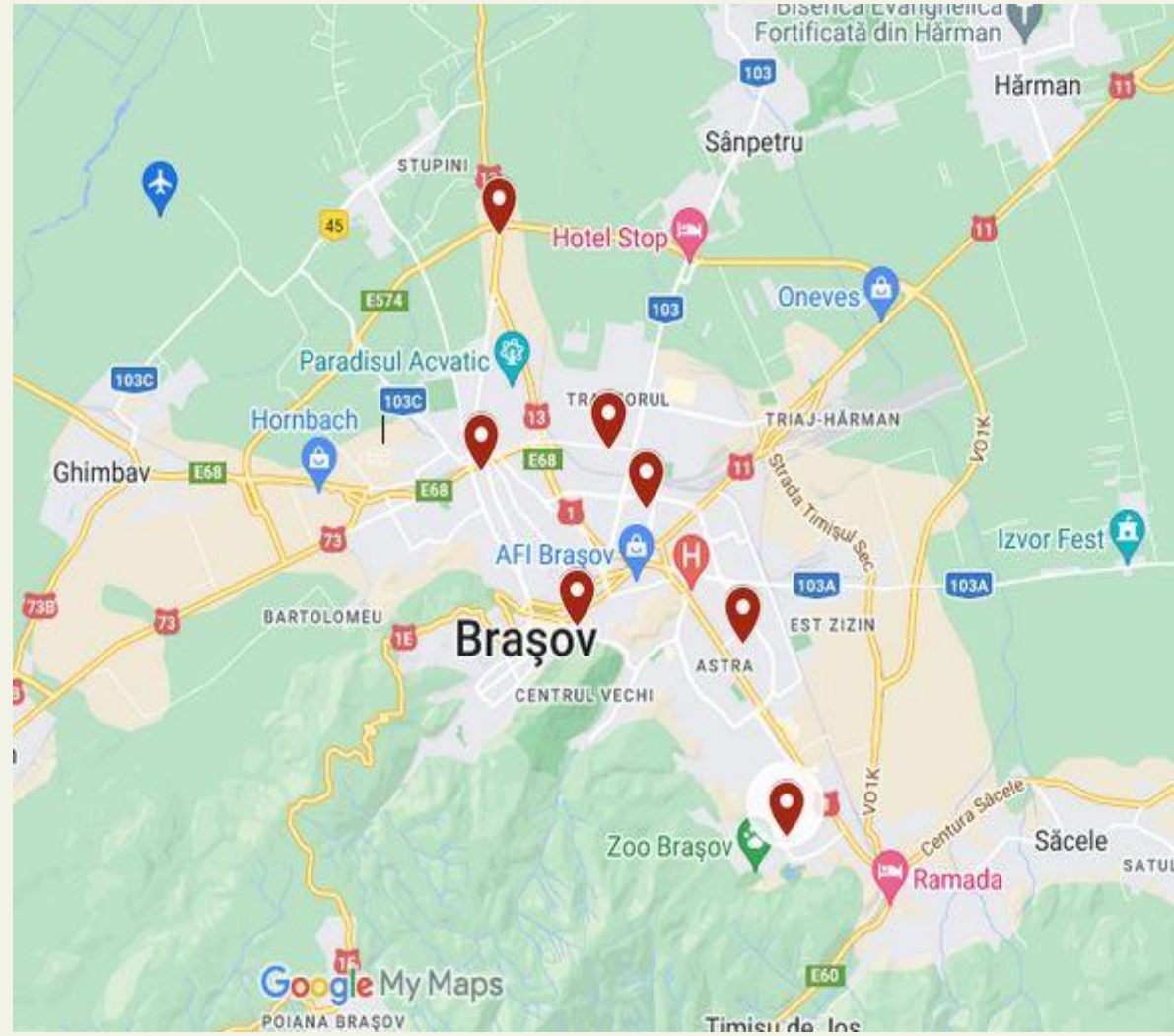
Evolution of vegetables & vegetables products and fruits & fruits products consumption in Romania, between 1990-2019 (kilograms)



Evolution of pork and poultry meat consumption in Romania, between 1990-2018



Alternatives for buying food



Identified needs to be addressed through innovations – FAL Brasov

- ➊ Aggregation of small producers
- ➋ Increasing the professionalization of small producers
Promoting small producers at the city level (space)
- ➌ Develop local menus for increasing the demand for local products => chefs = agents of change
- ➍ Integrating local products into the procurement policy of public catering units
- ➎ Encourage and strengthen rural-urban linkages and cohesion (tourism + gastronomic points)
- ➏ Promote local gastronomy and identity
- ➐ **A FOOD STRATEGY for BRAȘOV**

Interactive Food Lab, Brasov, RO

Integrating local producers into an innovative and ambitious regional food system

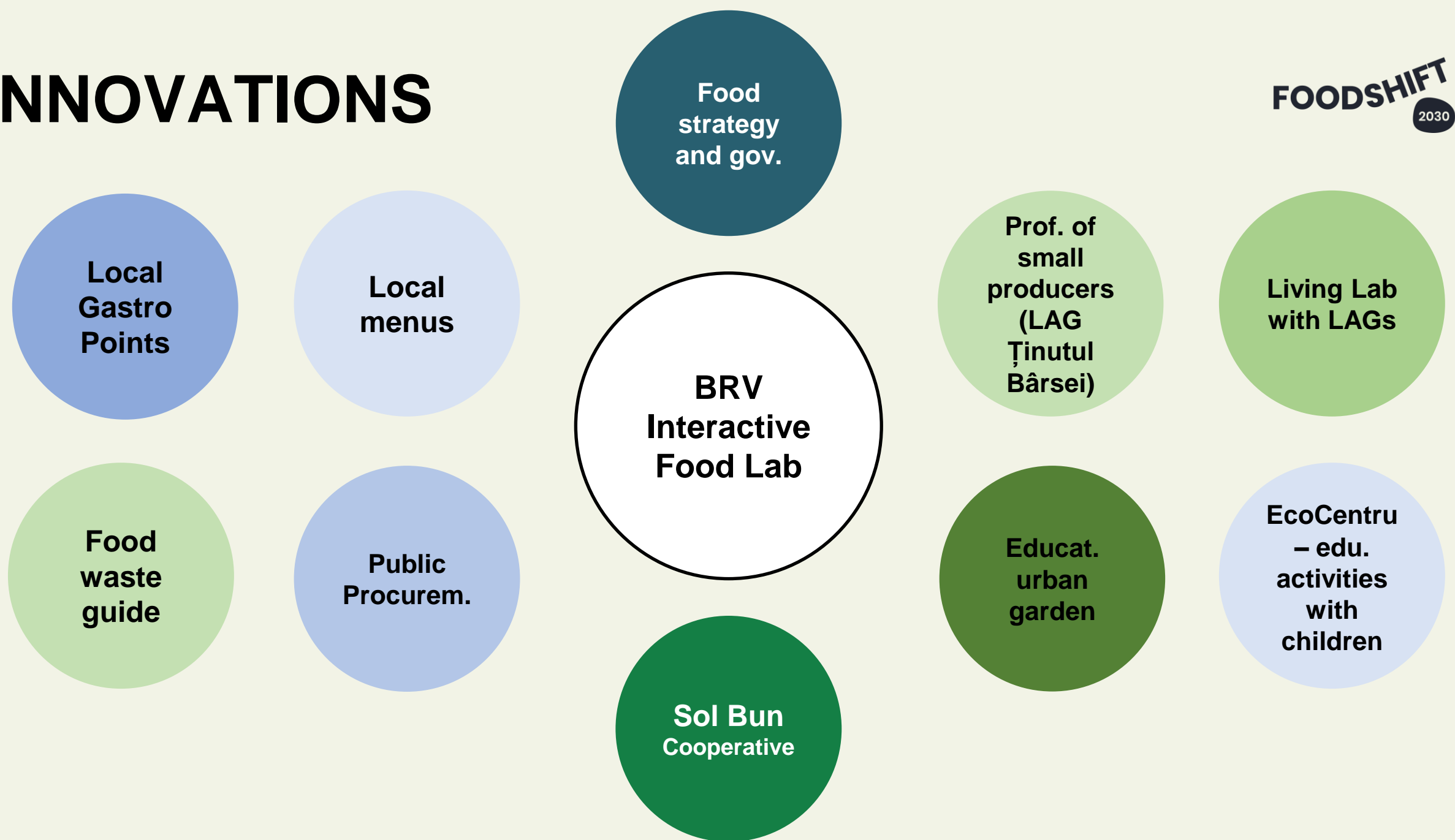
FAL BRASOV CONCEPTS

- 🥒 Farmers' cooperative
- 🥒 Food short supply chain
- 🥒 Food box
- 🥒 Local food economy
- 🥒 Interactive food hub



INNOVATIONS

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