

PRACTICE ABSTRACT

SHARING EXPERIENCES FROM: ROMANIA

“Povesti de Arges” [Stories from Arges] – an online platform for the promotion and integration of the local mixidness

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Establishing the online platform: "Povești de Argeș" as support for encouraging partnerships and cooperation between local producers and regaining mutual trust between producers and consumers.

The platform was designed in such a way as to present, in a unitary and easy-to-follow format, the products and services offered by local operators, which would facilitate the identification of cooperation opportunities between producers as well as the unique access of consumers to the range of products and services that can be found on the territory of the Tinutul Posadelor LAG.

The process of developing the content of the platform required direct involvement of the agents of the local economy who, together with the experts of the project team, penciled the content of the platform that tells the story of local products and services. The systemic and unitary approach to the content creation process allowed the recognition and assumption of the set of common values that define the territory of the platform: respect for local traditions; quality; mutual support.

Practical recommendations to develop a platform to promote local products and services:

- Working directly with local producers to learn the story of their business
- Technical support for building the platform's digital infrastructure
- Support from a communication expert to create attractive local product stories.

The **main benefits** of the platform:

- Facilitating access to the full range of products and services offered by the local economy
- Creating a favorable environment for cooperation and exchange between local producers
- Assuming the set of common values that defining the platform' membership
- Encouraging consumption from local sources.



**FIND OUT MORE ABOUT MIXED'
NETWORK FROM ROMANIA**





ABOUT THE PROJECT

MIXED (Multi-actor and transdisciplinary development of efficient and resilient MIXED farming and agroforestry systems), an EU-project, is supporting the development of European Mixed Farming and Agroforestry Systems (MiFAS) that are more efficient and resilient to climate changes.

7M€
BUDGET

19
PARTNERS

10
COUNTRIES

ABOUT MIXED IN ROMANIA

In Romania, MIXED is implemented by the Institute of Agricultural Economics, Romanian Academy (IEA-AR) (academic Partner) and the Local Action Group Ținutul Posadelor (GAL-TP) (network coordinator) in collaboration with a group of farmers practicing Mixed Farming and Agroforestry Systems (MiFAS).

The project is working with a group of farmers practicing MiFAS in different ways: farm activities combining crops, livestock, natural pastures, trees, fruit trees and shrubs, and agrotourism.

Agriculture in Romania includes both specialized and mixed farming. Nonetheless, it can be characterized as strongly polarized. Production patterns are different according to farm size and landscape in Romania: small and medium holdings are mostly mixed farms.



MIXED partners from Romania:

