

EXAMPLE OF THE GOOD PRACTICE IN RURAL DEVELOPMENT OF BELA CRKVA MUNICIPALITY IN SOUTH BANAT



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Salaš DOO „KASTING“ owned by Bradvarević Jovica is located in area of Banatska Palanka on the bank of the river Danube. It's over 200 years old. Starting with year 2003, farm is dealing with conservation of genetic resources in agriculture. It is an ecological farm of Podolian cattle producing organic meat and milk products (including hard cheese) and offering services in rural tourism



Podolian cattle

Podolian cattle is an attractive old autochthonic cattle breed, which is conserved as a genetic resource of Serbia.

On the Bradvarevic farm it's used for the production of high quality organic, slow food - milk, meat, cheese and meat products.

Meat from this cattle is tender with high protein content and low in fats and milk healthy and used for production of exclusive and expensive hard cheese

At the moment 30 animals are grown on the farm, together with a flock of autochthonic razacka sheep. Both kinds of animals are grown in an traditional extensive grazing system – a high nature value farming system which is providing conservation of the grasslands biodiversity in the Special nature reserve of Deliblato sands.

PAST and PRESENT



Podolian
cattle – a
close
relative of
primitive



wild cattle
Tur In
Pannonian
Basin



High Nature Value Farming of Deliblato Sands





LOCATION



Due to the ideal position of the farm on the banks of rivers Danube and close to Nera, Karas and DTD canal farm area is extremely interested natural site, one part of which is also nature protected as a Ramsar area called Labudovo okno (Swan pane).

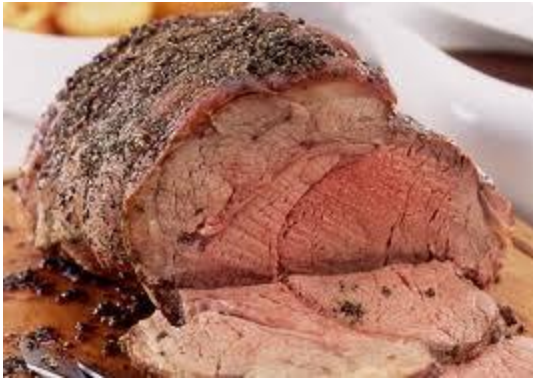
The location is bordering also with Dragićev hat reserve, where flora and fauna are economically used for hunting and growing game.. Using the above mentioned advantages and positive experience in the production of eco-friendly food, the farm's owner recently started dealing with rural tourism.



LONG TERM GOALS OF THE FARM

- ❑ Linking organic production of meat, cheese and brandy with rural tourism.
- ❑ Introduction of territory related sustainable activities to the present offer to increase attractiveness of the rural tourism of the area such as photo safari, aqua tourism on Danube etc.
- ❑ Intensive promotion of the offer through regularly maintained web site and links with relevant rural tourism and special products web portals.

PRODUCTS ORGANIC MEAT, MILK AND CHEESE





ACTIVITIES FORESEEN



Excursions to Labudovo
Okno“ and Deliblatska sands
– protected ecosystems rich in
biodiverse flora and fauna

Hunting & Fishing

Birds watching etc.



SERVICES

- ❑ Reconstructed traditional “salash” type of farm
- ❑ 4 suits equipped
- ❑ A restaurant equipped





ACHIVEMENTS

- ❑ **Attractive production of high quality good and drinks**
- ❑ **1st price for the Podolian bull on the Agriculture Fair**
- ❑ **“ZLATNA KLEPETUŠA” (Golden bell) – Regional Fair of Vojvodina**
- ❑ **Price of Green Network of Eco Farm**
- ❑ **Reaching profitability of the production**





LESSONS LEARNED

- ❑ HIGH QUALITY AND PROFITABLE PRODUCTION IS POSSIBLE IF PRODUCTION IS BALANCED WITH AVAILABLE NATURAL RESOURCES.
- ❑ INCREASE IN PRODUCTION SHOULD BE DONE BASED ON INTERNAL CAPACITY OF THE FARM TO REACH NUMBER OF ANIMALS WHICH IS FITTING WITH FODDER RESOURCES AVAILABLE
- ❑ DIRECT MARKETING OR EVEN BETTER MARKETING OF PRODUCED FOOD THROUGH RURAL TOURISM IS THE BEST WAY TO ADD VALUE TO EXPENSIVE TRADITIONAL AGRICULTURE PRODUCTS.
- ❑ FULL HARMONIZATION WITH AVAILABLE NATURAL RESOURCES IS MUST!
- ❑ COOPERATION WITH OTHER FARMS IN THE REGION FOR COMBINING DIVERSE HIGH QUALITY FOOD AND OFFER OF ACTIVITIES IS MUST



Rationale for the project

- The region of Vrsac is famous for vineyards and exceptional vines, Bela Crkva also for cattle breeding. Although naturally connected in gastronomy these seem not to be properly integrated in local touristic offer since most of the traditional production have vanished.
- Being unable to deal with all these productions at the same time and offering services in rural tourism, those which deal with tourism are forced to go to supermarkets and purchase industrial products for their guests missing to use local tradition for adding value to their offer.

Project in brief

- The goal of this project is to fill gaps with quantities of products, equipment, knowledge and organization to provide flow of products with. of rural tourism.
- Proponents intend to invest in traditional vine production and cheese making to help local producers find market for their products collecting critical mass of products for rational handcraft processing and at the same time provide sufficient quantities for making standard offer in rural tourism and supply rural tourism both households never managed to round with proper food and drinks specialties supply.

- Barrique vines and organic cheese of Podolian cattle will be final products, marketed with the assistance of promotional activities NGO Agroznanje will provide;
- Trainings will be organized for partners in local communities which want to join the partnership to share touristic offer managed by local Tourist organizations, which are seen as a beneficiary of the whole project.

Expected results

Agriculture:

- Improved quality of products through improved production technology and equipment modernization for the processing and storage of primary agriculture products
- Establishment of local partnerships for promotion of typical authentic products from the South Banat region
 - Barrique wine and organic cheese in order to increase their marketing and add value through tourism

Tourism:

- Organized touristic tours linking partners farms
- Improved quality of services of rural households to provide services in rural tourism
- Integrated tourist offer of Vrsac and Bela Crkva using available natural and cultural resources.
- Increased number of tourists in the South Banat
- The full economic valorization of the natural and cultural heritage and traditional agriculture contributing to the conservation of nature and cultural heritage through tourism

The relevance of the partnership

- Project partners, holders of this project proposal represent the most desirable partnership for the call – partnership between expert NGO and registered farmers which are preparing themselves for rural tourism.
 - Jovan Bradvarevic which is grower of traditional cattle of Podolian breed from Bela Crkva,
 - Registered households belong to Sonja Jovic from Gudurica which is producing grapes and vine andboth already involved with rural tourism – first as a part of Serbian vine routs and the other one ecological, agro and educational tourism connected to nature protected areas and biodiversity conservation.

Evaluation of the project

- Best practice in establishing partnerships and increase the network of interested rural household (1st on the list of evaluated projects; also Casting farm with its project is selected best rural development practice on the National rural development contest 2011).
- The idea to promote and educate network of agriculture producers and rural tourism providers can bring demanding tourist clientele along with investments.
- The project is very relevant from the aspect of diversification of rural economy through tourism and integration of rural tourism and agriculture and diversification and upgrade of the production of food and non-food products and activities for local/regional rural tourist markets.

Consistence with MDG goals & Local RD Strategy

- Project is providing employment opportunity for young people and refugees which represent vulnerable group in the region.
- One of the target group are people with disabilities for which touristic offer will be adopted on two households.
- Project is based on utilizing traditions of Banat – vine production and livestock husbandry contributing to the cultural heritage conservation.
- Project is based on sustainable use of available land – soils which are ideal for vineyards in Vrsac and marginal lands in nature protected areas

- Project is completely in consistence with the draft regional rural development strategy, which was developed during series of trainings.
- Project include a marketing strategy or promotional activities for the tourist offer of two rural households – registered farmers which intend to activate in rural tourism and provide adding value to their basic agriculture products
- Agriculture producers will be able to benefit from learning on-site through concrete example of two advanced households which will be upgraded through investments in knowledge and equipment, as much as improved organisation of marketing through mutual cooperation.

Conclusion of the UNJP team

- „**Scents and taste of Banat's wine and cheese**“ is a valuable project which have merged all efforts to teach local stakeholders how to cooperate and define goals of mutual interest in the agriculture-processing-tourism value chain.
- The project authors managed to integrate in a right way NGO sector in to the business initiative of high quality and offer the possibility for the MDG-F program to help creating a good example of the partnership which can contribute to modeling of rural development based on development of entrepreneurship with rather small financial contribution.



THANK YOU FOR YOUR ATTENTION

