

Capitalization of Local Products through Agro-Household

Ramona Ciolac, Ioan Csoz, Diana Marin

*Banat's University of Agricultural Sciences and Veterinary Medicine, Faculty of Agricultural Management, 300645
– Timisoara, Calea Aradului, 119, Romania*

Abstract

In every household there are many family activities that provide the necessary income or living foods. Some activities are related to cultivation of land, others for breeding other means services provided by the vilagers. The products of the own household must cover 40% of meals offered to tourists. These products are produced by the householder work in their household, the tourist having the opportunity to observe how the products are produced and participate effectively in this production.

Specific rural household products can be recovered through tourism by both indirect and direct ways. Both variants can generate increased profitability and interest of the tourist business activity and impose a sense of satisfaction for quality benefit, issues that may be, in turn, assumptions favorable to the extension of this work.

Keywords: agro-household, capitalization, local products

1. Introduction

Local products are an important principle of local economic development. An attempt to define qualifies them as food, goods and services produced and consumed at local level. Food and agricultural practices through the land, pasture, fields and orchards are household, but also how animals are raised and cared for, played a key role both in creating and maintaining local culture, landscape, and especially to human health and children. Thus, obtaining and marketing of local foods is a catalyst for maintaining and developing community and at the same time, a source of sustainable benefits for local economies.

An important local product for nature conservation is that product that helps at:

- the countryside biodiversity (species and associations of plants and animals dependent on that environment);

- conservation of habitats and rural landscapes and natural resources protection (by using environmentally friendly practices);

- local economy development, supporting semi-subsistence farmers by maintaining agricultural activities in the system of farm/household;

- preserve and perpetuate patrimony and cultural traditions in these rural areas.

Specific advantages of a local product can be summarized as:

1. supports the local economy: by local products revenue return to farmers and thus help support the future of its business and maintain strong type system;

2. preserve and maintain the cultural heritage of rural areas and helps preserve the cultural identity of rural areas through the perpetuation of local custom and traditions: local holidays and festivals in which to promote the ports, customs and their products, but farming practice, a traditional craft handed down from generation to generation;

3. helps to maintain rural landscapes, the conservation of biodiversity (plant and animal species), habitats and natural resources through reduced human intervention;

* Corresponding author: Ramona Ciolac

4. helps to maintain traditional agricultural practices: extensive agriculture, the main mode of land use;
5. use of organic fertilizers (manure) as required lawns fertilization (manure use is permitted by the equivalent of more than 30 kg. N as/ha);
6. low density of animals, respecting the natural capacity of production of pasture (grazing is carried out within 1 LU per hectare);
7. reduced human intervention;
8. existence of low mechanization (hand mower).

2. Materials and methods

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation.

3. Results and discussion

Agro-Farm is a structure specialized on receiving tourists and developing tourist's activities through accommodation and meal which operates within a peasant household, and providing tourists with fresh products from own and local sources. According to Order no. 379 bis on 19 May 2008, rural pensions agro households are tourist structures, with a capacity of housing up to 8 rooms, operating in the homes of citizens or

independent buildings, which provides the space provided accommodation and the preparation and serving meal and the possibility of participation in household activities, or craft.

It has been modified tourist classification of pensions, from boarding houses in urban areas (star rating) and rural tourists pensions (classified by flower) in:

- Boarding houses classified by stars, regardless of their location in urban or rural area, with an accommodation capacity of up to 20 rooms;

- Agro-households, classified by flowers, with an accommodation capacity of up to 8 rooms, with obligation to provide the meal of natural products, prepared in their own household and with the requirement that hosts manage the program of the tourists throughout the all period of staying.

Regardless of the size of farms or production profile, the resources found at each farm unit, the degree of intensity is given by the capacity and the degree of intensification of technological products. Thus, a farm that uses more natural ability of land and labor, will be forced to conduct an extensive production activity, while the agricultural exploitations that value the potential of land and labor by capital investment (fixed or circulating), will have a highly intensive, expressed by the degree of magnitude of capital per unit of output.

Table 1. Differences between rural guesthouse and Agro farm

Rural pensions	Agro household
Accommodation is in housing in rural areas, where owners can or can not live;	Accommodation in agricultural holdings (farms, manors, etc.);
Feeding is based on local cuisine, specific to the region;	Agro-services are integrated into the farm and household, they interpenetrate with normal activity of the farmer and his family;
It offers activities for relaxation and recreation in the village which is located in the rural guesthouse, making it possible knowing the local culture and traditional forms of life in the region.	Diet based on traditional local cuisine and prepared with 40% products from own household, and another 40% of the area/region;
	Services are provided by the farmers family, so that there is a direct relationship between those who provide services (the farmer and his family) and those who requests them (tourists);
	Recreational or cultural activities in the farm or household;
	Possibility of observation and participation to the traditional activities of farm or household;
	Occasionally, other leisure activities in surroundings farm or household;

Source: Ciolac Mariana Ramona, *Management în turism rural și agroturism*, Editura Eurostampa, Timișoara, 2009

An efficient organization of an Agro household includes:

- *Housing* is located in front of the building. On the floor are the kitchen, dining room and living

room and upstairs bedrooms. Bedrooms, on many peasant households have been transformed into tourist hostels.

- Annexes household. Generally in the middle area is a small shop thrifty, a warehouse, food pantry, wine cellar, laboratory cutting or preparation of traditional products, etc.

- Stable for animals has on the floor the shelter for livestock, milking room, the cooling tank and on upstairs tower silos.

- Front court covers also a rest area and a playground for children.

- Orchard and vegetable garden is fitting separately and with fence. This must be the trees and fruit bushes, perennial vegetables sector, and the annual and vegetable successive.

In premountain and mountain areas the problems of farming land through crop production technologies, are specific to a culture way, susceptible to given natural conditions here, but can not fully meet nutritional requirements. From that causes the most rational use of climatic and soil conditions in these areas is achieved by animal husbandry, witch is drawing on the best fodder resources obtained in abundance in these areas. In turn, livestock products can be recovered because of their higher nutrient and organic pollutants lacking.

Livestock was the basic occupation of the villagers from rural areas as most of the plains and the mountains. Crop production was oriented so that the surplus to be used to feed animals, rarely it sells. The animals were removed from grazing: herd of cows, oxen and buffaloes, horses, sheep or pigs flocks. Livestock were reduced, but the villagers continued to increase every 1-2 cows, buffaloes and pigs. On country roads currently we meet the village herd-cows, buffaloes, horses and goats. Sheep growing is practiced traditional in mountain, by transhumance custom. The products (cheese, wool and hides) were transported to the village, to be used in household and marketed the surplus. The sheep remained in the sheepfold by the first snow, when they return to the village. Wealthiest shepherds join 2-3and went with their flocks over winter.

In most cases, the peasant household practiced simple technologies with low energy consumption, but has the great advantage that protects the environment and not conducive to agricultural production pollution. Thus most of the workforce is made with family and using work animals.

Chemical fertilizers and pesticides are almost unused for agriculture in these areas, through

manure management is done both crop fertilization and soil improvement of physical conditions, these natural resources are used, in particular, for the potato crop in gardening and fruit growing. So production technologies have a highly extensive character, being nonpolluting technologies, and agricultural products realized are in terms of natural and organic qualities.

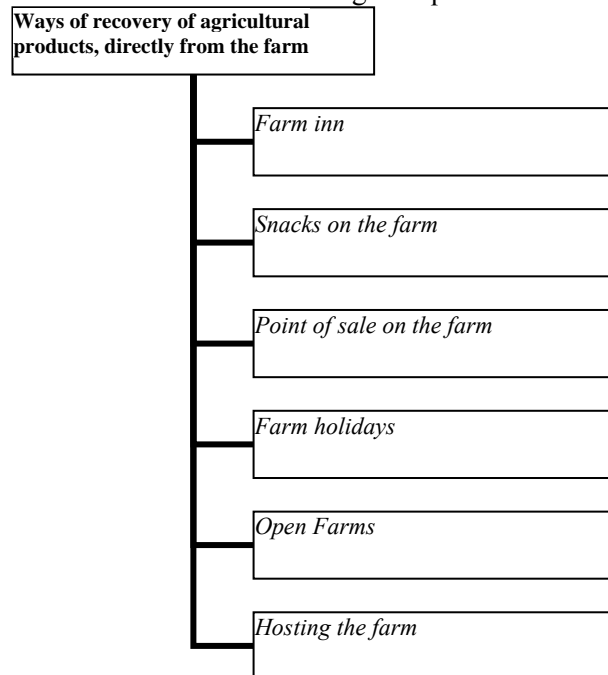


Figure 1. Ways of recovery of agricultural products, directly from the farm

The ways of recovery of agricultural products, directly from the farm, could be:

1. *Farm inn.* These farmers propose traditional dishes from the area. The products come fully served their holdings.

2. *Snacks on the farm.* The farmer has arranged a place where you can taste products made right in the middle of his farm. You can also visit the farm and can pick up fresh produce directly from the field.

3. *Point of sale on the farm.* This form of service, offered to customers, is planning to sales points in the farm under the banner of "farm products". This gives the customer the possibility to choose from a wide range of traditional peasant.

4. *Farm holidays.* These farms are intended for children and adolescents in the school. Days at the farm are accompanied by leisure and relaxation. Here take place teaching activities that are seen and explained the realities of the agricultural world.

5. *Open Farms*. The farmer proposes an information visit in his farm, in certain days called "open day", in which are realized the discussions with visitors about the farm and about the economic, social and natural environment. Of course that the visitors will serve, at the end of the visit, a small snack offered by the farmer.

6. *Hosting the farm*. These farms offer accommodation, meals and rest in a place in the vicinity of the farm and in a home.

4. Conclusions

Through hosting service development and marketing of own and local products, agri-tourism offers a solution for rural households. He is able to capitalize the existing excess of accommodation in the household farm, ready and especially equipped to entertain and provide a range of activities around the peasant household for people who come into the countryside for relaxation and leisure, therapeutic courses, business transaction or to satisfy a hobby, art opening in traditional crafts, and documentary studies and other activities.

Purchases of foodstuffs from the village, from the producer, are of great interest for guests, regardless of products nature. Guests must be convinced that these products are better, fresher,

are organic. May be provide the tasting of the products before purchasing by manufacturers. Thus, may be sold food products, animal or vegetable (meat, eggs, wine, and beverages) or non-food products produced in that farm: wool yarn and crocheted clothing, articles of wool, blankets, and crafts products.

References

1. Buciuman, E., *Economia turismului rural și agroturismului*, Ed. Pro Transilvania, Alba-Iulia, 1999
2. Butler, R., Hall M., Jenkis J., *Tourism and recreation in rural areas*, John Wiley and Sons, London, 1997
3. Blaga, R., *Managementul turismului rural și agroturismului în zona Munților Apuseni*, teză de doctorat, Timișoara, 2008
4. Ciolac, M. R., *Management în turism rural și agroturism*, Ed. Eurostampa, Timișoara, 2009
5. Csósz, I., *Agroturismul montan*, Ed. Mirton, Timișoara, 1996
6. Csósz, I., *Agroturism și Turism Rural*, Ed. Mirton, Timișoara, 2007
7. Ghereș, M., *Agroturism de la tradiție la ofertă comercială*, Ed. Risoprint, Cluj-Napoca, 2003
8. Glăvan, V., *Turism rural, agroturism, turism durabil, ecoturism*, Ed. Economică, București, 2003