

Goat Breeding and agrotourism
at the service of rural development



Project undertaken from September 2015 to August 2017
 by the students of François Marty in Montels (France)
 and Mate Balote in Poreč (Croatia)

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Preamble

Breeding with its variety of species and systems of production plays an important part in the activities of our territories, and most particularly goat breeding.

The French goat breeding was developed quite recently. In 2016, 900 000 dairy goats and an increase of milk production from 440 to 500 million liters in 10 years. With more than 6000 goat breeders in France, this breeding contributes largely to the vitality of the countryside. It also presents many benefits, including environment.

Nearly half of goat milk is processed on the farm mainly to make raw milk dairy products, all acknowledged as high flavor and organoleptic quality

In the Republic of Croatia during the year 2016 there were 65,000 goats. Breeding and selection work was performed on a population of 6,519 goats from 94 owners and 6 breeds. The most popular dairy breed is the Alpine and the milk is usually processed into cheese and other milk products directly on the farm. The meat breed used, is the domestic Croatian goat. Both breeds are adaptable for semi-intensive or extensive farming, ideal for small farms, less investment and a quick start. Goat farming in Croatia never developed to its full potential but there is plenty of room mainly because of the the climate, the natural environment and the Croatian tourist industry, which has great demands for quality domestic products. According to the AZRRI specialist, education is the main channel to develop goat farming.

To meet the ever increasing demand for farm dairy products, marketing has diversified. In the European project Erasmus + “Europe, we can” the students of the partner high schools, François Marty in Montels and Mate Balote in Porec have been able to discover the various specificities of the production, the processing and the marketing through numerous meetings with professionals and visits.

On the other hand they have understood the purpose of complementary activities like agrotourism in various forms. Thanks to the dynamism and the good image of the sector, goat breeding remains today an attractive job for our French and Croatian youth and it represents a good opportunity for the installation of new breeders.

In summary the goat sector presents many assets which are essential to preserve : this sector is competent, dynamic, it provides jobs and creates links with the consumers. Thanks to the project, the students have become aware that their respective territories own wealth, it's up to them to promote it.

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Contents

INTRODUCTION	1
ROUERGAT TERRITORY	2
ISTRIAN TERRITORY	5
PEDAGOGIC FARM	9
FARM ACCOMODATION	11
FARM CAMPSITE	13
TOURISM COTTAGE	15
PROCESSING FARM PRODUCTS AND DIRECT SALE	17
FROM PRODUCER TO CONSUMER : THE SHORTEST WAY	19
CONCLUSION ²	21

Introduction

The main objective of this project is to understand how goat breeding could be at the service of agrotourism and rural area development.

Agrotourism is a complementary activity combining agriculture and tourism to diversify territorial assets in order to value them so as to increase the farmers' incomes.

In 2013, a project COMENIUS REGIO about "beef and potato" was led by the same Croatian and French partners and it seemed obvious to go further.

Over a meal shared by the two partners, they were very interested in going on with the cooperation in the farming and touristic sectors. In the course of the conversation, they shared ideas and realized that both territories had the same soil specificities: limestone plateaus and dry vegetation. Then they talked about an animal production adapted to this specificity: goat breeding, which is effectively a common activity in both areas.

The conversation went on to how goat production industry was organized, how agrotourism developed in Rouergue and this was the time when we realized that everything was to be built in Croatia. In Rouergue territory, green tourism has existed for 30 years now. So there is a strong demand from one of the partners and a know-how of the second partner. That is why this situation leads to another partnership.

The two partners set three pillars up:

- The work of the students (territory descriptions, technical visits of farm and industries and reporting of these meetings: goat production industry organisation analysis, inventory of the different agrotourism activities...)
- The e-platform (google drive) where students and teachers share informations
- The mobilities : French students went to Croatia in May 2016, and Croatian students in France in April 2017

This document is the result of a "rich" collaboration between people motivated by a same desire to share knowledge and experience, convinced by the fact that *"we all must learn from each other"*. In this booklet we can find 8 forms.

ROUERGAT TERRITORY

ISTRIAN TERRITORY

PEDAGOGIC FARM

FARM ACCOMODATION

FARM CAMPSITE

TOURISM COTTAGE

PROCESSING FARM PRODUCTS AND DIRECT SALE

FROM PRODUCER TO CONSUMER : THE SHORTEST WAY

Rouergat Territory

Rouergue's history

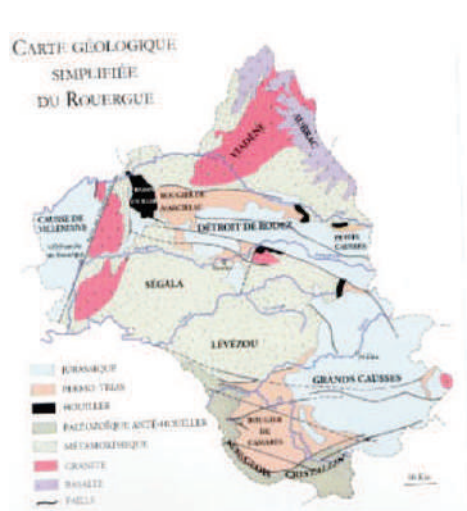
Populated at the Roman time of the colonization with the Rutènes, a gallic tribe of the Arvernes, with its capital Segodunum (Rodez), the region experienced barbarian invasions (Visigoths, Franks, Saracens)

The artistic and architectural heritage of Aveyron is exceptionally rich and diversified. The abundance of the remnants of the past, the many dolmens (Aveyron is the first region of France for their number).

In 1790 Rouergue became definitely Aveyron with 9 districts (Aubin, Millau, Mur-de-Barrez, Rodez, Saint-Affrique, Saint-Geniez d'Olt, Sauveterre, Sévérac-le-Château, Villefranche) and 81 cantons.

The choice of Rodez like county town center aroused some jealousies from the rivals.

The Aveyron territory, created in 1790, covers approximately the territory of the former province of Rouergue.



Geologic map of Rouergue territory



Aveyron map

Rouergue's geography

Aveyron has a very diversified relief at the South of Massif Central. In spite of a less importance of farming, the region keeps an essentially agricultural vocation, supplemented by an increasing tertiary sector and the role of tourism which asserts itself year after year. Owing to its size Aveyron is the vastest region of Midi-Pyrénées and it comes fifth at the national rank with a surface reaching 8 735 km². In the East, mountainous plateaus spread out with the highest summits: Puech de Cazalets on the mounts of Aubrac (peaking at 1 463m), Lézou (peaking at 1 155m) and the Big Limestone plateaus at about 1 000m high. Streams, going to the Atlantic Ocean, have dug deep valleys. From east to west, the relief stages in successive landings forming plateaus, crystalline like Ségala, or calcareous : limestone plateaus. The contrasts are sometimes striking between high plateaus and deep valleys, both in lifestyle, and in architecture, cultures or climate.



Rougier de Camarès



Aubrac



Grands Causses



Monts de Lacaune



Causse Comtal

Source : <http://paysageaveyron.fr/> Browsed : 09.09.15

The region Aveyron is a rural area which accounted 276 229 inhabitants in 2012. We notice that the population is mainly ageing.

It is a department prized for its tranquility and in which we find numerous conservation areas. Aveyron has a climate characterized by influences from the Mediterranean Sea and the Massif Central mountains, because there are climatic differences between the South and the North of the region. This characteristic allows touristic activity in winter and in summer.

Its important river system has shaped valleys and high plateaus allowing a diversified agricultural activity, the basis of a gastronomy of great reputation, thanks to numerous local farm products.

The region is crossed by two busy main highways, from north to south (A75 from Paris to Montpellier and N88 from Lyon to Toulouse).

These various assets work at the touristic attractiveness of Aveyron which knew how to grasp the opportunity of green tourism.

Nevertheless, this rural area suffers from some constraints: in the first place an ageing population sometimes isolated because of its low density (31,6 inhab / km ² in 2012). secondly an agricultural activity made difficult in some areas because of strong erosion or very rocky land; finally a certain lack of main highways in the east-west direction.

To bypass a certain number of these constraints, in the primary sector farmers have decided to invest in local tourism by developing agrotouristic services, for about forty years now.

Agriculture in Aveyron

In 2010, there were 9090 farms in Aveyron. 12476 inhabitants worked in agriculture. This activity is very diversified regarding the geographic variation of Aveyron. Animal production represents 69.5% of agricultural production in the territory, crop production 24.5% and farm contractors 6.0%. In Aveyron crop production is carried out on the largest plots of the biggest farms which are implanted on flat land with a specific climate and irrigation. The most common cultures are crops.

Other cultures that we can find in Aveyron are spices such as saffron, vineyards with a large amount of wine with labels such as AOC Marcillac wine and fruit and vegetable production on smaller plots, which are then sold on the local markets. Potatoes, lettuce, carrots, apples, cherries and chestnuts. But these productions need an adapted climate in order to have a high yield.

Animal breeding is produced in mountain reliefs such as meat production with the “Veau d’Aveyron et du Ségala” quality label. Pig production represents 4.3% of animal production, sheep production 11.1%, dairy cows 13.7%, dairy sheep 14.6% and dairy goats 2.7%

In Aveyron, there is a large amount of labels, with 429 farms with organic farm labels representing 33 447 ha, the “label rouge” label with the “Veau d’Aveyron et du Ségala”, “Boeuf fermier Aubrac, jambon de Bayonne, AOC and AOP label with Marcillac wine, Côtes de Millau wine, Roquefort cheese, Bleu d’Auvergne cheese and Laguiole cheese. Then IGP label with “veau d’Aveyron et du Ségala”, “agneau de l’Aveyron” for meat.

Today, more and more farmers sell their products on direct sale and more than 3% have a tourism activity.

Goat production in Aveyron

There are 46,591 goats in Aveyron in 2013 which represents 47% of the region livestock (CRAMP, 2014). 60% are Alpine goats, 25% are Saanen and 9% are crossed breeds. There are 263 goats per farm on the 200 farms in Aveyron. Cheese production on the farm is less developed in Aveyron than in the other territories of the region: 98% of the milk is sent to the dairy industry (Lactalis, Terra Lacta, Verdier, Fromagerie du Quercy) (CRAMP, 2014).

In Aveyron there is one AOC Rocamadour, one Label Rouge Cabécou d’Autan, which is a quality label. The twentieth biggest farms produced 32 million liters of milk in 2014. Goat milk production has steadily increased for the past 15 years.

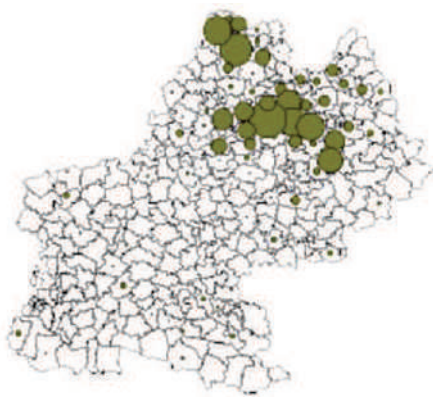
The goat stock in Aveyron produces 65% of the goat milk of Midi-Pyrénées, which puts Aveyron at the 1st rank on regional level and at the 3rd rank on the national level.

Since 2008 on average fifteen new goat farms have been created every year.

The average age of a goat breeder in Aveyron is 45 years old.

Since 2014, the goat meat sector has joined INTERBEV (which is a joint-trade organisation for livestock and meat). The purpose is to promote goat meat to increase its consumption in the next few years.

Goats are mostly present in the west of Aveyon due to the lack of vegetation which is enough for the goats feed.



source : RGA 2000, effectif par canton



Istria territory



The flag and coat of arms of Istria

Formerly, forests were managed by the nearby States. The wood was used for the material of construction (ex: boats to Italian).

Goat is an undisciplined animal which eats everything and destroys the forest environment. Furthermore, it is not in the culture to lock them.

Thus goat was forbidden in families. They could possess only one if a medical certificate proved that a person was sick and could not work. Then goat supplied food and money.

There are only 100 purebred goats local istrienne brought up by enthusiasts of preservation today. The caprine breeding is little spread : 500 goats for 10 breedings. It is an animal which keeps a bad reputation with the local population (smells bad, listens to nothing, escapes and destroys the forest landscape).

Geographic location

Istria is the westernmost region of the Republic of Croatia and the biggest peninsula on the Adriatic Sea.



Surface : 2820 km²

Population : 208,055 (2011 census)

Length of coastline : 445.1 km (the rugged coast is twice longer than the road).

The West coast of Istria is 242.5km long, and with islands it is 327.5 km long.

The East coast of Istria is 202.6 km long, with islets 212.4 km. The coast is well developed with many coves, deeper bays and mouths of rivers. In addition to a number of smaller islands in front of coast from Poreč to Rovinj, in the south of the Brijuni archipelago stands.

The temperature of sea is the lowest in March when it's around 9,3°C and 11,1°C and the highest is in August when it's around 23,3°C and 24,1°C. Salinity amounts from 36 to 38‰

Rivers : Mirna, Dragonja and Raša

The Istrian peninsula is divided into three different territories:

- "White Istria"- northern mountainous and north-eastern part of the peninsula with sparse vegetation and bare karst areas
- "Grey Istria"- southwest of White Istria, the space which is morphologically richer, the lower foothills flysch (morl, clay, sandstone)
- "Red Istria"- the limestone plateau along the coast, covered with red ground.

Istria is the biggest green oasis of the north Adriatic. Along the coast and on the islands prevail pine forests and recognizable green macchia. The main specimens of macchia are holm oak and strawberry tree. Woods in Istria cover 35% area.

The basic characteristics of the climate of the Istrian peninsula are the ones of the Mediterranean climate. Along the coast, it gradually changes towards the continental and it passes into continental climate, due to the cold air coming from the mountains and due to the proximity of the Alps.

Economy

Administrative centre : Pazin (9,227 inhabitants)

Economic centre : Pula-Pola (58,594 inhabitants)

The Istrian economy is very diverse. Istria is traditionally the most visited tourist region in Croatia. It has developed manufacturing, construction, trade, fishing and fish farming, agriculture and transport.

The following industry is also developed: shipbuilding, production of construction material (lime, cement, bricks and stone), tobacco products, furniture, electric machines and devices parts for the automotive industry, glass, metalworking, plastic, wood, textile and food production.

In the last few years there is a large demand dedicated to revitalization of agriculture, so in viticulture, olive and in the system of environmental agriculture were maniched a great progress.



Agriculture

Agriculture is a very important economic factor and the main job in Istria since the ancient times. Perfect geographic location, fertile ground, a lot of fresh water, but the vicinity of the Adriatic Sea, influenced the development of the agricultural production.

Since Roman times there are written facts about the development and structure of agriculture in Istria. The most common

agricultural crops from that time were grain, olives and vine. In the time of the Brits, the first agricultural laws were brought to regulate the relationship between the subjects in the production and to give directions for the agricultural development.

Different nations inhabited Istria and brought their agricultural crops that influenced the change in the agricultural structure, powering cattle breeding.

The Greeks brought the wine grape variety Malvazija. Later, wine made from variety will became one of the most appreciated agricultural products of Istria.

The main agricultural producers in Istria today are family farms, which own more than 80% of arable land, and the main economic activities are viticulture and wine production, cattle breeding (beef industry, poultry, swine industry, sheep breeding), olive growing (olives, olive oil), vegetable farming, farming, production of ornamental and fodder and seed production. Numerous typical Istrian agricultural products are registered as protected designation of origin (wine, olive oil, truffles and truffle products, ham, brandy and other).



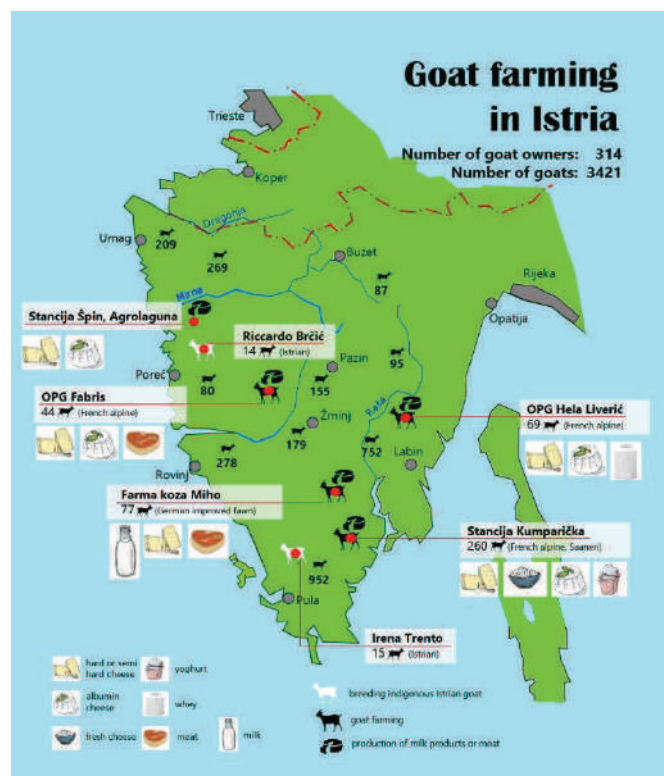
Goat production in Istria

The goat, to man in Istria, has been very important for thousands of years. It is the heraldic symbol of Istria and can be found in the coat of arms and the Croatian flags. The Istrian goat as an indigenous breed of Istria was made official on June 28th, 2013. In 2016., according to the annual report of HPA (the Croatian Agricultural Agency), in Istria, 3,421 goats and 314 goat owners were registered but only 4 goat breeders with a 191 goats were under selection control. Two breeders have the Alpine breed (162 goats) and the other two have the Istrian breed (29 goats). One farmer is in the process of selection control registration with a herd of 77 German improved fawn goats.

The domestic Istrian consumer is not a fan of goat milk. He uses goat milk for health reasons or as an exclusive product so his demands are small and goat milk production is oriented towards cheese production. Traditional goat cheese is hard cheese, semi-hard and soft cheese like "skuta", an albumin cheese made from whey. Production of goat products such as cheese is usually on the farm. Agrolaguna, a company well-known for wine, olive oil and cheese, buys goat milk from local goat farmers and produces goat cheese, but their needs are limited.

Raising goats in Istria, through different historical periods, was illegal and the effects of these laws made goat farming unattractive till today. Goat farming was not encouraged and had many downfalls. The Istrian goat became critically endangered as well as goat farming. Despite the small number of goats and farmers, reasons for goat farming in Istria are many. There was always at least one goat in the family to feed the family. For example, for the Fabris family breeding goats is a way to keep the tradition and make an extra income. Breeding the native Istrian goat in order to revitalize, reconstruct and preserve the Istrian heritage for Riccardo Brčić was the main reason. Aleš Winkler wanted to clean his land of underbrush and garrigue so he started goat farming by pure chance. He is one of the biggest farmers in Istria today with 250 goats, his own dairy for cheese production, milk and meat processing that he sells through different channels (the farmer's market, through the internet and at the farm). And then there is the goat farm Miho, a relatively new family to goat farming. They wanted to work for themselves, started goat farming, fell in love with it, and now, it is their main income.

The tourist industry in Istria is very well-developed and so are the demands for domestic products but the production of goat products is limited by the amount of land available to farmers, poor management of production, goat product processing and sales. Despite the challenges small family farms having 50-100 goats, managing their own production and sales of high quality products, thanks to the tourist market, are succeeding. As one student put it: "Even nature is on our side - the goat lactation comes right at the time of the tourist season".





AGROTOURISM ON OFFER



Why did they choose agrotourism ?

Marc seized an opportunity to settle on a structure belonging to an ESAT (Establishment and Service of Help through Work) in 20015.

Sophie settled two years later bringing her expertise in the fields of reception and trade.

Their willingness was to revitalize the area while working on the attractiveness of the farm.



Description of the farm :

3 partners, 20 employees, 9 of them are residents of the local ESAT (Establishment and Service of Help through Work).

150 ha of Used Agricultural Surface, 450 goats of Alpine breed, 100 Large White pigs, 12 cows.
Barn hay drying.

Total production of 300,000 litres of milk transformed into goat cheese including the famous Rocamadour (AOP, Protected Origin Certification)
Pork and goat meats are also proposed.
Then precooked dishes of pork and kid goats are sold on the farm

Free self-guided or guided visit.

Picnic basket and farm snack.

Animations on the farm according to season.

Description of the activities :

Sophie and Marc Vilard enable the visitors to discover the making of AOP Rocamadour cheese. Situated at a short distance of the touristic village bearing the same name (a classified site as « one of the most villages in France ») they welcome more than 60,000 visitors every year, for visits within thirty minutes to a whole day.

The farm is fitted to welcome school children and students, a room is equipped to view a film tracing the farm history as well as the different farm productions. Information panels educate the visitors all along their visit.

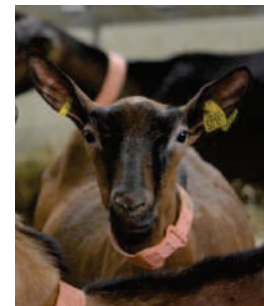
This activity requires a welcoming and secure environment and generates an important workload all along the year. However, the work environment makes this job pleasant and according to Sophie it permits to add value to their profession both economically and socially. Sophie thinks that to be successful in these activities one must first be well-organized and available.



A few economic data :

All the production is sold on the farm site.

The total turnover including the production part and the group reception part amounts to € 48,0000



« Waking up the young and the citizens to a better knowledge of specificities, diversities and professional demands is a founding act for social and societal integration. »



Ograde – Family Šajina (Pazin, Croatia)

Accommodation Bad and Breakfast

Why did they chose agrotourism?

The initial idea was to offer their own agricultural products, which were not many, on agritourism and thus create added value and higher earnings.



Description of the farm

The family farm Šajina has about 10 hectares of agricultural land where they grow the products they need for the agritourism. They grow fruits, vegetables, olives and grains, which are mainly used for animal feed. Also, all the other products which they cannot produce themselves, such as wine and cheese, are purchased from other small producers in their proximity. They also do not grow olive trees in the vicinity of their agritourism, but on the other side of Istria because of the favourable climate there, where they have about 150 trees that are 4 years old. The family farm has horses, pigs, chickens, ducks, geese and two fawns that were left without a mother who was killed by hunters. On the agritourism, family members are employed and, if necessary, they employ seasonal workers for assistance, primarily for maintenance and cleaning of the agritourism.

History of the agrotourism

They began in 2000 with one vacation house that could accommodate 6-8 guests. The interest of guests was very big, but they were constantly thinking about how to improve and expand the offer on agritourism. In 2002 they expanded the accommodation capacity to 12 beds, and now the agritourism "Ograde" offers two houses with a total capacity of 20 beds. To extend this part of the offer, last year they registered workshops of traditional crafts, because the demand for such an offer is increasing every day.



The restaurant

Initially they did not offer food, but the interest of guests for this was big. Guests asked for meals, first they offered them to eat with them, but saw it is unprofessional, and began to think about opening a restaurant. At the same time, they were increasing the agricultural production on the farm, in order to accompany the needs of the agritourism. Now guests on the farm can choose between full board and B&B and in the restaurant they offer local, traditional Istrian food.



The guests

At the beginning, the tourist season on their agritourism lasted from May to September, and now it lasts all year. Tourist accommodation can be booked through various travel agencies or via the internet. Guests are mostly foreigners, most of them from Germany, Austria, the Nordic countries and Croatian guests who come to them from big cities, mostly from Zagreb. Guests stay at the agritourism 7-14 days on average, and regularly these are families with children, but increasingly there are various companies that come to team buildings and seminars.

A personal view

Mrs. Davorka told us that she is in this business out of love, and is always in the role of a grandmother, mother and aunt. At first they made mistakes, mostly because they had no education related to working in tourism, but these errors were not big, according to our hostess. And their lack of professionalism in the early days was charming for the guests. Today, they are professional with the guests, as Mrs. Šaina describes, but there is a relaxed, homelike atmosphere. In her work, Mrs. Šaina received numerous awards, so Ograde is one of the most successful agritourisms in Istria.



« Promoting family expertise and sharing while welcoming other people : it is a rich human experience, source of gratitude and fulfillment. »



La Prade Basse –Verdier family (Najac, France)

Bed and Breakfast, campsite and farmhouse

Why did they chose agrotourism ?

Owing to a personnal experience in the 1980's, Jean Pierre and Maïté said to themselves « why don't we ? ». This activity permitted to raise an additional income to the one generated by the cattle activity. Besides it allows them to share their daily tasks with people eager to exchange.



Description of the farm :

The GAEC (partnership) of la Prade : 2 labour units, 110 ha AUS, 75 Limousine mothers, 3 bulls for reproduction, 70 grazing calves per year. 6 camping sites with toilets and showers, a mobile home and a caravan. 3 bed and breakfasts (1*4 et 2*3) A farmhouse for 2 to 4 people.

Description of the activities :

The Verdiers created it all gradually. As soon as they can or when it's necessary they make adjustments to improve the service.

The proximity of Najac, a touristic medieval village, provides them an important attend. One of the most important advantages of this activity is « to be their own boss » and to ensure a peaceful rhythm of life. Nonetheless, the bookings are not regular, because they are related to various conditions, weather being one. That's why, one of the key to success is to be a good manager. Besides, intensive work has to be planned, between the departure of some guests and the arrival of others. Maïté thinks that to succeed in this business one must, first of all, be enthusiastic.





Process undertaken to set up farm accommodation schemes :

The camp site was set up in 1980 and the Bed and Breakfast in 1986.

It has been one year between the project design and its effective installation.

The Verdiers turned to the Chamber of Agriculture, which coordinates the « Welcome to the Farm » network but also the APATAR (Association for the Help to Aveyronnais Rural Tourism) now called : « Gîtes de France of Aveyron », for French classified accommodations settled in rural area.



A few economic data :

The earnings mainly come from beef cattle production.

The farm has a turnover of € 118,000 (2015 data).

The agrotourism part represents an income varying much from year to year.

In 2015, the camping part represented a turnover of € 3,500 and the Bed and Breakfast and farm cottage : € 1,2000.

« A unique experience to approach the environmental quality and the botanical richness of our rural territories. »



Cottage farmhouse

Why did they choose agrotourism ?

Anne and Laurent worked in the Paris region (Paris airport and meat trade in Paris). In 1998 they got closer to Laurent's family farm.

The farmstead sheltered dairy cows. But, when he settled in 2004, Laurent replaced the cow herd by a sheep flock, because the norm standards were too expensive. So they built a tunnel for the animals.

Considering the architectural possibilities of the farm shed, not to leave it abandoned, Anne thought about how to transform it: bed and breakfast and a traditional cottage farmhouse.

This new activity permitted to add value to the build heritage and also to continue the family story.



Description of the activities :

Both activities though complementaries, are carried out separately. Anne is in charge of all the agrotouristic part and Laurent is responsible for sheep breeding. Truffle and saffron, which are seasonal productions, require the involvement of all of them.

If the guests wish it, a possible visit of the farm and of the flock can be made.

Entertainments are also proposed around truffle and saffron. Anne processes and packs these two products and sells them direct.

She considers that the key to success and the recognition of her work go through good communication and in particular an active presence on social networks. It requires some skills on the use of social networks.

Anne also testifies that the funding of such renovations couldn't have occurred without the presence of agricultural activity. As a matter of fact, the return on investment is long.



Process undertaken to set up farm accommodation schemes :

In 2006, the first step was to study the market. In order to do that, Anne went to the Departmental Tourism Committee (CDT) to gather and to analyse information about the tourists' needs and the supply already existing.

She then requested various technical and financial partners who followed her all along her project: bankers, solicitors, certified accountant, architect...

A file requesting financial aid was made at departmental level.

Lastly, Anne made closer contact to « gîte de France » (French farm accommodation agency) seeking a technical support but also to gain visibility for her future customers.

Three years were necessary to carry the works out.



Description of the farm :

1 UTH (labour unit) : Laurent and his parents' regular help.

60 ha SAU (useful agricultural surface), 350 Lacaune meat breed ewes, 3 lambings a year (March, July, November)

700 lambs per year sold to UNICOR (a cooperative).

Saffron crop on 100m² and 350 trees for black truffle (oak and hazel trees)

A guest house composed of 3 bedrooms and a suite which can welcome a whole family. Breakfast is served in a large living room. A fully equipped kitchen is available to guests for lunch and dinner.

A guesthouse with capacity to welcome 9 people.

A few economic data :

Two companies are present :

- The company Saint Luc concerns the activity of sheep production.

In 2016 it generated revenues of € 92,219 ; a profit of € 49,390 ; an added value of € 7,857

- A company concerning touristic activity.

In 2016 it generated a turnover of € 60,773, a profit of € 58,188, an added value of € 35,360.



« Restoring and rehabilitating the local heritage, to promote it through guests' welcome, is a founding act to maintain activities in rural territories »



La borie d'Imbert, Kumparička and Fabris's farm

Processing farm goat sausages, skuta (*ricotta*), Rocamadour AOP and direct sale

Why did they choose direct sale?

La Borie d'Imbert

The proximity with a listed heritage, enabled Sophie and Marc Vilard to have customers regularly. Besides the complementary activities on the farm help promote their products : more than 60,000 people visit the farm every year.

Kumparička

Aleš Winkler, the owner, thinks that Istria offers les ideal conditions for goat breeding, the biodiversity of the grazing area permits to make a good cheese of good organoleptic quality. Moreover Istria is a region suitable to sell goat products because the milk period coincides with the tourist season. Aleš sells his produce on the farm but also in different hôtels and local restaurants, on all markets in Istria (Pula) but also all over Croatia and abroad.

Fabris's farm

The farm has belonged to the Fabris family for several generations. Even though Mrs and M Fabris are both teachers, the farm with its processing facilities and direct sale, is for them a complementary income indispensable to meet the needs of their large family.

Description of the structure :

La Borie d'Imbert

There is a farm shop where we can find all the products made and processed on the farm as well as other local farm products.

Kumparička

The farm has 160 ha of grazing land, 250 goats.

A wide range of products are made on the farm : milk in bottles, whey, yoghurts, fresh cheese, ricotta, soft and hard cheese, milk jam, but also goat ham and sausages.

Fabris's farm

The farm has 7 hectares to supply for the feed of 44 Alpine breed goats. All the milk is processed into « skuta » and the whey is also sold for its health benefits. The kid goats raised on the mother's milk are then sold at 15kg.



Description of the activities :

La Borie d'Imbert

After the visit, food and drink are available on site. You can make up a picnic basket with farm or local products, it is purchased at the shop.

Kumparička

A trail permits to visit the farm buildings, those sheltering the cheese dairy ending up on a terrace where you can try farm products.

Fabris's farm

A free guided visit followed up with a tasting in a rustic stone outbuilding, permits to discover the farm and its products before entering the shop.





Fresh goat sausage and baked beans in sauce are offered as meal at the end of the visit at Kumparička.

Making process of the goat sausage

The lean goat meat is sorted then minced. To make the produce less dry fat meat and pork fat are added (up to 50%).

It's all mixed up and spices (pepper mainly) and salt are added (1.7% salt and 0.7% spices).

The following steps are stuffing and pushing, to put the mixture into the gut. That permits to give the product its final shape.

Finally, the sausage is stored for a few hours between 10 and 15°C to provide for a good distribution of salt. Then to increase its preservation, it is frozen.

The picnic baskets proposed by the farm La Borie d'Imbert include AOP Rocamadour cheese .

Making process of AOP Rocamadour cheese

The milk must exclusively come from Alpine ou Saanen goats or a cross of both breeds.

Animal rennet is added (10 cm³ for 100 liters of milk) at a temperature between 18 and 23°C

The seeding must take place within 6 hours after the last milking.

The curdling must last at least 20h at a temperature of 18°C

A pre-draining of the curdling is compulsory, at least 12h.

The salting up to 0.6 to 0.8% of the weight of the curdling is done in bulk, while churning the curds.

The cheeses are then put into moulds (60 millimeters in diameter, 16 millimeters high)

Finally, the maturation of the cheeses is made in two stages :

- a step to lower humidity for 24 h minimum, at a temperature lower or equal to 23°C and a hygrometry higher than 80 %,

- a step in a drying room or cave at a temperature of 10°C minimum with a hygrometry higher than 85 %.

The overall duration of maturation must be at least 6 days from the day of demoulding.

So we get the AOP Rocamadour cheese, a little cheese made with raw milk, soft whole cheese, cylindrical shape weighing about 35g.

On the Fabris' farm, they offer a tasting of Skuta

Making process of the Skuta (ricotta)

The Skuta originates from Italy. It is made with cow, goat or ewe whey, and it permits to add value to this coproduct.

To make it, vinegar or lemon juice is added to whey and this mixture lies from 12 to 24h at room temperature.

Then it is heated. When it reaches 60°C, salt is added. At 81°C, 10% whole milk is added. Finally, at 90°C, the particles coagulate on the surface like a « foam ». They must be collected with a wide ladle and they are put in a mould for drainage.



"Promoting the excellence of farm products in processing them, and through direct sale is a proof of deserved income for the farmer "



Why did they choose this type of marketing ?

Drive on the Farm – Centre Aveyron

This project has been set up by the association « Welcome on the Farm » Aveyron in February 2014. Its purpose was to make available the consumption of aveyronnais farm products to everybody but also to create a direct contact between consumers and producers. It is a complement of direct sales on the farm and/or on the markets.

Saveurs Paysannes

The 20 producers who set up this project of collective sales outlet had the goal to propose to consumers a single place where they could find a wide range of products. It permits to create a direct link between consumers and producers and to propose local (within 40 kms) GMO free, quality products. It permits to the producers to limit their presence on the market.

Open air markets

The markets gather local producers as well as intermediaries. They enable producers to be in direct contact and to communicate with the consumers and for customers to ensure of the location and seasonality of the products. In summer the attendance increases with the arrival of tourists whether in Istria or in Rouergue.

Description of the structure:

Drive on the Farm – Centre Aveyron

Today this type of marketing gathers about thirty producers, including three artisans who propose 700 products all year long and 4 drop off points throughout the department.

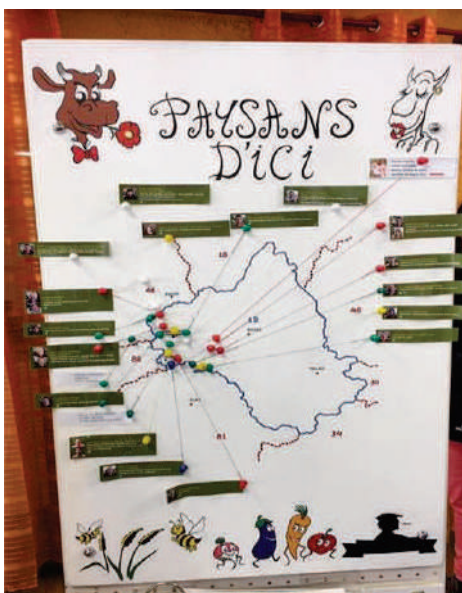
730 clients are registered on the site, more than half are loyal and active.

Saveurs Paysannes

They are 20 producers of the region who grouped to open a collective sales outlet in 2012. This commercial is located in the heights of Villefranche de Rouergue and the attendance is between 80 and 100 people a day on average.

Open air Markets

The producers' markets are about 300 markets in Aveyron, including 213 summer markets grouping 450 subscribers and frequented by more than 130,000 visitors (2014).



A few economic data :

Drive on the Farm – Centre Aveyron

30 to 40 baskets containing 7 or 8 products are sold every week (in 2015) amounting to a turnover of about € 45,000 a year.

Saveurs Paysannes

Since its opening in 2014, the turnover of Saveurs Paysannes has increased by about 25% every year. In 2017, on average, the attendance is about 100 people a day for a basket amounting to € 25 per person.

Description of the activities :

Drive on the Farm – Centre Aveyron

Every week at any time it's possible to order a whole range of products until Wednesday for a withdrawal on Friday or Saturday the same week in a selected drop off point. The delivery of the order is made by a farmer.

Some producers regret the fact that they sometimes have to move to a drop off point for a small volume of goods.

However, these drop off points are also a place of exchanges between producers.

The quality and the proximity are the key points of this initiative.

The keys to success are the common objectives and to work together.

Saveurs Paysannes

Most of the products offered for sale come from organic farming.

The 24 producers must be present in turn at the sales outlet (about twice a month). A « tax » is collected on each product, it permits to raise the funds necessary to pay for the space rental, its insurance etc. To broaden the range of products, the space is also used as a « sales depot » for producers outside the partners. So, many products are offered for sale : meat, vegetables, dairy products, bread, groceries... Saveurs Paysannes is opened every day from 9 am to 6 pm, except on Sunday and Monday.



Approaches undertaken to set up Welcome on the Farm :

Drive on the Farm – Centre Aveyron

Farmers benefit of the support of the Chamber of Agriculture which watches over the respect of the charter of farm products for the network « Welcome on the Farm » and « local producers' markets ».

Saveurs Paysannes

At the beginning, this idea of shared sales outlet has come from a farmers' organization who sold directly from the farm. To deal with all the administrative issues of such an approach, they were helped by the technicians of ADEAR (Association for the Development of Agricultural and Rural jobs) as well as by lawyers. So, a LLC (company) manages the producers' shop. Each partner is committed to an equal share and the income is distributed in equal shares, once fixed expenses have been deducted.



« Building closer relations with customers so that they can better know the quality, the excellence of the products and the work requirements, is source of professional recognition »



Conclusion

At the beginning and at the end of « Europe we can », the students expressed themselves about their sense of belonging to Europe.

Within two years, the results have changed significantly since we can see that today all stick to that feeling. They also express satisfaction for creating links with Croatian youth . Social networks here play their full part . Borders are easily crossed..

These results enable us to appreciate all the value of the program in terms of meetings, exchanges, mutual knowledge and thus rapprochement.

A few students' words :



Estelle Gallibert : « We made new friends. Thanks to new technologies, communication gets simple, quick and borderless. I hope I can keep these contacts »

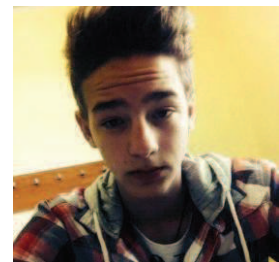


Enzo Camacho : « Unexpected meetings, work methods are different, sometimes a bit confusing but in the end, we share. This project allowed us the mutual discovery of common interests. »



Erik Matić : “I liked this project very much, we met with various quality production technologies that have not been applied with us everywhere. We have learned a lot and will try our best to make the most of it and use it in improving our production.”

Antonio Červar : “I think the project was ultimately very instructive and interesting. First of all, because we have learned and seen many things and also improved our English. All in all, I grade the project with 5+ rating. We had a lot of work on it but all of this paid off.”



The adventure started in September 2015 for two consecutive years. Along with their teachers, the students have led research and analysis work about agrotourism and goat breeding to the benefit of rural development. The territories of this work support were Istria in Croatia and Rouergue in France. The first findings confirmed the geographic and agronomic similarities of both territories, which allowed us to approve of these common issues.

A first transnational meeting in Montels in October 2015 resulted in the writing of a roadmap for the two years of the project. Work groups for the study of both territories, technical visits, meeting with professionals and two mobilities have added : first the mobility of the French students in Istria, in May 2016 and then the mobility of the Croatian students in Rouergue, in April 2017.

At every stage, the students have exchanged and shared their works thanks to an e-platform, improving thus their practice of English language.

We can see a general uplift of educational benefits. As a matter of fact, “Europe, we can” increases opportunities of professional insertion for our young students coming from rural backgrounds. It also makes them feel at ease in a modern opened Europe using computer skills and improving foreign languages. And then these exchanges widen their spirits and broaden their professional horizons.

The benefits are not only educational. We can also notice professional results: a teaching synergy between French and Croatian staff working together at a European level on a joint venture. This results in experience sharing for two European rural territories to improve quality approaches of modern farming. Then the outcome of this work is publishing a common booklet about the various activities of goat breeding at the service of agrotourism. The support – work with students, reception on the farms and at producers’ shops... and the validation of the booklet by professional bodies give it its full value.

To conclude, this project has also enabled a personal and human enrichment of each person involved in the process, through meetings and exchanges, far beyond the professional sphere.

In three words, Europe we can !