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Romania Agribusiness Development Program (RADP)

Final RADP Work Plan

June 1, 2006 – July 31, 2007

June 2006

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Contract No: PCE-I-00-99-00003-00, Task Order No. 824 under the RAISE IQC

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This project addresses USAID Strategic Objective 1.3: Accelerated private sector growth by supporting a market-driven environment.

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TABLE OF CONTENTS

I.	INTRODUCTION	1
II.	OVERVIEW OF CURRENT ACTIVITIES	1
III.	RADP WORK PLAN: June 2006 – July 2007	3
	A. Livestock/Meat Processing	3
	B. Wine Sector	5
	C. Honey	7
	D. Agro/Rural Tourism	8
	E. Other Activities	12
IV.	PRIORITY ACTIVITIES SHOULD FUNDING BECOME AVAILABLE	13
	ANNEX – GANTT CHART OF ACTIVITY IMPLEMENTATION	15

I. INTRODUCTION

The overall objective of the Romania Agribusiness Development Program (RADP) is to increase the competitiveness of Romania's agribusiness/rural sector for the international and domestic markets. RADP is assisting in this process of making agribusinesses and related rural activities more competitive by working at the industry level to increase cooperation and facilitate policy reform, while promoting productivity increases and a forging of marketing alliances and linkages to promote increased sales, both domestically and internationally. Recently the RAISE/RADP Task Order was reduced from 44 to 33 months and is now scheduled to end July 31, 2007. This revised RADP Work plan reflects this reduction in the length and an overall reduction in available funding of 20%. The work plan below takes into consideration these reductions and lays out the project work plan for the remaining 14 months of the revised contract. In Section II, we review the progress made from October 2005 through May 2006. We then provide our detailed work plan and activities through July 2007. Finally, in the last section we provide an indication of some of the priority areas and activities that we had hoped would be possible before the recent budget modification. In the event that other funding becomes available, this section gives an indication of other priority activities that could be undertaken.

II. OVERVIEW OF FY06 RADP ACTIVITIES THROUGH MAY 2006

The first year of the RADP Program is detailed in the FY05 Annual Report. From October 2005 through May 2006, RADP worked on the expectation of a full budget and timeline in the original contract. The first eight months of FY06 were extremely busy as RADP activities picked up steam after the initial startup and planning phases during Year 1. Excellent progress was made in all sectors or clusters. In the hog sector, independent producers began using improved breeds, better feed and identifying new markets. RADP assistance to Smithfield in sponsoring a study tour to the U.S. resulted in the first six investors to sign up for the company's contract farmer program.

In the wine sector, a RADP organized cluster retreat to develop a sector marketing strategy resulted in the identification of Russia and the U.K. as the priority target markets. In November RADP assisted sector attendance at the Moscow Wine and Beverage Trade Fair and also funded a special parallel wine tasting for key importers, wholesales and retailers on the Moscow market. These activities resulted in increased exports to Russia for one firm and a second company was able to enter the Russian market for the first time.

Perhaps the greatest impact has been felt in the honey sector, which is dominated by small, rural beekeepers. Project funded attendance at Biofach (Europe's largest tradeshow for organic products) at the beginning of the year, plus RADP assistance to increase the number of producers who are organically certified, has already resulted in the first export contract for organic honey. A French company has signed an agreement with Apicola Bacau to purchase all of the association's organic honey for the next two years. The price offered represents a 40% premium over the offers from domestic processors. Since that time, RADP has added two other associations as

partners in the honey sector with which the project is working. The associations represent approximately 3000 beekeepers.

RADP assistance to the tourism sector has also been productive. The Brasov County Council has adopted the County tourism strategy that was developed with RADP assistance. A joint public/private tourism association is being formed and the project has plans to improve the promotional capacity in eight communities in the county. Assistance to the Eco-tourism Association (AER) has also borne fruit. AER, with RADP assistance has formulated a certification process and procedures, developed a training manual, and trained the evaluators who will soon begin to assess and certify qualified applicants. AER members attended six tradeshows and the association recently sponsored a familiarization or FAM tour for German tourism journalists. The association has also developed an alliance with three national parks which are interested and willing to develop eco-tourism destinations in the parks.

It has been an extremely busy, but profitable second year thus far, with excellent progress made in all clusters. It is clear nonetheless that the reductions in funding and program length will reduce the results that we had hoped to achieve at the outset of the project.

III. WORK PLAN: JUNE 2006 – JULY 2007

A. Livestock/Meat Processing

Although a national staple, Romania continues to import a major portion of the pork meat consumed. The project strategy in working in the livestock/meat processing sector focuses on making producers more aware of new and improved production methods; in meeting new, stricter EU standards for health, safety and the environment; and in improved marketing. Work during the last 14 months of the project will build on the initial activities already undertaken in helping to strengthen marketing linkages and improve the quality of the meat produced. Although RADP activities on the ground will continue to be centered in the 3 county BANAT region of eastern Romania, the project will also continue to work at 3 different levels in the sector: collaboration with Smithfield, assistance to independent producers and national level assistance on important policy issues.

Collaboration with Smithfield – Smithfield Foods has been in Romania since 2004 and has invested 100s of millions of dollars in hog production and processing facilities. The Smithfield model is based on large contract farms to produce the quantity and quality of meat required. Yet to date, Romanian farmers and investors have been slow to enlist in the contractor grower program. There are several issues which appear to be affecting farmers' interest in the program: concerns over environmental impacts and an unclear understanding of the program.

- *Contract Farming Program* – Through the good contacts and relationships that RADP has developed with local independent producers, producers groups and the Directorates of Agriculture, the project has helped organize and finance two informational sessions for Smithfield to present their program. RADP will continue to facilitate these meetings. In addition, the project will discuss with Smithfield their interest in RADP assistance in developing a better communications package for promoting the program.
- *Soils Workshop* – To date none of the 8 or 9 investors interested in the contract growers program have obtained the necessary environmental certification for their proposed operations. RADP will assist Smithfield in funding the participation of 4 staff persons from the Ministry of Agriculture's Soil Resource Unit in Timis County to attend a National conference in soil science: *Management and Use of Soil Resources, Protection of Agricultural Environment and Rural Development*.
- *Marketing* – RADP's original plan was to facilitate the linkages between independent producers and Smithfield's processing operations. Smithfield later decided against this approach. However, at a recent RADP facilitated presentation of the contract model to local producers, the possibility was again raised by Smithfield of purchasing from RADP independent producers. We will follow up to see if there is a serious interest in this assistance.

Independent Producers – Although processors are interested in the larger producers where they can obtain greater numbers, smaller producers are also interested in using

better breeds, improved feed and in finding new markets. The target group in working with independents are medium and large, experienced producers and not the small inexperienced farmer with one or two pigs in the backyard. Project activities over the remainder of the project will continue to be on improved management practices, meeting standards and health requirements and facilitating market linkages.

Training and Assistance – Among the areas to be covered are the following:

- *Improved feed formulations.* RADP will continue to identify and meet with producers of quality feed and to arrange field trips so that producers and their associations can meet with and possibly develop buyer/seller relationships.
- *Attendance at EuroTier 2006* – RADP will sponsor a group of producers and association representatives to EuroTier, Germany's largest agricultural trade fair. Special programs will be presented this year on piggery management, assuring traceability and bioenergy. Participants will also be able to see the most up to date equipment and meet with leading suppliers of hog production inputs.
- *Waste management.* Environmental concerns continue to be an important issue for the sector. RADP has already presented a waste management seminar and will repeat it, if needed. In addition, it is hoped that in conjunction with the planned attendance at EuroTier that participants may be able to visit different waste management systems.
- *Quality, Standards and Regulations.* For the various quality issues, standards and regulations (EU and Romanian), RADP will develop technical bulletins and organize training workshops which will be presented as needed. Workshops have already been presented on waste management and carcass grading. Resources permitting, others might include quarantine requirements, environmental approvals, hygiene and animal health requirements.
- *Marketing.* RADP has organized several field trips for producers and their associations to meet with different processors and slaughterhouses, which will give them a wider choice of buyers. RADP will also explore the feasibility of setting up a simple price information system so that area producers will have a better idea of weekly prices offered by the various buyers.
- *Contract farming.* As discussed above, RADP will continue to facilitate linkages between Smithfield and independent producers who may be interested in becoming contract growers.
- *Impacts of EU Accession.* RADP will organize and implement a conference or forum entitled: *EU Accession and Agriculture: Lessons Learned from New Entrant Countries.* A swine producer and a pig meat processor from Poland will present and discuss their experiences post-accession. RADP will sponsor a group of producers from Arad/Bihor to attend the forum

National Level Activities

- *Classical Swine Fever (CSF)* – Until last year, the three western counties of Timis, Bihor and Arad had been thought to be free of swine fever. However, there have been recent outbreaks, quarantines and the entire stock on one farm had to be killed. In addition, the Government has banned all vaccinations against CSF, except for breeding stock. It appears as if the best, if not the only way, to protect farmers' hogs against swine fever will be a very strong preventive program of sanitary procedures, near isolation farm procedures, filters, showers, disinfectants and a ban of unnecessary movement of persons and animals. RADP has developed a draft technical bulletin on CSF prevention. The project is also in discussions with the Ministry of Agriculture about collaborating on a national CSF prevention campaign.
- *Meat Standards.* RADP has previously provided assistance in holding workshops to train slaughterhouse inspectors in the use of electronic equipment for certifying meat standards. If resources permit, this assistance will be continued.
- *Good Manufacturing Practices.* The Meat Processors Association (ARC) has requested RADP assistance in developing a GMP for slaughterhouses. Again, resources permitting, the project will assist.

B. Wine Sector

The central focus of the project strategy for the wine sector is on marketing and more specifically, on export promotion.

- *Marketing and Promotion* – Romania has a long tradition of wine production. However, during the communist regime, most wine was exported in bulk to the Soviet Union. It is only now that the privatized wineries are having to identify and access new markets and identify new potential clients.
 - *Wine Catalogue* - RADP will complete the work started on a wine catalogue featuring the 100 best wines of Romania. The professional catalogue will be distributed at tradeshows and directly to key buyers, wholesalers and importers overseas.
 - *Wine Journalist Tours* – Wine journalists play an important role in informing the public about and in setting trends and preferences for wines. RADP will assist in implementing two visits of wine journalists from the two key sector target markets: Russia and the U.K.
 - *Trade Shows* - Although tradeshows are a good means of making contacts with buyers abroad, given the budget reductions, it is doubtful that we will be able to provide additional assistance in this area. However, the wine catalogues and business-to-business road shows (discussed below), should greatly facilitate the benefits from tradeshow attendance.

- *Business to Business – road shows/buyer visits* – Organizing business to business events in target markets is also a way to become better known in a target market. RADP will assist the sector to organize and implement business to business events in Moscow and in the U.K.
 - *Firm level marketing training and assistance* - Inexperience at national promotion, also carries over to marketing by individual firms. RADP will organize a workshop on wine marketing.
 - *Wine Quality Assessment* - Ultimately wine quality will be the determinant of how well a wine sells. Tastes also vary from one person to another and from one market to another. RADP will provide the assistance of wine tasting experts to work with the industry's wine producers, to first evaluate the quality of the overall wine and to provide feedback on how it might be improved. Second, based on the wine's characteristics, the tasting expert will indicate in which market(s) the wine most fits the demand characteristics. Wine journalists participating in journalist tours will also be asked to evaluate each wine and to suggest markets that would be appropriate.
 - *Wine Tourism/Wine Roads* – Assistance to improve, or introduce, wine tourism are a joint activity with our tourism sector. Experience in other countries (and even in Romania) show that sales at tasting rooms can be a significant source of revenue and a good means of promotion through foreign tourists. Initial workshops were held with smaller wineries in Vrancea Region. Where possible, RADP will assist interested wineries who wish to promote wine tourism and operators who wish to include wine tasting in their new products and tourism packages.
 - *Organic Wine* – Currently there is one winery certified organic and a second that is seeking certification. Depending on the progress made in certification, we will assist in identifying potential export clients. See discussion on the honey sector below and attendance at Biofach.
- *Policy*
 - *Advocacy Training* – The project will organize a training workshop in advocacy for all sectors. During the workshop each sector will develop an advocacy strategy or plan for one or more issues of importance to the sector. Potential issues for the wine sector include, better enforcement of regulations relating to labeling or the creation of a wine institute.

C. Honey

Increasing value added, marketing and association strengthening are at the center of project activities planned for the remainder of the project in the honey sector. RADP began working with one association and has since added three others. The associations are located in Bacau, Deva, Arad and Iasi Counties.

- *Increased Value Added*
 - *Organic certification* - To date 70 beekeepers have been certified organic or have completed the initial phase. In 2006 – 2007, RADP will facilitate the certification of an additional 100 beekeepers this year and 40 will complete the process started last year.
 - *Further Processing* – RADP will promote greater in-country processing of honey in order to retain greater revenue and profits for the associations and their members. Small processing units will be installed at Apicola Bacau and Deva as pilot projects. If successful these units could serve as a model for similar processing units in other counties.
 - *Office/business skills* – Apicola Deva in particular is in need of assistance in setting up business systems including computer/internet/email capability. RADP will provide assistance for the purchase of the necessary equipment.
- *Marketing* – Previous RADP assistance has identified potential buyers and facilitated contacts with buyers at Biofach tradeshow. This assistance will continue over the final year of the project.
 - *Market intelligence* - RADP will provide assistance in identifying potential buyers and importers of honey in Europe.
 - *Tradeshow and buyer visits* - RADP will assist the associations to prepare for and attend Biofach, to meet potential buyers and importers and to advertise their products. If possible, we will also invite potential buyers to come to Romania to meet with the firms and to inspect their operations.
 - *Export/marketing training* – Previous to the RADP assisted exports last year, associations had always sold their members' honey to local processors. Although the Bacau Association has been successful in signing a first export contract, it is clear that the association needs additional assistance in marketing, exporting and most importantly in developing the professional business relationships necessary for a successful business. RADP will continue to work with all four associations in these areas.
- *Policy*
 - *Advocacy Training* - The project will organize a training workshop in advocacy for all sectors. During the workshop each sector will

develop an advocacy strategy or plan for one or more issues of importance to the sector. One issue that RADP has been assisting with, and which has not yet been achieved, is to convince the Government to support beekeepers' attendance at Biofach.

D. Tourism

Due in part to the reduction in funding and the early closure of the Mission, RADP will reduce its support and activities in tourism at the national level. Instead, project activities will focus more directly on promotion of tourism in Brasov County and in eco-tourism. RADP will continue to coordinate with the EDS Project and keep the NTA apprised of project activities in the tourism sector.

1. National Level Tourism

- *FAM Tour* - As part of RADP assistance to the National Tourism Authority at the World Travel Mart last year, RADP offered a FAM tour for either journalists and/or UK operators to visit Romania for a "Transylvania" familiarization tour. This tour is scheduled for June and, given the reduction of funding, it will probably be the last FAM tour at the national level that RADP will be able to support.
- *Wine tourism* – Most RADP assistance for product development will be provided at the ground level in Brasov county or through the Association of Ecotourism of Romania. On the national level, however, RADP has introduced the concept and held two workshops on the development of "wine roads" or wine tourism, as both a tourism attraction and as a means of marketing Romanian wine. Follow up on this activity will be difficult due to budgetary constraints. A planned study tour to Napa Valley to see good examples of wine tourism has been cancelled due to the funding reduction. However, RADP staff will continue to offer assistance to interested wineries who would like to promote wine tourism or to tourism operators who want to include wine tourism in their tour packages.

2. Brasov County Tourism

RADP's second tourism cluster focuses on regional tourism development in and around Brasov County. Technical assistance and training are being used to improve the number, quality and standards of tourism operations and attractions, while improved planning, enhanced marketing and promotion will help increase tourism sales and revenue.

Planning: Regional Strategy and Implementation Plan – Early this year the draft tourism strategy for Brasov County was adopted by the County Council. RADP will continue to support the Council, other communities in the county and individual tourism operators to implement the plan in the areas described below.

Product Development and Improvement

- *Product Development* – Product development and improvement is part of the Country tourism strategy and will continue to be an important part of the RADP final year work plan. Products which may be of interest include weekend packages; 3, 5 and 7 days tours, etc. In addition, some communities have expressed interest in following up on an earlier workshop on geo-tourism opportunities.
- *Training* – Some training needs were identified during the strategy process and others have been identified since. Among the areas identified are:
 - *Tour product development for operators*
 - *Marketing and e-marketing*
 - *Guide training workshops*
 - *Specialty interpretative guide workshops*
 - *Accommodation operations*
 - *Agro-tourism*

Training programs will be developed according to partner interest and available resource. These activities will be coordinated with the EDS Project.

- *Media Campaigns*. RADP will assist the new County Tourism Association and communities to develop and implement one or more media campaigns to promote tourism or to improve tourism in the county. The first will be a “smile” campaign aimed at improving the environment for tourism, by a campaign to inform the public of the importance of tourism and ways and means that the populace can promote a tourism friendly environment.

Promotional Activities

- *Tourism Information Centers* – The development of and/or improvement of existing information centers was cited in the strategy as a priority means of promoting tourism in the county. Activities that RADP will support towards this end include:
 - *Purchase and installation of IT equipment.* The tourism centers in Brasov city, Predeal, Fagaras, Bran, Prejmer, Rasnov, Zarnesti, and Poiana Brasov will benefit from the purchase of information center equipment including computers, printers, DVD players, touch screen kiosks, etc.
 - *Website development.* A second pillar of RADP support will be the development of a county tourism website which will serve the tourism informational needs and help promote tourism for all communities and tourism sites in the county
 - *Brochures, pamphlets, maps and posters.* RADP will also provide assistance to communities and tourism operators to develop promotional materials for tourism in the county.
 - *Training in Information Center Management and Marketing.*

- *Events* – Weekend events, in the form of festivals (cultural, musical, food, etc.) can be an important source of income from domestic (especially Bucharest) tourism. RADP will assist Brasov County and the various towns and villages to coordinate, improve and promote such events.

3. Eco-Tourism

Romania's tourism is based mainly on nature: agro-tourism, national parks and forests, bird watching, fishing and hunting, hiking, skiing, adventure tourism, etc. Romania is also recognized internationally for its biological diversity, for having one of the largest wetlands in Europe, and some of the largest remaining virgin forests which host one third of European large carnivore populations west of Russia. RADP's third cluster in the tourism sector groups together those agencies and organizations which are working towards meshing the interests of economic development through tourism and the necessity of conserving the natural base upon which tourism rests. A key partner is the Romanian Ecotourism Association (AER).

Association Strengthening

Certification and Registration

AER is a new NGO and needs assistance in setting up the certification and registration procedures for both certifying its own members as meeting the necessary standards and for AER to be accredited as a certifying agency. The first stage in developing a certification process has been completed with the research undertaken last year on the existing legal and regulatory framework for instituting an accreditation system for eco-tourism certification. Work in this area will be continued over the last year of the project and will include:

- *Development of certification and evaluator manuals.* The finished product, the *Evaluator's Manual*, will be used as a guide to evaluating and certifying operators as meeting international ecological standards.
- *Certification of Operators.* Beginning in July/August 2006, AER will begin to evaluate tourism operations of those who wish to be certified. The first certifications are expected to be made by September. This activity will continue throughout the life of the project.

Quality and Standards

RADP will provide technical and organizational assistance in developing materials that will be used to strengthen AER and its members while providing clear guidelines for developing and promoting ecotourism. Financial assistance will be provided if strategically appropriate. Planned activities include:

- *Best Practices for Ecotourism – Training Workshops and Guidebooks* A series of workshops will be developed for certified and other tour operators who are interested in ecotourism. The workshops will target three groups including, one for accommodations, one for destinations and a third for tour

operators. Three handbooks will be developed to serve as resource materials for the workshops and as after training reference materials.

- *Assessment and Appraisal of Potential Eco-Destinations.* RADP will assist AER and ecotourism partners in conducting rapid assessments which will be used to identify potential eco-tourism operators, possible regional accommodation networks and village eco-destinations that could adopt the ecotourism approach. The assessment will result in a list of nature and rural culture oriented domestic tour operators; a list of potential regional accommodation networks and identification of villages and communes which could benefit from the development of ecotourism operations. A database of potential ecotourism destinations will be developed. At the same time, an informational campaign will be mounted to inform operators about the opportunities of an eco-certified operation

Marketing and Promotion

- *Market Research on International Ecotourism and Ecotourism Tour-Operators.*
RADP will continue its assistance in compiling a list of international tour operators who package and sell nature-rural-Eastern European holiday and tours. The database will be used in conjunction promotional efforts and attendance at relevant tradeshow.

- *Participation in Tradeshow and Tourism Events*
RADP will assist with the participation in as many international tourism tradeshow or events as possible, given the budgetary constraints. RADP assistance will include technical assistance in preparing for shows, organizational and logistic support, and financial assistance. Among the events which target this type of specialized tourism are:

Wien Holiday Fair	Vienna	January 2007
Destinations 2006	London	February 2007
Deventer	Netherlands	February 2007

Final determination of specific events will depend on dates of the events and after-consultation with cluster members.

- *FAM Tours*
One FAM tour is scheduled for June for a group of German tourism journalists. Additional familiarization tours will be organized for tourism journalists and international tour operators so that they can learn first hand what Romania has to offer in terms of eco- and nature tourism. RADP and cluster partners will target a total of 4 FAM tours. RADP assistance will include technical assistance in preparing for events, organizational and logistic support, and when strategically beneficial RADP will provide financial assistance. (SAF)
- *Promotional Materials* - Attendance at tradeshow requires good promotional material. Promotional literature and materials are also important to share with

tour operators who package the type of tourism that Romania has to offer. RADP will assist the sector to develop and distribute promotional materials, including brochures, leaflets, and CDs.

Policy

Advocacy

As with the other RADP sectors, assistance and training in advocacy techniques will be at the forefront of the Project's policy agenda. RADP will provide training in advocacy methods and procedures to participating associations and members. This advocacy training will assist the sector to work with national, regional and local governments to implement policies that will help promote and sustain eco-tourism.

E. Other Activities

Investment Promotion. The project will develop a series of articles for U.S. agriculture and food trade journals. Each article will focus on different aspects of agriculture or agribusiness in Romania, highlighting the status of the sector or subsector, trends, who has invested, etc. The articles will form part of a package of informational materials for direct contact follow up with firms that could be interested in the sector.

Again, unless limited by resources and time, RADP will continue to assist potential investors, and in particular U.S. agribusinesses, who may be interested in investing in Romania. Assistance could include for example information about Romanian agriculture and the different sectors, providing contacts, arranging meetings, etc.

EU Forum. In mid-June, RADP, in collaboration with the Ministry of Agriculture, will organize and sponsor a forum entitled, *EU Accession and Agriculture: Lessons Learned from New Entrant Countries*. Processors and producers representing 5 key crops and subsectors (dairy, swine, poultry, cereals/oilseeds, fruit & vegetables) will be invited to discuss their experience since acceding to the EU. The presenters, including representatives from the Ministries of Agriculture, will come from Poland, Hungary and the Czech Republic to discuss the problems and opportunities in each of their sectors in the two years since joining the EU.

Project Closeout. Technical activities are scheduled to end April 30, 2007. Administrative closeout of RADP will be completed by July 31, 2007.

IV. PRIORITY ACTIVITIES SHOULD ADDITIONAL FUNDING BECOME AVAILABLE

Throughout the first year and a half of RADP, we have continually reviewed planned activities and at times, with Mission concurrence, dropped some activities that were not achieving the expected results and added others that seemed more promising. Thus for instance, we added the honey sector, which was not a sector originally selected as a target cluster. With good results in this same sector, we increased from one to two associations and we are now working with four because of the positive impacts and partner interest. In the same sense, we have reduced our activities in sectors that were not achieving the expected or hoped for results. While progress in the tourism sector was initially good at the national level, after a change in management of the National Tourism Authority, it was clear that RADP resource would be better expended in other areas; we therefore have scaled back activities at the national level in tourism. We will continue this constant review of activities and assistance throughout the remainder of the project, to switch resources and assistance from activities or sectors which are producing less results, to those which are having more.

Although we realize that additional funds are not currently available, we include this section as an indication of the types of activities that we would be able to undertake were they available. These activities could also benefit from current resources should other planned activities falter.

CSF Prevention Campaign – Although the CSF campaign is in the current revised workplan, we have only allocated about \$25,000 to the effort, as our initial plan was to focus on prevention in the Banat Region, and not nationally. However, we have been contacted and are currently in discussion with the Ministry of Agriculture to collaborate on a national CSF prevention campaign. The Ministry's initial view is a campaign composed of a flyer and posters and would cost \$70,000. We believe that this is not sufficient. A true national campaign would need additional informational materials, a series of workshops around the country, and media campaigns on both radio and TV. We are currently working on a proposal (and budget) for such a campaign that would include the participation of the Ministry, RADP, other donors and the private sector. We believe that spearheading such a campaign at the national level would be good lasting legacy in the hog sector for USAID. (\$75,000)

Investment Promotion – RADP is currently working on developing a series of articles for U.S. trade journals on Romanian agriculture and agribusiness. Trade journals thus far have signed up for nine articles covering various aspects of Romanian agriculture and agribusiness. The research and writing of these articles will consume a significant portion of LOE, leaving little in the way of follow-up. Although we will develop information packets based on the articles and target specific international businesses, it is doubtful at current funding levels what follow up assistance we could provide in terms of possibly organizing visits by potential investors or by Romanian agribusinesses to meet with their counterparts in the U.S. (\$50,000)

Beekeeper Association Study Tour – It is true that RADP has had good success in the honey sector thus far. However, it is important to remember that we have brought the

associations and beekeepers a long way in a very short time. We had fully expected another full year to solidify RADP assistance and make the progress made more sustainable. It is clear that some will need additional support to make their early successes sustainable. One activity that was originally planned but was cut, was a study tour to visit and learn from their counterparts in Bulgarian beekeepers association. Our beekeeping specialist, Bill Lord, has worked in both countries; he believes the Bulgarian associations are in advance of those in Romania. Romanian association leaders could learn from their counterparts in Bulgaria. (\$15,000)

Follow-up to the EU Forum. The EU Forum, scheduled for mid-June 2006 is expected to generate a lot of interest, given the uncertainties about the impacts of EU accession. Of particular concern to the GOR (and producers) are issues relating to the setting up and operation of the paying agencies; establishment of a market information system; coordination of EU affairs within the ministry of agriculture, as well as more sector specific issues. After the forum, assuming it is a success, it would be important to sit down with the Ministry to identify ways that USAID/RADP might provide follow-up assistance. One possibility would be to send persons at the technical level, (for example, someone who will be setting up and running the paying agency) to spend a week with his counterpart in Poland or Hungary. Similarly there are others at the technical level who could benefit from such exchanges. (\$25,000)

Communications Assistance for Smithfield. It appears as if Smithfield is having difficulties attracting potential investors and/or hog producers to its contract farming program. Producers appear mistrustful of Smithfield and the benefits of becoming a contract grower are either unclear or insufficient. RADP staff assisted at several presentations of the model. The presentations were poorly organized, key information was left out, and it appears as if Smithfield has made no attempt to obtain feedback from participants at these informational sessions. In addition, the proposed contract for the program has undergone several modifications in the past year, adding to producer concerns about the program. From what we have seen of the attempts to market the program, Smithfield is in need of the assistance of a communications expert and probably an agriculture finance specialist to first review the contract conditions, benefits and costs and second, to clarify the message, improve the delivery and to learn from their past mistakes. Although it is uncertain that Smithfield would accept such assistance, it is clear that it is needed. (\$50,000).

ANNEX
GANTT CHART OF ACTIVITY IMPLEMENTATION

**GANNT Chart for Activity Implementation June 2006 – July 2007
Estimated Timelines**

Task/Activity	2006							2007						
	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
<i>Hog/Meat Processing Sector</i>														
Assist. Smithfield Contract Farm Prog.	█	█	█	█	█	█	█	█	█	█	█	█		
Soils Workshop			█											
Training and Assistance	█	█	█	█	█	█	█	█	█	█	█	█		
CSF Campaign	█	█	█	█	█									
Eurotier						█								
Meat Standards (TBD)														
Slaughterhouse GMP	█	█	█											
Impacts of EU Accession	█													
Advocacy Training					█									
<i>Wine Sector</i>														
Wine Catalogue	█	█	█											
Wine Journalists Tours		█			█									
Tradeshows								█	█	█				
Business to business/roadshows				█		█								
Firm Level marketing training						█								
Wine quality assessments		█			█									
Wine tourism (as requested)														
Advocacy Training					█									
Organic wine									█					

Task/Activity	2006							2007						
	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
<i>Honey Sector</i>														
Organic Certification														
Processing facilities														
Office equipment – Deva														
Market intelligence														
Biofach Tradeshow														
Export/marketing training/assistance														
Advocacy training														
<i>Brasov County Tourism</i>														
Product Development														
Training														
Media Campaigns														
Tourism Info. Center equipment														
Tourism Info. training														
Website development														
Promotional materials														
Events promotion														

Task/Activity	2006							2007						
	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
<i>Eco-Tourism</i>														
Certification and registration														
Best practices workshops/guidebooks														
Assess./identification of eco-partners														
Market research/data bank														
Tradeshows														
FAM Tours														
Development of promotional material														
Advocacy Training														
<i>Other Activities</i>														
EU Forum														
Investment Promotion														
Project Closeout														