

FROM FARM TO CONSUMER: ENHANCING THE VALUE OF AGRI-FOOD PRODUCTS FROM MOUNTAIN COUNTRY FARMS THROUGH LOCAL GASTRONOMIC POINTS

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Abstract

Romania has a unique geographical position and gastronomic tradition, while being famous in the world for its native Romanian hospitality. The natural and anthropic heritage of the Romanian village is priceless. The beauty of people and places, traditions, customs unchanged for thousands of years, specific gastronomy, make the Romanian village an irresistible tourist attraction. Local Gastronomic Points are units represented by private kitchens in rural homes, where culinary products are prepared and served, according to recipes specific to the area, directly to the final consumer, for a maximum of 15 people; the culinary products must be prepared from raw materials coming mainly from primary production of the farm itself, as well as from local producers or from authorized/registered health, veterinary and food safety establishments. Local Gastronomic Points may be located and operate on the premises of farms, agricultural holdings, rockeries, fish farms, fish shelters, fish collection centers, hunting grounds, game collection centers, where one or more activities related to primary production are carried out: milk production, egg production, honey production, rearing of poultry/rabbits, slaughtering of poultry/rabbits on the farm, hunting of small game with feathers and fur (pheasants, partridges, ducks, geese, rabbits), fishing, aquaculture, and growing of vegetables and fruit. The menu of Local Gastronomic Points is different from the menu of other dining establishments. The daily menu includes a maximum number of prepared foods, 2 starters (hot or cold snacks/meals), 2 main courses (soups, broths, stews, etc.), 2 main courses (basic dishes) and 2 desserts. These cooked foods will be prepared and offered to consumers, fresh, on the same day. The methods of preparation of the menu will be as traditional as possible, respecting hygiene conditions at the time of preparation.

Key words: Local Gastronomic Points, mountain area, short food chain, rural development