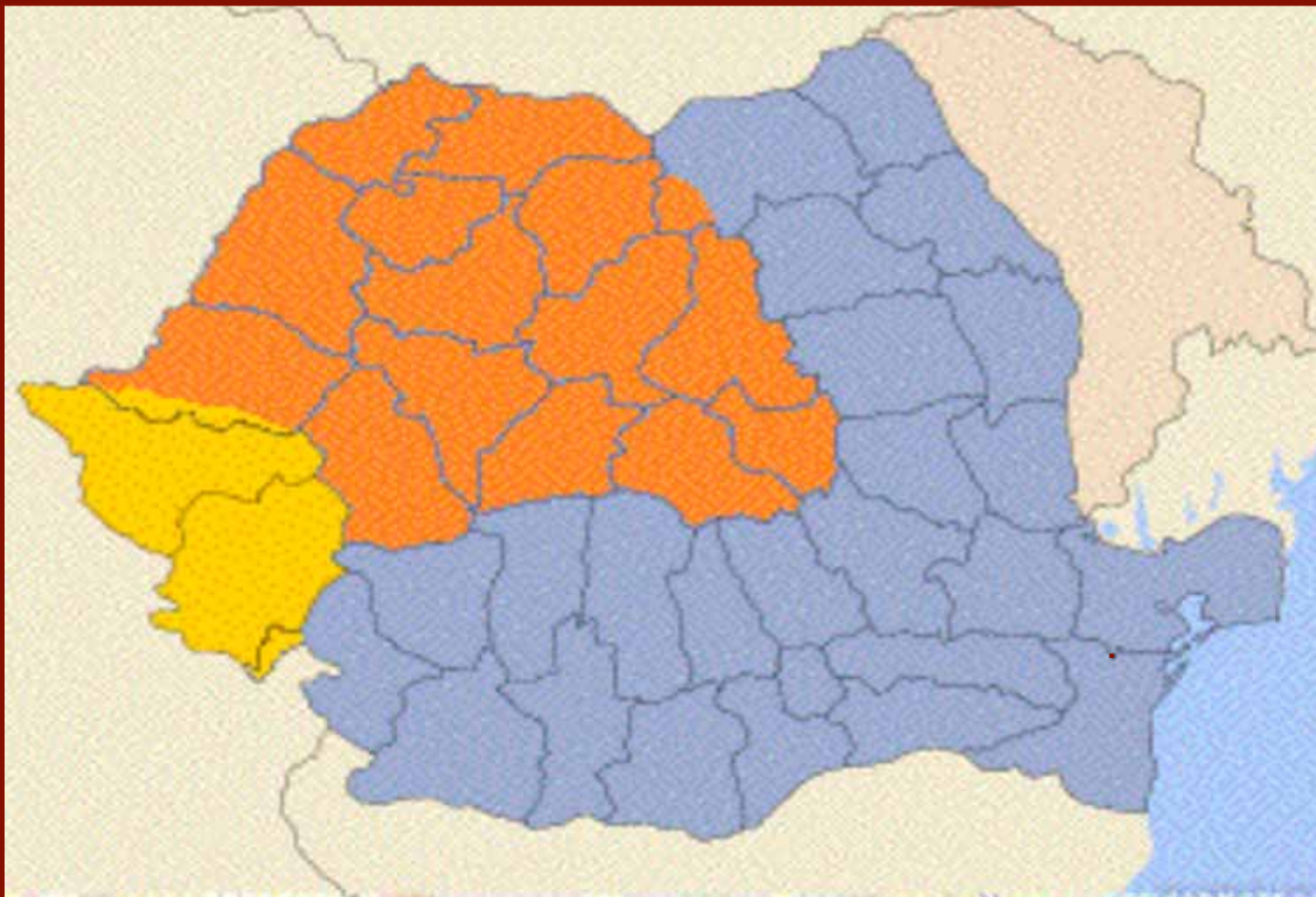


Traditional Transylvanian product – for an authentic tourism an assistance

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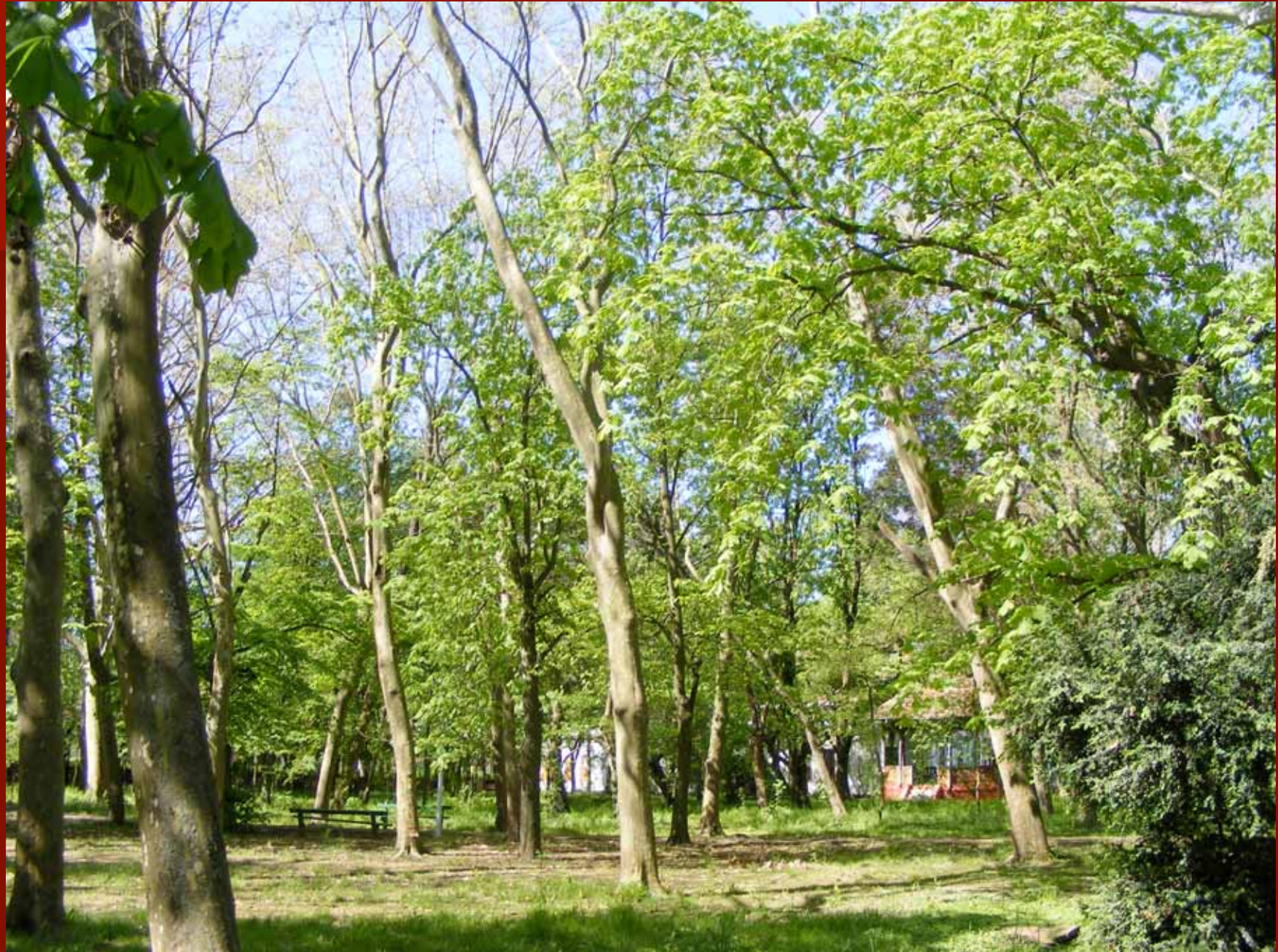


Research methods

- The research has been conducted during 2006-2007 in Banat and in Transylvania: Apuseni Mountains, Saliste-Sibiu, Marghita- Simleul Silvaniei, Bistrita Nasaud

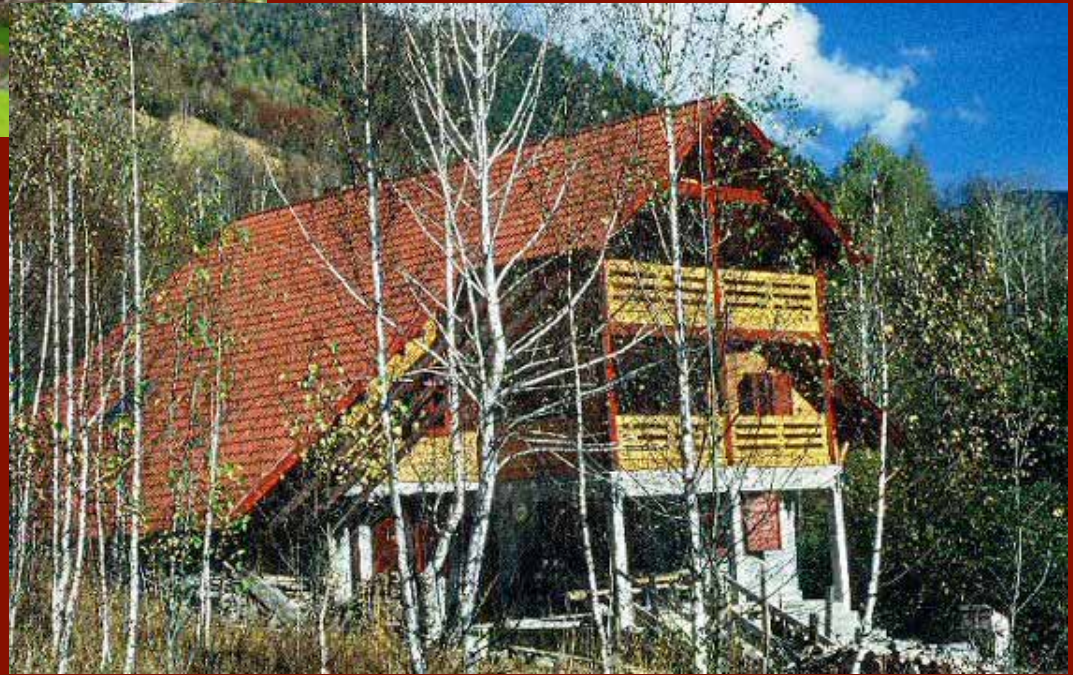
- All the areas were conducted dispose over a large number of springs, rivers, lakes, been situated in different geographical zones, from plain to mountain and having a varied vegetation.





Results and discussion

- 58 pensions were visited
- Only 4 pensions had a native cuisine based on traditional products obtained from Transylvanian animal breeds
- 30% agrotouristic pensions claimed the products they offered came from their own farms but which were not by visited



In Transylvania there are lots of traditional products recipes

- These products are fabricated in well-equipped mills, technologically speaking
- But however the quality of the final products is poor to bad
- Quality of the used raw materials does not reach the required standards
- The traditional products being presented as delicatessen at high prices

Implement new brands for old products

- As a result, consumers tend to perceive the products in a negative manner, thing which lowers the consumers interest in them.
- In some places, small industrial units processing zootechnical / live stock products were also built.

Traditional pork product

- Sibiu salami – Black Mangalitza Breed and donkey meat. The nowadays recipe for the Sibiu salami is from imported hybrids. The result is poor quality and high selling proces.
- Smoked ham – similar to the Parma or the Serrano ham – is typical for the Banat, were is introduced in the 18 century by the German colonization

Traditional pork proceeded











Buffalo breeding

- 1996 –cca. 80000 ex.
- 2007 – cca. 20000 ex.
- Areal – Apuseni, Salaj, Bistrita-Nasaud, Fagaras
- Small dairies that process buffalo milk ex. Dezna (Arad), capacity 4000 liters/day





Dairy cows

- Traditional cottage cheese, yogurt, pressed cheese
- Brown of Maramures
- Transylvanian Pinzgau
- Transylvanian Simmental (Transylvanian spotted)
- In the last 15 years the number has decreased with 70%









Sheep and goat breed from Transylvania

- Transylvanian Merino
- Ratzka
- Curly Banatian sheep
- Tzurcana
- White Banat goat
- Mountain goat











Conclusions

- Agrotouristic pensions not have the necessary qualified training and have no idea about the traditional products
- The pensions chose to sell imported products: pizza, hamburgers, sea fruits and imported cheese

Conclusions

- The young generations show a very weak interest for the existence of traditional products
- Projects aimed at encouraging the local management to promote and apply some original and economical instruments for preserving the zoogenetical biodiversity are necessary

Thank you for your attention

