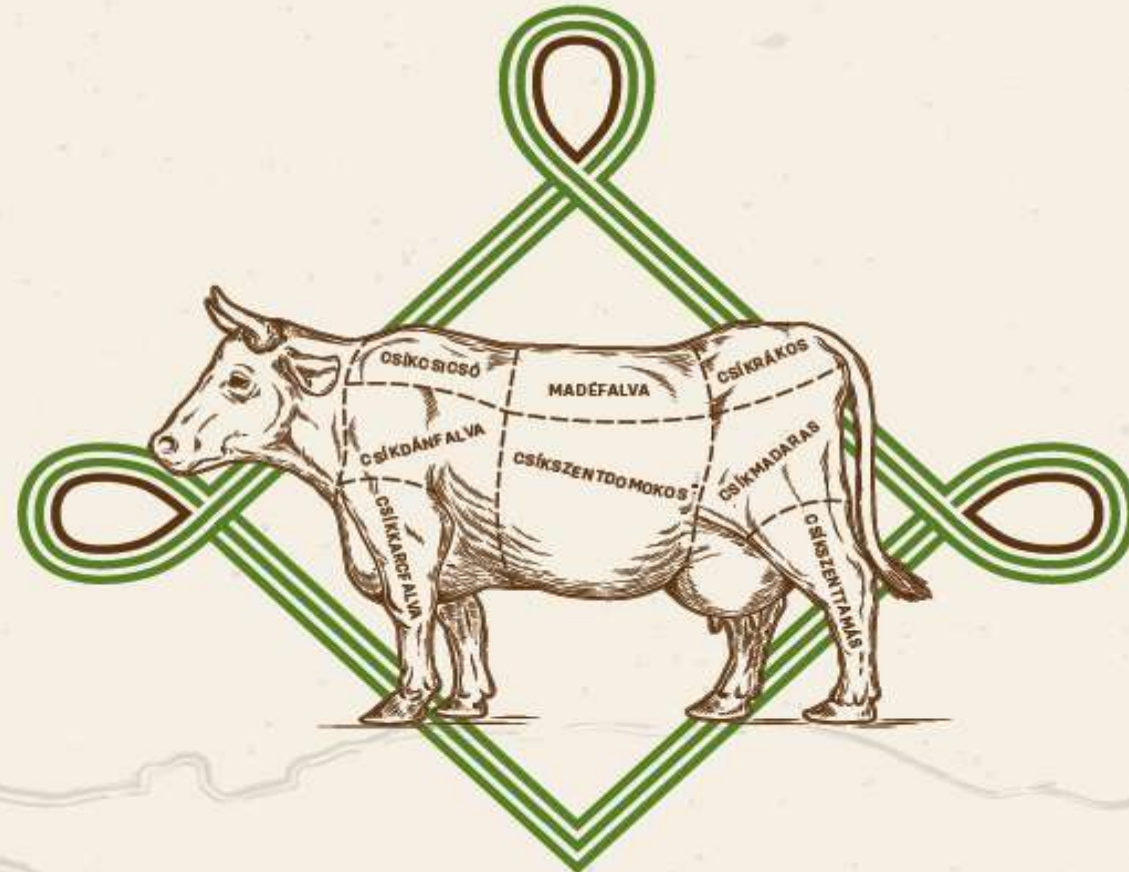




Shared future

The Cooperative Path forward in Felcsik



...in the past





The Cooperative Path forward in Felcsik

Objectives:

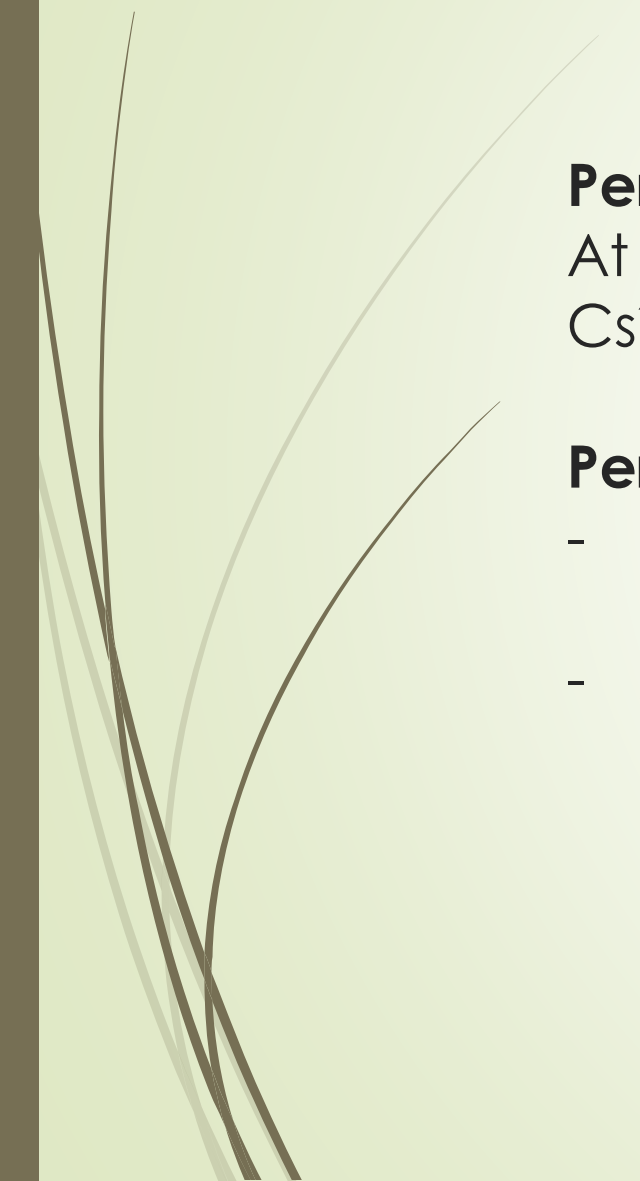
Strategic objective

Supporting local livestock farmers through the establishment of a slaughterhouse and a meat-processing facility, thereby improving opportunities to establish a new brand for the local meat.

- Create a resilient local food system based on regional livestock production and processing
- Develop a strong cooperative ecosystem that supports farmers, communities, and local businesses.



History



Period: 2017–2019 – Preparation Phase

At the initiative of the The Common Land Association from Csíkjenőfalva together with experts the project has started

Period: 2020–2023 – Implementation Phase

- Following the successful funding application submitted by the Common Land Association the construction of the facility commenced.
- At the end of August 2023 the slaughterhouse and meat-processing facility received the EU-certification and officially began to operate.



From Concept to Implementation

- Four development scenarios were evaluated through a feasibility study.
- The investment concept received formal approval from the local Commons Association
- Funding was secured through two complementary initiatives:
 - A).** Infrastructure investment - 1.9 million euro with 50% cofunding rate
 - B).** Establishment of a farmer-owned production cooperative



Creating the Cooperative

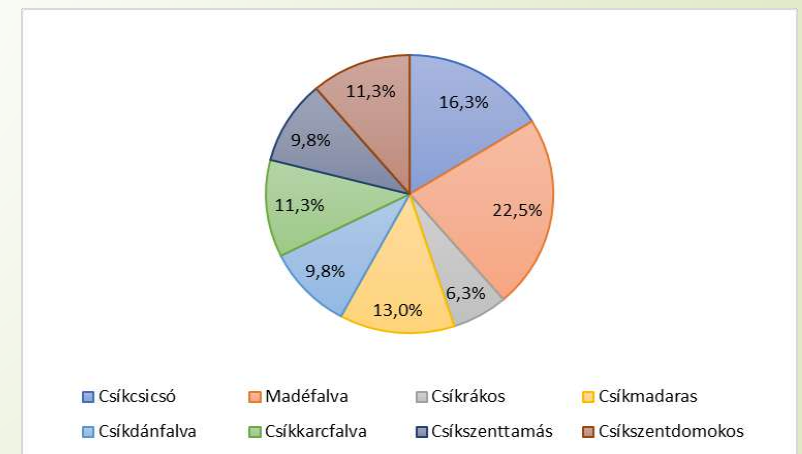
Objectives

1. Strengthen local food security and create sustainable livelihood opportunities for farming families.
2. Build a transparent and trusted local value chain connecting farmers, processors, retailers, and consumers.
3. Invest in people, communities, and the future of the Region through education, knowledge sharing, and community development.

Creating the Cooperative

Project Activities:

- Understanding the Farmers' Needs
- Conducted a comprehensive survey among more than 400 farmers across the Felcsík region.
- Evidence-based planning supported by a comprehensive 50-page assessment report.



Slaughterhouse and Meat Processing Facility

Key Milestones

- Construction completed: Autumn 2022
- EU oval health mark obtained as also start of operations: August 2023



Facility Profile:

- Greenfield investment
- Processing capacity: 5 livestock units per day
- Livestock sourced from within a 50 km radius to ensure a short and traceable supply chain.



Slaughterhouse and Meat Processing Facility

Product Portfolio

Key Principles Behind Product Development:

- Provide a sustainable solution for the processing of locally raised livestock.
- Create higher added value through local processing, enabling farmers to retain a greater share of the income generated from their products.
- Establish a stable local market that offers long-term security for producers and consumers alike.
- Ensure the economic sustainability of the slaughterhouse and processing facility, even when profit maximization is not the primary objective.
- Promote the consumption of high-quality local products, improving quality of life while strengthening a modern cooperative culture.
- Generate local jobs, transfer knowledge, create local income, and contribute to the long-term development of the community, the region, and Székelyföld.

Cooperative Thinking – The Path of Cooperation



Support local producers by choosing and consuming our own locally produced food whenever possible.



Build a healthy and resilient community through greater local self-sufficiency and mutual support among cooperative members.

A New Way of Thinking



In a modern cooperative model, farmers are the driving force. The cooperative serves as a platform that provides knowledge, information, coordination, and market access, enabling farmers to succeed together.

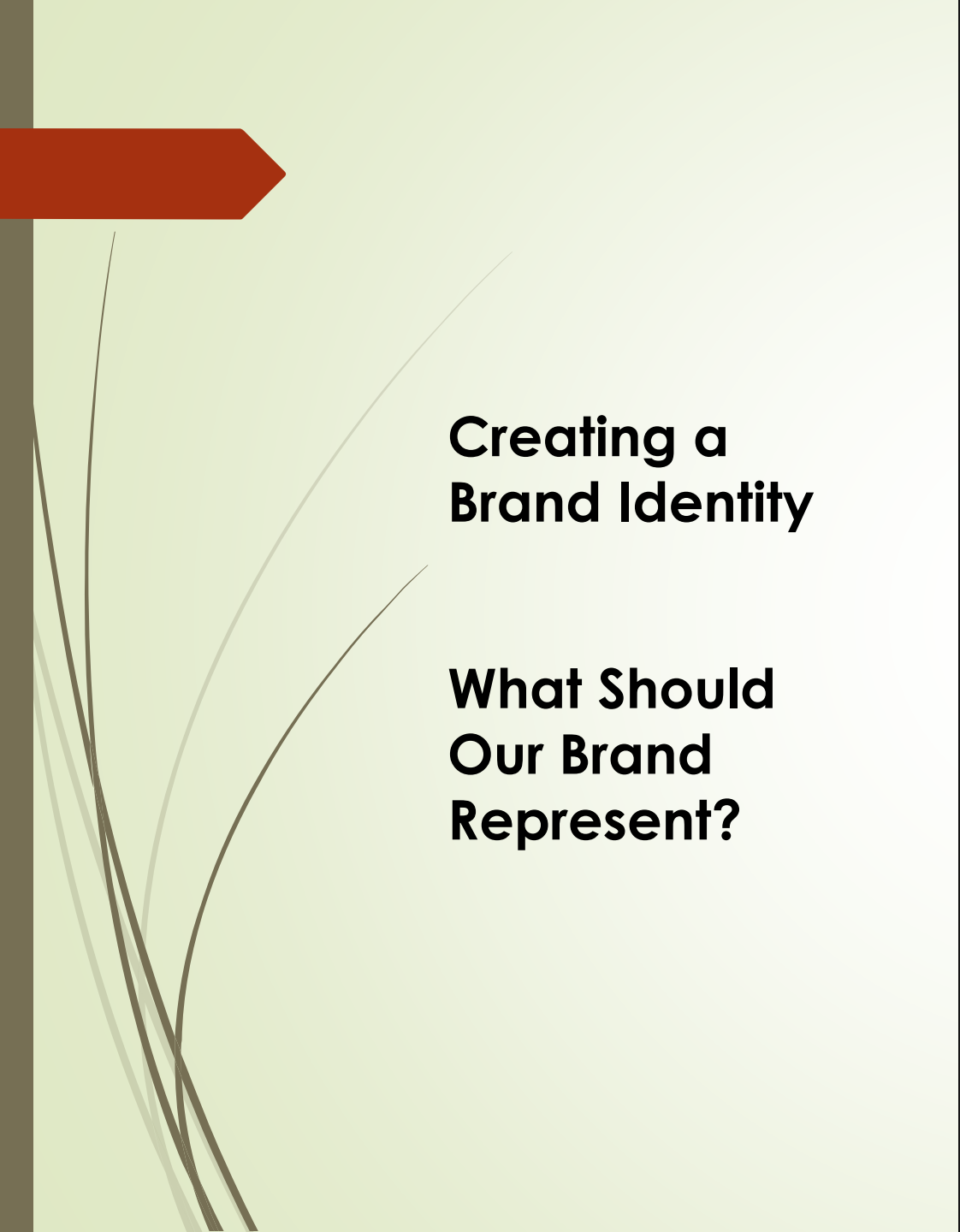


Trust is the foundation of cooperation and must be strengthened through transparency, openness, and shared responsibility.

Partnership - SFSC

Producer – Processor – HoReCa





**Creating a
Brand Identity**

**What Should
Our Brand
Represent?**

TERCSI
THE TRADITION OF SEKLER FLAVORS



Farm
shop



Mobile
Retail Unit



Build a strong
online presence
through social
media

**Facebook/Instagram
/Web**



Brand Launch
Event (Local event for
farmers)

The introduction of the brand



Participate in
national and
international trade
fairs(OMEK Hungary
2023)



Local Market
Presence– **in the
nearest city of
Miercurea Ciuc**

TERCSI
SZÉKELY ÍZEK HAGYOMÁNYA

TERCSI

SZÉKELY ÍZEK HAGYOMÁNYA





Tercsi

4.6K followers • 20 following

Vágóhíd és húsfeldolgozó üzem

Abator și fabrică de procesare a cărnii

Meat Wholesaler



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3 Reviews



Closing Soon



Borvíz utca, 473/A, Jenofalva, Romania, 537036

Featured



Tercsi

April 16

hu A Tercsinél abban hiszünk, hogy a jó hústermék a gazdáknál kezdődik, akiktől gondosan nevelt állatokat vásárolhatun...

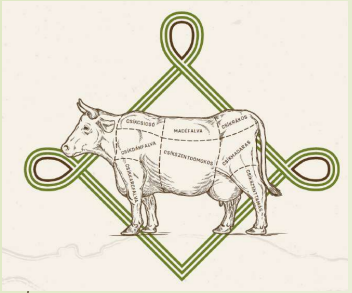


Tercsi

March 18

hu Mozgóboltjaink járják a környéket Hargita és Kovászna megyékben! 🍖 🚚 Látogasd meg, vásárolj helyit, prémium...





Infrastructure
alone does not
create a local
food system

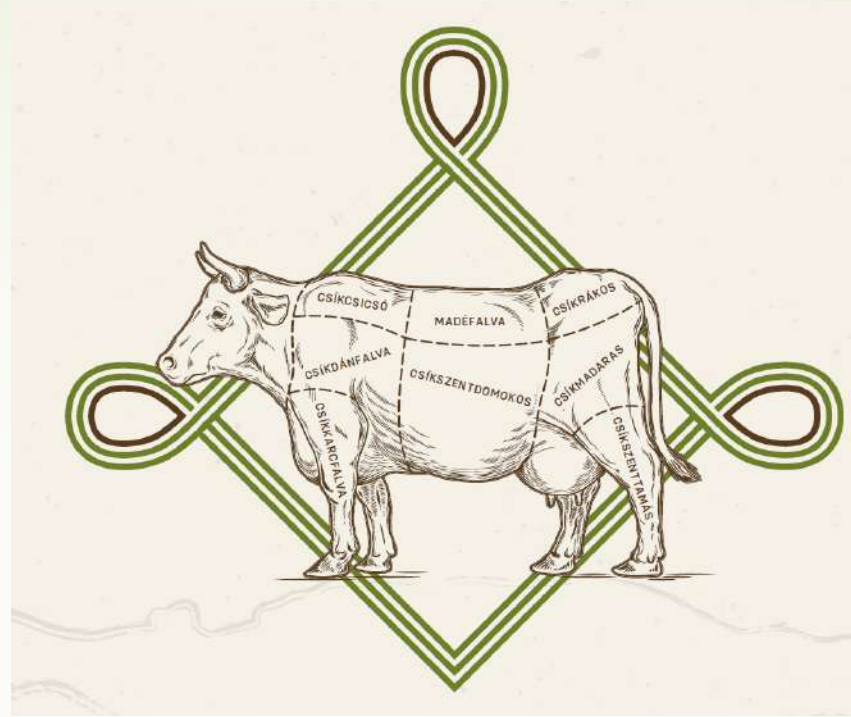
Local value
chains create
local resilience

Farmers
support what
they help
create

Cooperation begins
with shared interests,
not formal structures

Key lessons

Markets must be built
alongside production
capacity



Thank you for your attention