



EUROPEAN REGION OF GASTRONOMY

Siberia richness and legendary tastes

EUROPEAN REGION OF GASTRONOMY 2019



Sibiu

EUROPEAN REGION OF GASTRONOMY

2019

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Daniela CÎMPEAN

President of Sibiu County Council



Sibiu is a special place in Romania with a unique opportunity to merge ancient times with the new ones, and this goal is also accomplished through gastronomy. The history of our region is nowadays reflected in the gastronomic mosaic resulted from centuries of multi-ethnic coexistence - Romanian, Saxon, Hungarian, Hebrew, Roma - and from the intertwining of the influences of the great powers - Austrian, Turkish, Russian, French or Phanariote. The past is thus sending us a message of peace in modern times. The encounter between various European culinary cultures mediated by the European Region

of Gastronomy program already implements this desideratum to which we firmly commit along with our local partners. Another important opportunity not willing to be compromised is that we represent a solid nucleus of natural authentic and healthy environment. Sibiu County has more than 50% of designated protected areas and has never engaged in genetically modified crops. We still have many rural areas cultivated with ecological products, our water and soil are not polluted, and people have not departed from nature and still perpetuate traditional production techniques. Healthy food already binds the urban and the rural, as Sibiu citizens are searching for it,

both as producers and consumers. This has been proven for several years by the success of Transylvania Farmers' Market, a weekly event representing a direct connection of the local producers with the urban environment. Sibiu County has 88 ecologically certified producers. Other successful culinary initiatives are organized by county institutions such as ASTRA National Museum Complex, with its Traditional Fairs, and also the County Tourism Association, with The Cheese Route. Local action groups are already experienced in innovative projects of capitalizing local culinary products and natural environment, such as Transylvanian Brunch. An important acknowledgement was made in 2015 by the European Commission, which granted Mărginimea Sibiului area the title of "European Destination of Excellence for tourism and gastronomy".

I can assure you of the determination of the county administration to support environment-friendly agricultural practices, healthy food for the local population, authentic gastronomic experiences for guests, responsible consumption, innovations contributing to the competitiveness and sustainability of local affairs and capitalising on the extraordinary potential of the county to generate food for body and soul. I therefore launch the invitation to discover Sibiu in 2019, along with its mosaic of culinary experiences.



Astrid FODOR
Mayor of Sibiu

Sibiu is already established as a touristic destination that attracts visitors from all over the world. The value of its consolidated heritage, its history, the events organized in the city, are complemented by an important ingredient: the atmosphere. As a touristic destination, Sibiu is worth visiting, but also worth living in, and therefore a visit to our city is always personal and different.

Local gastronomy is part of the atmosphere experienced in Sibiu, and this constitutes an opportunity for the city to develop the industry of hospitality and to increase the quality of the services offered to the

guests. Tourists will discover that having a meal with products specific to the region of Sibiu is both a fine eating experience, due to the taste and richness of dishes, but also a taste of the history and tradition of the region, of the respect the locals have kept for nature and the fertile land up to this day.

Sibiu participates in the European Region of Gastronomy program in order to strengthen and develop its gastronomic tradition. Another purpose is to further educate future generations in the sense of respect for a valuable resource - quality food, but also towards a healthier diet. Equally, we hope to turn this asset of Sibiu into a vector for

the city's economic development. In addition to developing the tourism industry, this program will also improve businesses that focus on locally produced quality food, on appreciated products that are specific to our area. Small producers in the area will receive a major boost, and will have the opportunity to widen their market. In conclusion, by implementing this program, we hope to generate an economic growth, the development of the tourism industry by improving related services and welfare for small producers, while promoting education for a healthy diet and responsible consumption of food.

In its development strategy for the Horizon 2020 – Sustainability and excellency for the community – “Lucian Blaga” University of Sibiu has proposed the consolidation of an active platform for the transfer of knowledge, competences and attitudes towards the community in which it activates.

“Lucian Blaga” University of Sibiu pursues both highly-qualified human resource trainings necessary for the society and the development of research projects to provide solutions to current problems in all domains as well as the development of wide-range research projects for the community in which it is involved as a responsible actor. Through education and research, “Lucian Blaga” University of Sibiu has to meet the needs of society and to contribute to an increased life quality.

“Lucian Blaga” University understands the need to commit to find solutions to the problems of society by providing high-quality services of initial formation, continuous training of human resource, dissemination of research-innovation results, and commitment to the social and cultural life of the community.

“Lucian Blaga” University of Sibiu is recognized at local, regional and national level for the value and impact of its services for the community. “Lucian Blaga” University is an active partner of

both private companies and local and national administration.

Saint John Chrysostom wrote: “There is no art more beautiful than the art of education.” The painter and the sculptor are merely creating lifeless forms, but the educator creates a live face; when looking at it, both men and God rejoice”. We could argue that culinary art is also a lively art, which is in turn a form of taste education, a way of making contact with all the senses of rejoicing. In a multi-ethnic town such as Sibiu, with its continuous internationalization of which “Lucian Blaga” University of Sibiu takes pride in, gastronomy represents an educational axis, as it is part of a domain common to everyone. In Sibiu, the Saxon and Hungarian cuisines co-exist with the Romanian cuisine, whose products represent authentic ways of self-expression, in an admirable attempt to demonstrate cohabitation through unity and diversity, as it also happens in our European institution.

“Lucian Blaga” University’s involvement brings an added value by talent concentration and scientific value proving that education can also be provided by distinct events from related fields, such as the culinary one. Culinary art means pleasuring the body, while education feeds the spirit.

Ioan BONDREA

University Professor Engineer, PhD





Sibiria culture and gastronomy





Sibiu The Southern Gate of Transylvania

In the centre of Romania, along the curvature of the Carpathian Mountains, lies Transylvania, or Ardeal (in Hungarian Erdély, in German Siebenbürgen) "the territory beyond the forest" "the country beyond the woods" This toponym is derived from medieval Latin, documentary attested in 1075 ("terra ultra silvam") as a name composed from ultra ("over", "beyond") and silva ("forest"). The

fertile lands, the beauty of the wild nature and man-made edifices, the spirituality and hospitality with which the people greet their guests – are key elements on which the fame of this region has been built for centuries. All these are based upon the indestructible connection of man with nature: on the mountain crests lie alpine pastures continued by Dacian fir-tree and beech forests towards the

foot of the mountains and high grassland plateaux, meadows and sheepfolds attended by shepherds. Villages, strongholds and fortified churches erected by Saxons, wooden churches erected by Romanians, grapevines and fruit orchards are spread at the feet of the mountains, in a magnificent wavy landscape, while the river banks boast with corn fields and vegetable gardens.







Appreciating this harmony of wild and anthropic landscape, Prince Charles of Great Britain said:

What is extraordinary about Transylvania is this combination of natural ecosystems – forests, agriculture and cultural human system. It is a unique relationship of perfect integration and huge importance. This is the last corner of Europe where you can find real sustainability and recovery force of an ecosystem for the welfare of people and nature.



In the south of this fairy-tale region lies Sibiu County where the diversity of land forms, from the mountain peaks of Făgăraș, Cindrel and Lotru to the plateaux of Târnava, Hârtibaci and Secaș, the intertwining of Olt, Târnava Mare and Cibin riverbrought into being a fertile land in which 464.305 people - Romanians, Saxons, Hungarians and representatives of other ethnic groups - live in harmony. Animal breeding and farming have been the main historical activities in the rural areas, while the cities still preserve the echo of handicrafts and guilds from the old times currently mirroring the industrial platforms of the present deeply anchored into macro-economy by economic agents.



Sibiu Municipality is the main pole of attraction for the tourists willing to explore the cosmopolite life that vibrates in the European Capital of Culture of 2007. Open-air festivals animating the citadel walls, modern rhythms reverberating from historical plazas, "the city eyes" watching from medieval rooftops, inviting aromas of local traditional products prepared at culinary fairs – all of these constitute attraction points in a city which knows how to reinvent itself over and over again, to the delight of each tourist. Yet Sibiu daily life, perfectly anchored into the turmoil specific to the 12th century, resides within the vein of tradition, spirituality,

multicultural and multi-ethnic identity of this space, within the German characteristics and organizational spirit, Hungarian joy and joviality and Romanian lyricism. The gastronomic specificity of the urban space has been greatly influenced by the Western heritage of the German population settled here from Flanders, Rhine area, Luxembourg and Carinthia starting from the 12th century. By its ingredients – tarragon, cumin, cinnamon, cranberry, rhubarb, as well as by dishes such as dry fruit soups, fruit sauces, cucumber sauces, liqueurs, sweet soups and spicy sausages – the cuisine of Sibiu citadel bears common grounds with the Luxembourgish one.



Mărginimea Sibiului, Țara Oltului, Valea Târnavelor, Valea Hârtibaciului and Țara Secașelor are the five ethnographic of the county which have deposited and defined a cultural identity through the centuries, together with their own customs, traditional clothing and culinary specificity.





Mărginimea Sibiului is the most well-known area of Sibiu. Here, sheep breeding is a way of life, reflected in the rhythm of daily life, settled by the transhumance of sheep flocks from mountain to plains and in the rich cultural heritage of wool textiles, pipe songs and traditional dances. The region represents the reference of Carpathian civilization in the area of Central and Eastern Europe bearing specificities regarding the gastronomic culture oriented towards dairy and meat products, as well as those picked up from nature.

Wine land or Weinland is the name under which Valea Târnaveilor is known by, the area in which the secular growing of grapevine brought into being a specific culture the grape symbol can be found on the traditional Romanian handmade blouses and carpets, on the German embroideries, on the icons of Orthodox churches as well as in the German medieval heraldry and on houses façades.



An aerial photograph of Mediaș, Romania, taken during the golden hour. The town is nestled in a valley, with its dense collection of buildings featuring red-tiled roofs. A prominent church with a tall, ornate spire is visible on the left. The surrounding landscape consists of rolling green hills and fields, with some trees scattered across the slopes. The lighting is warm and directional, casting long shadows and highlighting the textures of the roofs and the terrain.

This area houses **Mediaș Municipality** whose history is inscribed on the city walls. The symbols are seen at every step, guiding the traveler. Cannons, bastions and walls tell the story of the strategic importance of the citadel throughout the centuries. The superb buildings in various architectural styles speak about a wealthy community, hard-working guild members famous in the entire Transylvania. Mediaș is a town of symbols and the grape is a recurrent motif in the town's emblems. As far as Dacian times, Mediaș area was well-known for its grapevine cultures. Legend says that, as a sign of appreciation for the magic liquor of wine, long time ago, the goldsmiths' guild in Mediaș modeled three big golden grapes hidden from the eyes of the curious.

The warm and fertile area of **Țara Secașelor**, with waters winding throughout broadleaf forests, determined the intense development of animal breeding and agriculture through wide areas of grain and vegetable cultures, as well as fruit orchards such as apple trees, pear trees, sweet cherry trees, plum trees, cherry trees, quince trees etc. The salt road, established centuries ago, remains the most powerful commercial link to Sibiu.

Valea Hârtibaciului, an area which preserved its archaic character, is renowned for *handlich* or *hencleș* – probably the most famous example of multiethnic culinary interference. The wavy terrain, with everglade villages hidden among the hills, where villagers build their churches and cemeteries for consecration and everlasting praise, reveal today the most beautiful meadows sheltering rare plants and animals, as if protected by an unknown hand.

Țara Oltului is recognized as the area where potato cultures have been documentary attested for the first time on Romanian territory in the second half of the 18th century. Țara Oltului makes the connection between the left bank of the river Olt and Făgăraș Mountains. Romanian villages are aligned along the mountains, bearing Dacian names and distinguishing themselves through the multitude of terrain usages: meadows, traditional orchards, as well as agricultural cultures.

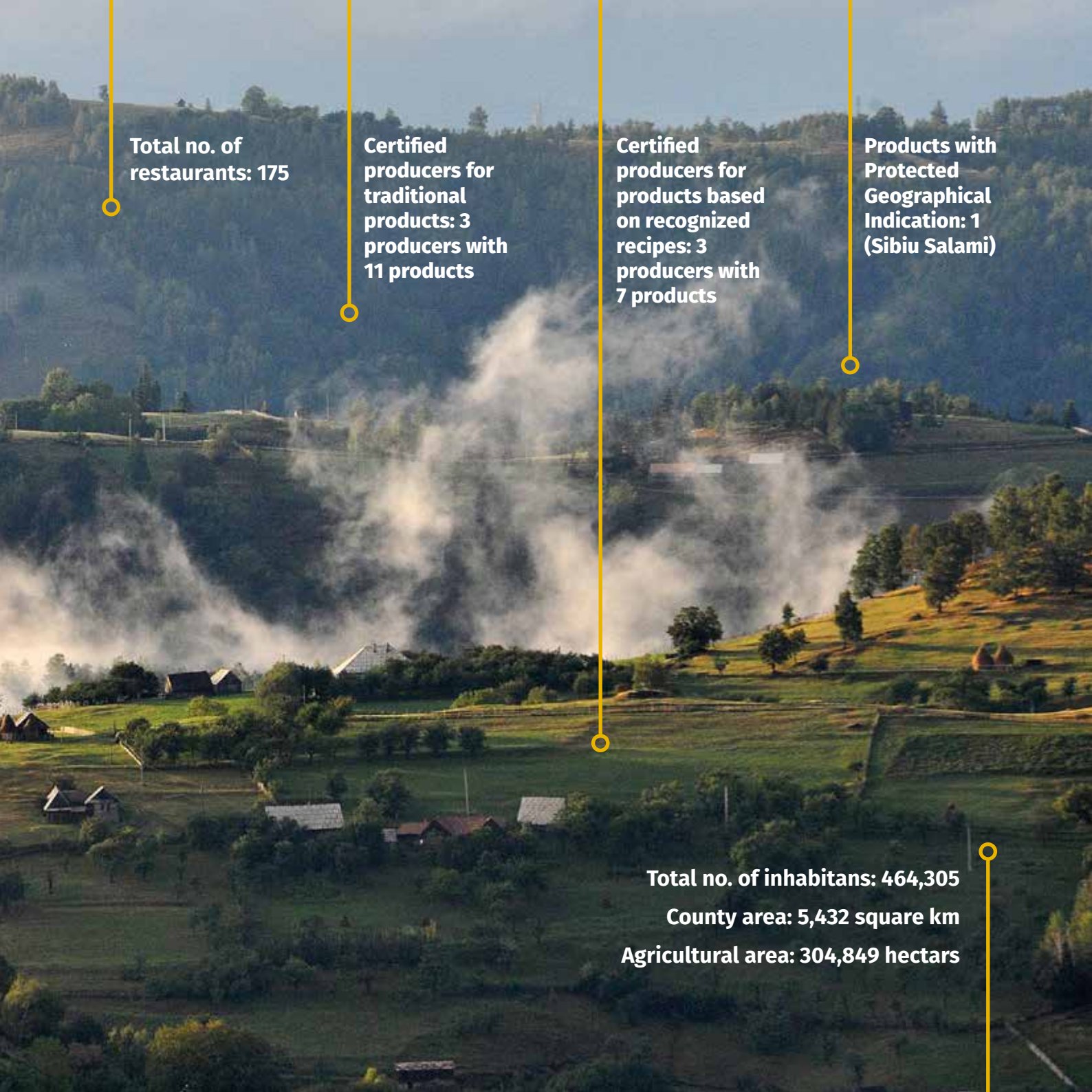






Ecologically-certified producers: 88

Sardinia the region in numbers



**Total no. of
restaurants: 175**

**Certified
producers for
traditional
products: 3
producers with
11 products**

**Certified
producers for
products based
on recognized
recipes: 3
producers with
7 products**

**Products with
Protected
Geographical
Indication: 1
(Sibiu Salami)**

**Total no. of inhabitants: 464,305
County area: 5,432 square km
Agricultural area: 304,849 hectares**

Sibiu

our products

Dairy

Cheese products are, par excellence, inscribed in the culinary and cultural tradition of this area, whose diversity is generated by grassland altitudes, specific production techniques, ancestral knowledge, as well as animal breeds and species. In Mărginimea Sibiului, with its alpine pastures, there is a continuation of the ancestral tradition of producing *telemea* cheese, *burduf* cheese or green cheese (*urda*). In the ancient rural settlements, heifer and goat milk give the cheese a particular aroma.

Cold meat dishes

Pig sacrifice is part of St. Ignatius ritual on the 20th of December. Pig sacrifice religiously respects the customs of Christian faith (although this tradition has spread from beyond Christianity) and ends with the thanksgiving meal called “pomana porcului” (pig’s give-away).

Nothing is spared from the pig, as the housewives skillfully prepare cold meat dishes according to hundreds-of-year-old inherited recipes: sausages, wursts, jelly, pork rinds, meat in lard jars, salt greaves. A special culinary delight is the bard preserved in salt and smoked for a week with beech sawdust in the cold attics of the houses. The Germans used to preserve it in the church belfry, known nowadays as the Bard Tower. Romanians used to keep it in fir trunks where it would remain tender until the month of August. The meat smoking practice, done with cold or warm smoke of beech wood, quince wood or plum wood in smoking chambers made of fir or whited stone masonry is specific to the mountain area.

Bread products

For many, the taste of country bread baked on wooden fire remains a beautiful childhood memory. Yet in every village of Sibiu there are many

households in which housewives wake up before sunrise at least once a week to put the dough in the bread oven. The people of Sibiu prefer sweet potato bread rich in taste, which can be preserved up to two weeks. Along the traditional white potato bread, the flax seed bread, pumpkin seed bread and sunflower seed bread are also produced. Bakers bake large round breads of about a kilogram; for this reason Transylvania is called the “cart wheel bread” region. Bread is considered a divine element and people express a mystical respect for it. Throwing leftover bread or crumbs is considered a sin. Making an imaginary cross sign before slicing the bread and enfolding it in a white cloth are Christian symbols against evil.

Vegetables, fruits and herbs

Good householders, the people of Sibiu cultivate their fields every year. Moreover, there is no inch



Meschener mutschli
ohne

Meschener
mutschli
ohne

Meschener
Bockshornklee mutschli
Mutschli cu tripci

Meschener
Pöschel mutschli

only taste

of uncultivated soil within the households. Gardens are divided in two: one part is for grain cultures and the second for vegetables, respecting the law of rotation for centuries. In the gardens there are potatoes, beans, cabbage, cauliflower, carrots, peppers, zucchinis, tomatoes, cucumbers, turnips, pumpkins, as well as aromatic herbs such as dill, lovage, mint, orach, parsley, tarragon or ramson. Along the vegetables, fruits are cultivated in the country gardens, such as strawberries, black and red cranberries, gooseberries, raspberries and rhubarb. No vegetable garden lacks flowers to delight the eyes, this being one of the most significant features of Transylvanian gardens. Households have their own orchard consisting of various old types of apple trees, pear trees, plum trees, sweet cherry trees, cherry trees, mirabelle plum trees and nut trees, and on the roads, in front of the houses, plum trees and pear trees are ranged. Rarely, quince trees can be found. The use of nuts, sweet cherries, plums, cherries and grapevines has been documentary attested in this region for over 5000 years. The apple and pear trees appear to have been brought by the Roman conquest and have been settled here for over 2000 years. The vegetables and fruits cultivated in certain places gave birth to “local brands”. Avrig sweet potato, Moșna cabbage, Ludoș cucumbers, Sibiel apples, Cacova (currently Fântânele) red apples and Cisnădioara sweet cherries are a few examples.

Hunting products

Sibiu is over 50% covered by protected areas abundant with species of hunting interest, renowned for game kettles (wild boar, deer etc.) soups or pottages, sausages or smoked fillets. The administration of the hunting fund is sustainably managed by forest rangers, providing the people of Sibiu with specific hunting dishes for hundreds of years.

Non-alcoholic beverages

The thrift of local people, documentary attested for almost 900 years, contributed to a land division according to fertility and usage. Paleo-botanic research sheds light on the fact that land use is much older than we have imagined. Nowadays we can observe grapevines and traditional orchards on lands considered barren. Terraced sunny hills allowed for the cultivation of fruit orchards as well as animal breeding. The natural apple juice from Slimnic or from Mălâncrav is already well known for its nutritional values; Sibiel and Cacova apples were on great demand for export between the two world wars. Natural berry syrups, fir bud syrup or honey-sweetened elder juice are rediscovered for their health benefits.

Alcoholic beverages

Fruit is also at the basis of strong beverage production. Appetizers such as Tâlmăciu plum brandy (țuica) or Sadu brandy (rachiu) cannot be absent from a copious meal. Raspberry, blueberry or cherry brandies are delicious beverages with strong flavours, which, consumed in moderation, possess curative properties. The remnants of former traditional orchards are still connected to the villages in which they grew, as a living testimony of local wisdom.

Ecologic honey

Although Sibiu climate is not very warm, there are a lot of bee keepers who travel with their hives in warmer areas during the summer. Multi-flower, acacia, lime, rape or sunflower – honey is an emblematic product illustrating Romanian biodiversity.



Sibiu culinary cultural festivals in the region

FEBRUARY

Fuga Lolelor (medieval custom in which tourists receive doughnuts, traditional local dessert)

APRIL - DECEMBER

Country Fair (fair of traditional products and dishes organized in the Open-Air Museum)

MAY – SEPTEMBER

Anima ASTRA, Sibiu (animation program, local traditional gastronomy)

Transylvanian Brunch, itinerant

Flavours and Sounds of Transylvania, itinerant

Picnic in Cindrel, itinerant

Picnic on Transylvanian hills, itinerant

Dinner in nature, itinerant

Bike & Brunch, itinerant

MAY - DECEMBER

Anima ASTRA, Sibiu (craftsmanship and culinary animation program in Open-Air Museum)

JUNE

Sibiu County Cultural Days, itinerant

JULY

Hungarikum Days, Sibiu (Cultural and culinary festival of the Hungarians living in Sibiu)

“Bujorul de munte” Festival, Gura Râului

“Sus pe muntele din Jina” Festival, Jina

Târgul Frumos. Ceramic. Folositor (ceramic and pottery fair)



AUGUST

“Cântecele Munților” International Folklore Festival
(International folklore and gastronomy festival)

Cheese and Plum Brandy Festival, Râșinari

Shepherds’ Celebration, Tilișca

ASTRA Multicultural (international event for
promoting cultural and gastronomic diversity)

SEPTEMBER

“Gastronomic Transylvania” Festival, Sibiu

Cibinfest (Urban gastronomic festival), Sibiu

Mill Day, Hosman

Farmer Day, Roșia

“Bazna Pig” Festival, Bazna

French cuisine celebration

OCTOBER

Sibiu County Cultural Days, itinerant

Cabbage Festival, Moșna

“Products and Traditions in Țara Oltului” Festival, Avrig

Apple fair, Sibiel

Grapevine harvest, Apoldul de Sus

NOVEMBER

Bard and onion, Cristian

DECEMBER

Christmas Fair, Sibiu, Mediaș

Dinner in the citadel, Sibiu

COOLinar, Cindrel Mountains



Sibiru
vision



The program Sibiu European Region of Gastronomy will celebrate the tradition of over two millennia of European medieval and archaic confluence of tastes and gastronomy space in the area of Sibiu. We propose a multidisciplinary and polycentric approach aimed at increasing awareness on the importance of gastronomy and of healthy eating, in the historical, social, economic, cultural, and educational sense, as well as the promotion of regional cuisine in Europe. The region will experience a new stage of development by redefining the stable and sustainable connection between urban and rural areas and by developing a strong European gastronomic identity, which will lead to a better positioning on the production and consumption markets and contribute to completing and diversifying the experience of the people visiting the region. We wish to continue to draw attention to the importance of research and preservation of local breeds and varieties, protection and approval of specific products at national and European level as well as ecological farming. Associative approaches aimed at strengthening the local and regional production of healthy food and the sustainable rural economy will be encouraged and supported. Education and research will have an important role in identifying the best methods of keeping the century-old tradition and cultural heritage, without

ignoring the global tendency of social and economic development. Regionally and nationally-wise, Sibiu is perceived as a promoter of advanced innovation and research, based on the sustainable conservation and integration of the historical and cultural heritage. New workforce training programs in areas such as agriculture, environment, culture, hospitality and creative industries will ensure the professionalization of young people and of those already working in these fields. Civic education programs will increase the awareness and involvement of the inhabitants of Sibiu in what regards healthy living and sustainable creative development of the rural and urban communities. The triple helix model (administration, education, economy) will be used to create interdisciplinary networks in order to increase the quality, diversification and growth of the production capacity and the sale of local agricultural products on new markets and to new types of consumers. Their ability to catalyze energies, to generate added emotional involvement and especially to bring about visibility and raise debates will continuously support and accompany every technical stage of the program.

The program will generate an integrated approach of the field and a coherent and sustainable public policy for the whole region, with the aim of creating a more attractive region for housing, tourism and investments.



Sibiru objectives



General objectives of the program

Stimulating the sustainable economic development of the region by creative exploitation of the gastronomic heritage and an integrated approach of the local communities, education, culture and business.

Strengthening the region's gastronomic identity in the European context by involving and recognizing the importance of gastronomic culture among the population.

Direct contribution to ensure long-term food security, the development of adaptation and mitigation measures of the effects of climate change and safeguard the resilience of local communities.

Key focus areas

Culture diversity

Objectives:

Increasing the international visibility of the region by promoting the local gastronomic diversity, given by the uniqueness of accessing primary resources, presentation, encouragement of creative industries to exploit this field in an artistic manner.

Research, inventory and conservation, valorization and promotion of local gastronomic heritage and its official recognition as intangible immaterial heritage.

Creating collective brands which certify and guarantee the geographical origin of the raw material and of the food of Sibiu by developing and substantiating the concept of local gastronomic imprint.

Promoting gastronomy and its related disciplines in the educational curriculum.

Creating a certification program for tradition keepers who have a direct impact in the gastronomy of Sibiu (genetic resources, traditional recipes, traditional knowledge).

Interconnectedness of the urban with the rural

Objectives:

The scientific assessment of tangible and intangible heritage values of the rural and urban areas, in order to build a scientific argumentation for strategies of touristic interconnection, by accessing traditional knowledge.

Directing the flow of tourists from urban areas to rural areas via specific culinary thematic routes and by organizing gastronomic events in the countryside.

Creating touristic interconnection programs on gastronomy between the two urban poles (Sibiu and Medias), the regional towns and the rural area adjacent thereto.

Creating touristic interconnection programs on gastronomy between Sibiu and adjacent regions.

Connecting the urban citizens with the food producers in rural areas.

Stimulating and supporting the establishment and development of private economic structures in this field, set up mainly in rural areas.

Education and health

Objectives:

Implementation of education programs for healthy nutrition, with special emphasis on children's nutrition and the experimental application of modern methods of *Behavioral* Insight in order to increase their chances of success and building up healthy life skills.

Developing the concept of local gastronomy imprint by assessing the primary resources and applied technologies, starting from farm to fork.

Encouraging sensorial education programs for children in schools, by organizing gastronomic events in the order for them to acquire healthy lifestyle habits.

Implementing innovative programs in the field of health, proposing nutrition reform and pilot applications in the areas financed by public authorities.

Ensuring continuity for the *Fruit in School* Program, a program distributing free fruit for children.

Sustainability

Objectives:

Achieving an integrated strategy for sustainable and ethical development of tourism and creative industries, with a focus on practices of food production and gastronomy, able to ensure the production and consumption of healthy and sustainable food.

Encouraging environmental protection programs that prioritize the protection of beekeeping and livestock pastures, agricultural land, and areas for harvesting medicinal plants and berries.

Encouraging *smart* farming techniques to ensure adaptation to climate change and maintaining an unpolluted environment.

Promoting the concept of local gastronomy imprint, the inventory of the unique products according to content and raw material, created by traditional technology and through scientific documentation.

Attracting well-known Romanian gastronomic events in Sibiu, as to strengthen Sibiu's position as a main gastronomic region.

Involving local actors in the activities and programs of the European Region of Gastronomy Platform.

Encouraging European cooperation programs, *Local Cuisine - European Tastes*: Luxembourg, Ille-et-Vilaine (France), Västra Götaland region (Sweden), Fribourg (Switzerland), Trondheim (Norway), the European Commission's Tasting Europe program.

Supporting SMEs and Innovation

Objectives:

Developing public programs to support small-scale producers and SMEs in the field of gastronomy and hospitality industry in Sibiu.

Creating a framework for efficient cooperation between the public and private sectors in order to support local food producers and services providers in the field of gastronomy.

Supporting individual producers, producer associations and SMEs in order to shorten the supply chain from raw materials to the consumer and thus ensuring sustainability.

Encouraging tour operators to innovate on products,

recipes and local customs as business growth engine.

Digital Agenda

Objectives:

Developing a methodology and the adequate instruments for providing digital information about the food resources and agriculture in the area.

Creating an interconnected digital platform to promote authentic local producers and their services.

Creating an interactive gourmet map, allowing location and communication with operators in the culinary and creative industry field.

Supporting producers regarding the use of digital systems such as e-marketing, e-commerce etc. for promoting and selling their products and services.



Sibiru
programs



Among the programs announced to be organized in 2019 as part of the Sibiu European Region of Gastronomy, we mention:

Cultural Agenda, Community Agenda

Public local authorities will adapt their funding strategy for cultural projects and for those dedicated to community development so as to primarily support initiatives in the area of gastronomic culture.

Cultural Agendas in the region comprise over 200 projects (performing arts, music festivals, theater, film, dance, folk traditions, gastronomy etc.).

Community Agenda will support projects focused on the involvement of citizens, children and young people and the promotion of a responsible way of life in local communities.

Origins

Culinary heritage will be further investigated to facilitate understanding the specificity of historical cuisines, of the conditions that generated them and of the role that they have in the new Transylvanian cuisine. Ingredients, production and preservation techniques, tools, recipes, culinary imprints, consumption habits, traditions, beliefs, communities and stories will be brought to the foreground.

Fruit in schools

A program supporting healthy food in schools, accompanied by contests, tastings and themed workshops.

Healthy food in institutions

Infrastructure modernization program aimed at rethinking menus in collective dining spaces, suitable for all ages and for people with dietary restrictions.

The school in the traditional village

The project has an educational component on the topic of traditional cuisine and gardening. Workshops for the production of bread, cheese, grape must, jams, compotes and pickles will be organized, according to recipes taken from the ethnographic areas of the county. Period: from May to October.

The countryside fair – garden and landscape

A program promoting the homestead, from planning the garden for planting cereals, vegetables, orchards and grapevines and collecting aromatic and medicinal herbs from the spontaneous flora, their description, modeling time-dynamics while maintaining the resilience of local communities and their role for nutrition, trade, habitat.

Every weekend, local communities and neighboring regions of Sibiu cook seasonal vegetables and

meat (fish, mutton, beef, pork, chicken, duck) for the visitors. The program ends in December with the feast of Ignatius.

Play food

Sensory education program to enhance children's tastes by organizing events and festivals, to teach them to appreciate the local cuisine and the importance of a healthy lifestyle.

INVEST IN SIBIU

International conference promoting business opportunities in agriculture and connected fields.

Sibiu Food Forum

Debate event including exchanges of best practices for presenting the experience of Sibiu in the European Region of Gastronomy platform, and presentations of the obtained results, aimed at ensuring the sustainability of the program.

Food in farmer markets/ local markets

Daily or seasonal food markets are still the main source of fresh food supply for city dwellers, the main market for small producers in rural areas and a representative place to visit for tourists. Markets

will be developed and integrated in the program to support agrobiodiversity, sustainability of local products, short food distribution chains, in order to capitalize on their uniqueness for locals, restaurants and tourists alike.

Animate ASTRA

Animation program of ASTRA Open Air Museum by the organization of gourmet workshops, crafting workshops, dances and songs and a student program for seeding the gardens of the museum with plants specific to the area of Sibiu, in the period April - October.

The days of the rural communities

For three days, the communities are invited in the Astra Museum to present the local cuisine, local products and specific crafts to the visitors.

Culinary circuits

We will develop The Cheese Route in Mărginimea Sibiului, The Wine Route on Târnave, the Route of Transhumance and new culinary trips that will introduce visitors to the world of cultural landscapes shaped by agriculture, local tastes, craftsmanship of traditional agriculture, involving participants in the cooking sessions, tastings

and gastronomic rituals. Circuits create connections between urban and rural touristic poles.

Local taste

A program for the development of the collective trademark "local flavour", which certifies and guarantees the provenance of products, on the one hand, and of their preparations, on the other. We will address a participatory process of adapting the menus of public restaurants and shops to local characteristics.

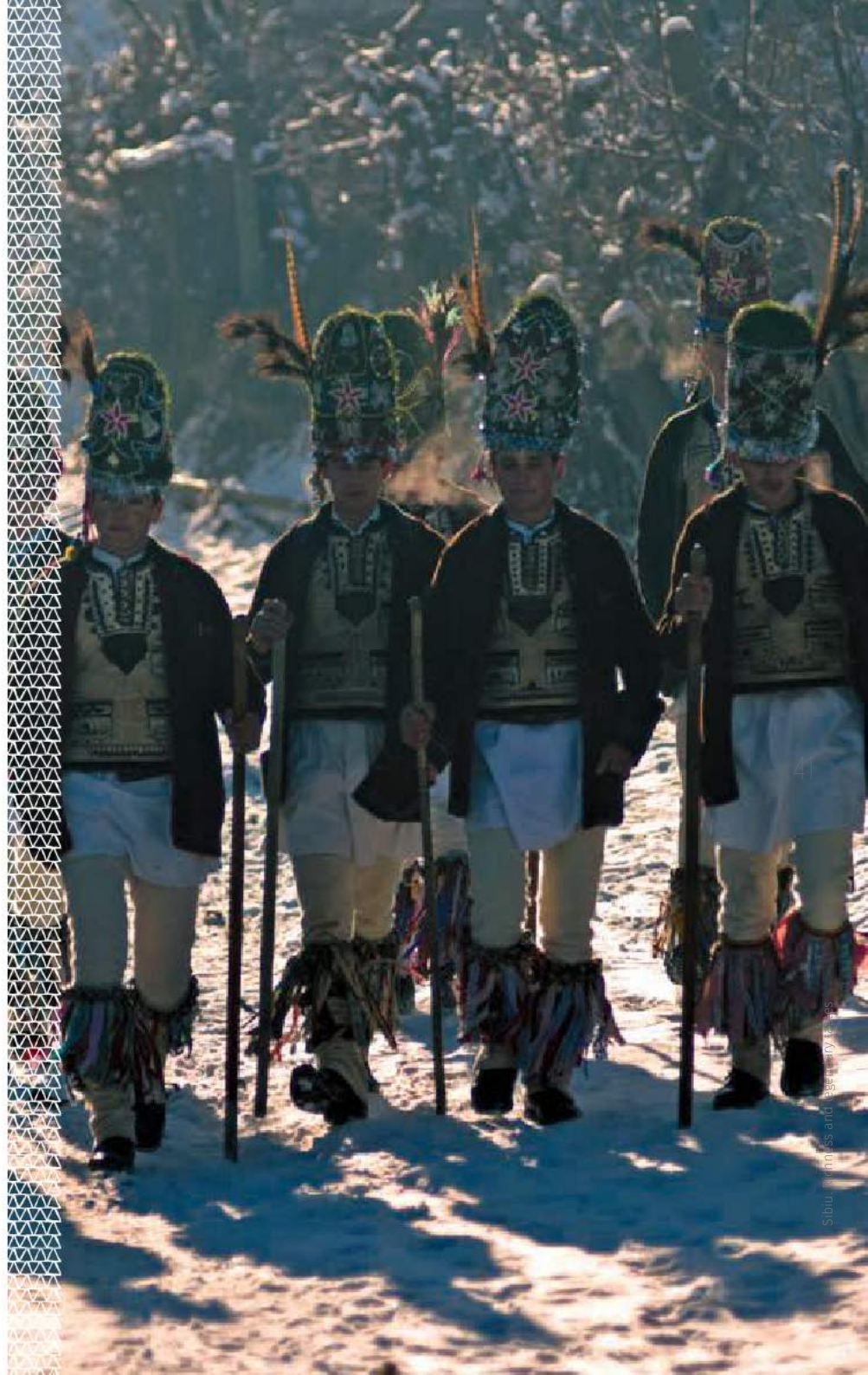
The brand will be created for the five historical territories in the region and brands dedicated to children and to people with dietary restrictions will be developed.

Local breakfast everywhere

Each hostel, restaurant or hotel can be a gastronomic ambassador of the region. We will develop a program of counseling, certification and promotion of tourist operators for offering exclusive breakfast with local and seasonal products.

Sibiu city menu

Program for the development of the quality food offer in the restaurants of Sibiu, by promoting the traceability of local ingredients and by reinterpreting traditional recipes in view of the new consumption trends.



Traditional street food

The landscape and a continuous oscillation between the village and the agricultural areas (the fold of the mountains, plain-fold from transhumance, working in the fields, gathering or hunting) have led locals to adopt new ways of eating in nature.

Traditional practices will be reinterpreted for current consumption in urban and rural areas, by proposing picnics.

The program will strengthen cooperation between producers and tourist operators and will offer new outdoor eating experiences.

Farmers' guests

Although numerous and varied, the farms in the region are little visited. This program proposes the discovery of the gastronomic heritage, of the way of producing agricultural goods, familiarization with authentic tastes, eating habits, values and the way of life of small producers.

Educational visits to food production companies

A program dedicated to students and tourists, aimed at discovering the food industry in the region – baking, dairy and meat companies.

Romanian tasty

Graduates of the Faculty of Agricultural Sciences, Food Industry and Environmental Protection organize exhibitions of gourmet food prepared with local ingredients and by traditional techniques.

The bank of local brands and resources

A research program on the conservation on the farm (in situ) of the resources for food and agriculture, the digitization of information and cooperation with the Gene Bank of Suceava and with national and international institutes in the field.

Eating together

The program proposes new culinary experiences and direct interactions with locals, amateur cooks (eg. local personalities, but also fishermen, hunters, cheese makers, mushroom and berry gatherers) and encourages cultural exchanges in unconventional spaces.

The program will bring together innovative and creative initiatives of the inhabitants.

Choose your Food!

A program that promotes the concept of community supported agriculture (CSA), which proposes sustainable partnerships of solidarity between urban consumers and small rural producers in the proximity.

Involving consumers in manufacturing decisions ensures producers a warranty for the marketing of the products, certifies fair price products, reduces the selling time, promotes environmentally friendly practices, contributes to ensuring healthy food and supports the development of jobs in rural areas.

Learning by doing

Program of internships in specific food structures or culinary festivals, targeting vocational education students, to ensure a better connection between the education process and the needs of the private sector and to create a favorable context for the specialization of the workforce in the industry of hospitality.



Sibiu European cooperation

Food connects people and cultures and cuisine has brought us together as regions. From the very beginning, we have appreciated the benefits of the cooperation within the European Region of Gastronomy platform and we have already felt that there are many common themes that concern us and that, through projects and exchange of best practices, we will develop together, in an intelligent and responsible manner.

As a region of ancestral agricultural traditions and cultural innovations, Sibiu, along with its network partners, will look for new opportunities to enrich the European platform, proposing

a program of high quality events, promoting both the local identity and the diversity of the European gastronomic cultures.

We will closely cooperate with our partner, the South Aegean region, in 2019, in order to develop joint actions that would contribute to the achievement of the objectives of the European Region of Gastronomy program.

We will share experiences and seek solutions to exploit the culinary gastronomic heritage and identity, shaped by the hilly-mountainous landscapes in Sibiu and the seascapes in the South Aegean region. The region will also capitalize on its

partnership with the Department Ille et Vilaine (France) and with the Fribourg (Switzerland canton), so as to promote gastronomy as a catalyst for development and territorial marketing. Training human resources, identifying and promoting solutions to preserve local traditions, technological innovation and better use of local products are the key aspects of the cooperation. In 2007, Sibiu and Luxembourg shared the title of European Capital of Culture.

Additional steps have been taken towards resuming the friendly relations and Luxembourg was invited to engage in joint programs on topics of gastronomy and culture.



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Sibiu infrastructure and organizational capacity





An Association, tasked with coordinating and implementing the program will be set up this year. The association will have an official place and at least two permanent employees who will have the mission of coordinating the program and the intentions and expectations of the key stakeholders.

However, the Association will finance and run the promotion and marketing campaign. Along the way, the number of the full

time employees may increase. The main stakeholders shall appoint a person who will ensure the ongoing collaboration with the Association, as well as the coordination and implementation of their own projects, as part of the Sibiu European Region of Gastronomy program.

As soon as the Sibiu's candidacy will be agreed upon at regional level, a series of meetings and discussions with institutions, universities, representative NGOs, local agricultural producers and small artisans, persons identified as

preservers gastronomic traditions will be launched. For 2019, public authorities and stakeholders will launch grant programs for culinary culture projects. In addition to the allocated funds, the selected projects will be part of the official Sibiu European Region of Gastronomy 2019 program, which will provide a substantial increase of their visibility and credibility locally, nationally and internationally.

Sibiu

financial strategy

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Main sources of program funding:

Stakeholders will finance the Association which will coordinate program and marketing and communication campaign through payment contributions set at the time of the establishment.

The Association will ensure secretarial services and coordination of stakeholders as well as a unitary public communication of the program.

Stakeholders will provide funding for their own projects from their own sources or other drawn sources. Public authorities, respectively the County Council, Sibiu and Mediaș Municipalities, will create

and ensure the functionality of programs for financing projects publicly or privately approved, as part of the program, ensuring at the same time the necessary funds.

The initiators of the projects financed by this programs will be obliged to distinctly stipulate at least 10% of the project total value for marketing and communication purposes; although this amount cannot be estimated at this moment, it will be added to the general budget for program promotion.

Other income will be secured by attracting European or national grants, as well as by the contribution of involved sponsors.





The estimated budget of 2019 Sibiu European Region of Gastronomy program for the period 2017-2020

Secretarial office, SERG Program coordination, through the Association	200 000 €
Marketing și Communication	200 000 €
Non-repayable financing program of the local public authorities (Sibiu County Council, Sibiu Municipality, Mediaș Municipality) intended for projects initiated by the citizens of the region on developmental topics proposed by the 2019 SERG program	4 479 498 €
Programs initiated and developed by public and private entities as part of the program	3 262 000 €
Cooperation programs within the network European Region of Gastronomy with other regions in Europe	497 722 €

8 659 220 €





Sibiu marketing and communication

The advertising campaign of the program will be carried out by a specialized firm, the costs being covered by the Association for the coordination and implementation of the program.

The communication of the program will be held on two axes: Communication Axis 1 will take into consideration raising awareness of the inhabitants of the region about the values promoted by Sibiu European Region of Gastronomy program and attracting their emotional adherence while strengthening the region's

gastronomic identity. Communication Axis 2 will aim at gaining national and international visibility of the region in order to attract a larger number of tourists. In addition to the overall promotion of the program, the specialized firm will be required to promote all projects approved to take place under the aegis Sibiu European Region of Gastronomy in a unified manner, nationally and internationally.

Locally each approved project will be required to allocate at least 10% of the event's budget for promotion.

The promotion campaign includes:

Creating a graphic identity of Sibiu European Region of Gastronomy program, identity that will become mandatory for all projects approved for development within the project;

Creating an attractive portfolio of events;

Elaborating printed materials, conducting radio, Tv shows, online promotion campaigns with an emphasis on the social media;

Participation in tourism fairs in Bucharest. Participation in tourism fairs in Vienna, Berlin, Stuttgart

and London, in partnership with the National Tourism Authority and with the Offices for Promoting Romania abroad;

Website and application for mobile technology development - collaborative space to promote local cuisine;

Participation in well-known events at the national level with live cooking sessions and sale of local products;

The presence at festivals and gastronomic events of the members of the ERG platform and international partners;

Organizing info trips for specialized tour operators, journalists, bloggers;

Organizing thematic workshops, debates and forums for specialists;

Distribution of information materials with the support of the National Tourism Authority, the Offices for Promoting Romania abroad in Austria, France, Germany, Italy, Great Britain, Poland, Russia, China and the United States;

Organizing direct meetings with the inhabitants of the region, from both urban and rural areas;

Participation in scientific conferences, publishing scientific papers and research reports.



Sibiu

sustainability

Sibiu is today a living story that talks over time of past and future entwined, about the millennial history and the global and digital present sitting at the same table and creating sustainable prosperity and welfare. Therefore, the theme we have chosen is "story-like abundance and taste." The region of Sibiu is one of the few places in Europe where the mountains still bear virgin forests, where wolves and bears feel at home, where the waters are clean, and the land fertile due to the fruitful labour and wisdom of the peasants. Sibiu can be reached by plane, landing on one of the most modern regional airports in Romania, and then it

can be accessed by walking, by riding a wagon or on horseback through legend-like villages, where traditions, ancient food and drinks are part of the daily life. Here, the tastes are still the old ones, from the stories of the grandparents, even if the products and places can be first discovered by using the Internet and state-of-the-art digital technology. This is the reason why our ancient and recent history refers to diversity in harmony and sustainable exploitation of resources of the region.

In the contemporary, globalized, industrialized and overly competitive world, such a model may seem doomed to failure. Perhaps, in an unexpected way,

here we have the "chance" of being disconnected from the communist regime, from the global economic and social flow, which has protected us from a number of stages in the development of Western Europe. Thus, agriculture has remained mostly traditional, the waters are clear, the flora and the fauna have preserved their ancestral characteristics. Our villages, strongly lagging behind in the communist era economically-wise, are real bastions of resistance to forced agriculture, preserving a traditional way of life, and a production manner which is in balance with the nature and with human values. Therefore, the daily life is a healthy life, a model of sustainable coexistence with nature, to which many Western

communities tend to return. Our European partners feel the need to return to the place which we have never left, a place of traditional values, sustainable and responsible agriculture, retrieving the spiritual nourishment that builds us as people. Thus, a major drawback has grown to be a key factor of competitiveness and our credit for the future generations: we are the keepers of the wealth inherited from our ancestors. A drawback for some, but a competitive advantage at European level. The wealth keepers watch over us. Seeds preserved from the past are inherited from one year to another. Walnuts, cherries, sour cherries, grapes and plums have been perpetuated for more than 5,000 years here in the area. During Roman times, apple and pear trees were brought from the very gates of Albania (now Gabala) in the Caucasus Mountains. They completed the countryside landscape with traditional orchards cultivated more than 500 years ago. Our forests still maintain a ratio of one third of the remaining land use.

We have just started our journey, on a road which this program can build so that by respecting traditions, the principles of sustainability, we can achieve the economic prosperity of the inhabitants of this region.

Where do we dream the road will take us? Towards a prosperous and sustainable Sibiu an increasingly better place to live in, to visit, to invest in.



Sibiu evaluation

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The Association of coordination and implementation of the program will be tasked to run a quantitative and qualitative evaluation program during 2017-2019, as well as to elaborate the Final report of Sibiu European Region of Gastronomy program. The projects financed by the local public authorities, agreed as part of the official program Sibiu European Region of Gastronomy, need to comply with a series of pre-established indicators stipulated in the financing contracts.

Studies and qualitative and quantitative research regarding the impact of the program in the area will be conducted with the assistance of “Lucian Blaga” University of Sibiu and the Chamber of Commerce, Industry and Agriculture.

Indicators to be monitored throughout the preparation and implementation period of Sibiu European Region of Gastronomy program:

Economic

- Number of new jobs created in the field;
- Number of newly founded economic operators in the field;
- Number of new investments in gastronomy related businesses;
- Evolution of labour productivity in the field;
- Number of newly provided gastronomic products on the market;

Education

- Number of Bachelor and Master graduates that study the curriculum of gastronomy or related fields in public or private educational institutions;
- Number of graduation theses and dissertation projects on the theme of gastronomy or related fields in public or private educational institutions;

- Number of children taking part in gastronomy educational programs in "Școala altfel" program;
- Number of persons taking part in gastronomy educational programs;
- Number of research-development-innovation projects implemented.

Administration

- Number of entities from the region that have adhered to the objective of the SERG 2019 program;
- Number of new public policies initiated to sustain the implementation of the program;
- Number of sectors involved in the group of interested factors of the SERG program;
- Number of trans-sectorial partnerships created;
- Number of projects initiated within the SERG framework with continuity potential in the long run;
- Number of financed projects in the field of gastronomic culture.

Civil society

- Number of children and teenagers which have come in contact with at least one project belonging to the SERG program;
- Number of minorities involved in projects within the framework of the general program;
- Number of SMEs (Small and Medium Enterprises) involved in the program's development;
- Number of farmers acknowledged as keepers of local genetic resources as base for sustaining Sibiu gastronomy, evaluated according to scientific criteria;

Communication

- Number of gastronomic events attracted to Sibiu;
- Number of TV shows/ Youtube broadcasts that promote SERG 2019;
- Media coverage, number of press articles, issued statements;
- Number of participations / organizing of events, fairs conducted under SERG 2019.



Sibiu partners

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**Partners, stakeholders and supporters of
Sibiu European Region of Gastronomy
2019 program**

Interested factors

Sibiu County Council, represented by Mrs. Daniela Cîmpean, president;

contact: ✉ daniela.cimpean@cjsibiu.ro

Sibiu Municipality, represented by Mrs. Astrid Fodor, mayor

contact: ✉ astrid.fodor@sibiu.ro

Mediaş Municipality, represented by Mr. Gheorghe Roman, mayor, Christine Thellmann, vice-mayor

contact: ✉ primaria@primariamedias.ro

"Lucian Blaga" University Sibiu, represented by University Professor Engineer Ioan Bondrea, PhD, rector

contact: ✉ ioan.bondrea@ulbsibiu.ro

Sibiu County Tourism Association, represented by Mr. Alin Chipăilă, president

contact: ✉ presedinte@sibiu-turism.ro

Chamber of Commerce, Industry and Agriculture, represented by Mr. Aldea Gheorghe, president and University Professor Eugen Iordănescu, PhD, general director

contact: ✉ director_general@cciasb.ro

Technical and scientific team for the development of the 2019 SERG bid book

Coordinator: **Stela M. Matic**, Sibiu Municipality City Hall

Associate Professor **Maria-Mihaela Antofe**, PhD, "Lucian Blaga" University Sibiu

Maria Barna, County Center for the Conservation and Promotion of Traditional Culture "Cindrelul - Junii" Sibiu

Cristian Cismaru, My Transylvania Association

Lucian Costea, Mediaş Municipality Town Hall

University Professor **Eugen Iordănescu**, PhD, Chamber of Commerce, Industry and Agriculture Sibiu

Dana Lupică, Sibiu County Council

Simina Manea, Sibiu County Tourism Association

Oana Popa, Sibiu County Council

Ciprian Ştefan, ASTRA National Museum Complex

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We would also like to thank all involved stakeholders who generously shared time to assist us in orienting the bid.

Up until now, the following have declared support for the 2019 Sibiu European Region of Gastronomy Program:

(public local authorities, NGOs, public institutions and private entities, alphabetically)

<u>ACSB Events</u>	<u>Asociația Sibiu Guides</u>	<u>Editura Techno Media</u>
<u>Aerotravel</u>	<u>Automecanica</u>	<u>Fabrica de Fotbal</u>
<u>AIS Logistic Sib</u>	<u>Bachmann Romania</u>	<u>Federația “Trai Verde”</u>
<u>Alca Plast RO</u>	<u>Biblioteca Județeană ASTRA Sibiu</u>	<u>Festivalul Internațional de Teatru de la Sibiu</u>
<u>Alcomsib</u>	<u>C.A. Biserica Evanghelică – Gușterița Verde</u>	<u>Filarmonica de Stat Sibiu</u>
<u>Alteco</u>	<u>Camera Agricolă a Județului Sibiu</u>	<u>Fundația ADEPT</u>
<u>Ambient Spedition</u>	<u>Casa de Cultură a Municipiului Sibiu</u>	<u>Fundația Mihai Eminescu Trust</u>
<u>Asociația Hosman Durabil</u>	<u>Centrul Județean pentru Conservarea și Promovarea Culturii „Cindrelul Junii” Sibiu</u>	<u>GAL Dealurile Târnavelor</u>
<u>Asociația de Prietenie Ille-et-Vilaine – Sibiu</u>	<u>Colegiul Agricol D.P. Barcianu Sibiu</u>	<u>GAL Mărginimea Sibiului</u>
<u>Asociația Ecoruralis</u>	<u>Colegiul Tehnic de Industrie Alimentară Terezianum Sibiu</u>	<u>GAL Microregiunea Hârtibaciu</u>
<u>Asociația Maghiarilor din Sibiu HID</u>	<u>Complexul National Muzeal ASTRA</u>	<u>GAL Podișul Mediașului</u>
<u>Asociația Mioritics</u>	<u>Consult Construct</u>	<u>GAL Țara Oltului</u>
<u>Asociația My Transylvania & Agenția de turism Reky Travel</u>	<u>CPE Tribuna</u>	<u>GAL Țara Secașelor</u>
<u>Asociația pentru Susținerea Agriculturii Țărănești</u>	<u>Cris&Teo</u>	<u>Hultaforms UMI</u>
<u>Asociația producătorilor de produse tradiționale și ecologice Mărginimea Sibiului</u>	<u>Direcția pentru Agricultură și Dezvoltare Rurală Sibiu</u>	<u>ICS</u>
		<u>IM Consulting Romania</u>
		<u>Inspectoratul Școlar al Județului Sibiu</u>



<u>Mountain Guide Sibiu</u>	<u>Redal</u>
<u>Opticom Consulting</u>	<u>Reemers Publishing</u>
<u>Palace Dumbrava/Hilton Sibiu</u>	<u>Regia Națională a Pădurilor – Romsilva, Direcția Silvică Sibiu</u>
<u>Parcul Industrial Sibiu</u>	<u>Roll Fast srl</u>
<u>Primăria comunei Bazna</u>	<u>Rovinal</u>
<u>Primăria comunei Biertan</u>	<u>Seguard</u>
<u>Primăria comunei Gura Râului</u>	<u>Serviciul Public Salvamont</u>
<u>Primăria comunei Jina</u>	<u>Siebenburgen Reisen</u>
<u>Primăria comunei Moșna</u>	<u>Sistemul de Gospodărire a Apelor Sibiu</u>
<u>Primăria comunei Rășinari</u>	<u>Slow Food Sibiu</u>
<u>Primăria comunei Rîu Sadului</u>	<u>Școala Populară de Arte și Meserii „Ilie Micu”</u>
<u>Primăria comunei Tilișca</u>	<u>T & T Audit SRL</u>
<u>Primăria orașului Agnita</u>	<u>Teatrul Național Radu Stanca Sibiu</u>
<u>Primăria orașului Avrig</u>	<u>Teatrul pentru Copii și Tineret Gong</u>
<u>Primăria orașului Săliște</u>	<u>Terra Com</u>
<u>Prodial</u>	
<u>R.A. Aeroportul Internațional Sibiu</u>	
<u>Raguse MPR SRL</u>	
<u>Recrut’Art</u>	



SIBIU 2019 EUROPEAN REGION OF GASTRONOMY

