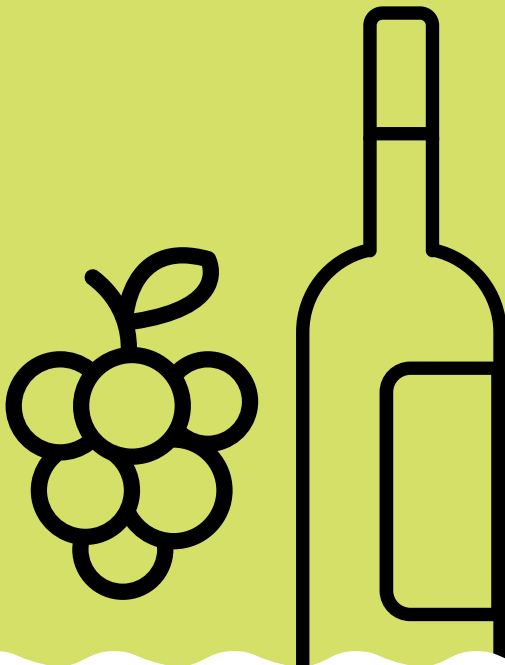


CRAMELE CRIȘANA
AGRICULTURAL COOPERATIVE
CRAMELE ULM



ADDRESS/COUNTRY

Camăr, Sălaj County – ROMANIA

**LEGAL
ORGANISATIONAL
FORM**

Agricultural cooperative

WEBSITE LINK

www.crameleulm.ro

www.fortsilvan.ro

CONTACTS

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CONTEXT

/

INFO**YEAR OF CREATION**

2019

DESCRIPTION/MAIN ACTIVITIES

Wine and grapes sales

MAIN STAKEHOLDERS

member, clients, producers

Five members, grape growers, in different levels of development.

Two of them are already having a local market for their products and logistical capacity for processing.

Their clients are currently local and regional based.

The producers are located at less than 50 km from each other and from the cooperative headquarter.

GEOGRAPHIC COVERAGE

1-service/goods production; 2-markets/consumers/beneficiaries

- 1 The market for the products of the cooperative is local and regional;
- 2 The business perspective is to develop new markets across the country.

REVENUE

The cooperative is still in start-up phase. The sales in 2019 and in the first semester of 2020 are at an estimated value of 12.000 euro.

OWNERSHIP STRUCTURE

who/how many: shareholders/owners/members/worker members/ donors, ...

The cooperative is owned and controlled by the General Assembly, including all 5 members, winegrowers. The executive forum – the board includes 3 members, coordinated by a president that holds the position of legal representative of the cooperative.

The Cramele Crisana Cooperative is currently supported through a grant for the start-up phase by Civitas Foundation for Civil Society, through the National Rural Development Program.

The cooperative employs a sales and operational manager.

Voting process is democratic, each member representing one vote, even if the vineyard and the wine cellars are different in size. The vote is opened and is required in each important operational decision.

VOTING PROCESS

The main benefits concern:

- » reaching new markets based on the aggregate volumes of wines and grapes;
- » local branding;
- » events organization through the cooperative.

**GOVERNANCE
AND MEMBERS
PARTICIPATION**

STRUCTURE/ORGANISATION CHART

Main decision forum: General Assembly

ASSEMBLIES

how many, how, other assemblies than the General one

Usually, the general assembly gathers only twice a year, however in the case of initiatives in early stages, there is a need for a stronger communication. The General Assembly votes once in four years an executive board.

The main decision body of CRAMELE CRISANA AGRICULTURAL cooperative is the General Assembly that gathers monthly and decides on the main activities to be carried out.

The executive board (administration council – the official name in the law) is elected by the General Assembly from the members of the cooperative. They have the responsibility to put into action the decisions made by the General Assembly. They select the employees and administrate the business. The President of the executive board (administration council) is also the legal representative of the cooperative.

BOARD COMPOSITION AND ORGANISATION

The board includes 3 wine-growers – Bibrokem SRL, Arboretum SRL, and Dumitru Blaga. They are the executive board of the entity. The board is coordinating and monitoring the activity of the sales manager.

**COOPERATIVE
PRINCIPLES
BEST PRACTICES**

*Principles for which
the coop represents
a good practice*

PRINCIPLE 1. VOLUNTARY & OPEN MEMBERSHIP

The cooperative includes young vineyards and the wine cellars, and it focuses on the promotion and selling. Their competitive advantage is that the products are local, manufactured or semi-manufactured. This advantage is highly appreciated by the consumers, thus a growing interest towards local, small vineyards and wine cellars arose in the last 3-5 years. The cooperative is opened towards other small producers and membership fees are not restrictive.

PRINCIPLE 2. DEMOCRATIC MEMBER CONTROL

The decisions are open and members are participating via online tools (Whatsapp) in decision-making and control. All members are involved. In some cases, the young generation representing the vineyard and wine cellar is involved along with the older generation.

PRINCIPLE 3. MEMBERS' ECONOMIC PARTICIPATION

As the cooperative is still in start-up phase, it has a short history of operational activity, however currently the members' contributions are both financial and in-kind. The main headquarter of the cooperative is hosted by one of the members and the logistics for bottling and labelling is shared.

PRINCIPLE 4. AUTONOMY & INDEPENDENCE

The cooperative can boost good practices regarding the viability of small regional vineyards and wine cellars. Their operational capacity is hampering their marketing effort, and often good, manufactured wines are not available to clients. The cooperative market niche is growing as the consumers interested in local wines are also interested in local events (brunches, wine tasting, and local tourism) and local food. The cooperative is independent, and its business plan and business approach are determined by the owners, with the support of external experts provided by Civitas Foundation, through the short supply chain project currently implemented (2019-2021). The communication strategy focuses on cooperation and the power of working together that small farmers can have in cooperatives.

PRINCIPLE 5. EDUCATION, TRAINING AND INFORMATION

The cooperative organized trainings for the producers on WSET 1 and WSET 2 level (Wine & Spirit Education Trust) in order to improve their ability to present and sell their products. The Cooperative is active at a local level to increase cooperation among small vineyards and wine cellar owners.