



**Agriculture, Biodiversity and  
Tourism:  
the case of Avalon project Rhodopi**



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*Avalon Network Meeting*  
Bled, November 2010

# EU Policy support to biodiversity in rural areas:

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## Pillar 1

GAEC , CC and modulation

Coupled and decoupled payments

Preservation of permanent pastures

## Pillar 2

Axis 2 measures : LFA; Natura 2000; AE;

Non- productive investments; Forestry

Contribution of Axis 1 and Axis 2 measures

# Measures to support “greening” of rural regions in the BG Rural Development Plan:



## High Nature Value Farmland Scheme (HNV)

Five packages (sub-measures):

**HNV 1:** Restoration and maintenance of undergrazed HNV Grassland

**HNV 2:** Restoration and Maintenance of Overgrazed HNV Grasslands

**HNV 3:** Maintenance of Waterfowl Habitats

**HNV 4:** Maintenance of Protected Species Habitats

**HNV 5:** Restoration of Riparian Habitats

## Organic Farming Scheme (OF)

**OF 1:** Organic Farming Support  
**OF 1C** – organic apiculture

**Axis 1: Improving competitiveness of agricultural holdings: measures 121, 123 and 142**

## Landscape Features Scheme (LF)

Three packages (sub-measures):

**LF 1:** Lowland Mosaic Landscapes

**LF 2:** Creation, restoration and maintenance of Field Boundaries

**LF 3:** Maintenance of Traditional Orchards

## Axis 2: Agri-environment Payments

## Traditional Livestock Breeding Scheme (LB)

Three packages (sub-measures):

**LB 1:** Preservation of Traditional Local Breeds

**LB 2:** Mountain Pastoralism

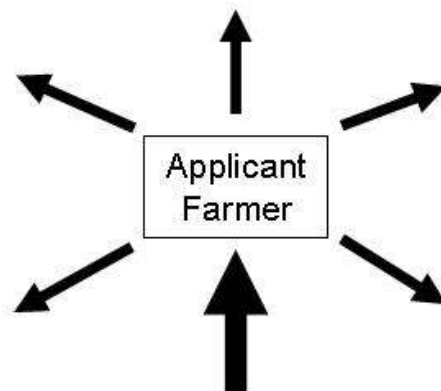
## Soil and Water Protection Scheme (SW)

Two packages (sub-measures):

**SW 1:** Crop Rotations for Soil and Water Protection

**SW 2:** Control of Soil Erosion in Catchments

**Axis 3: Improving quality of life and diversification of activities in rural areas: measures 311, 312 and 313 (tourism)**



**Agri-environment Training**  
*[Axis 1 – Vocational Training and Information Actions]*



ARK

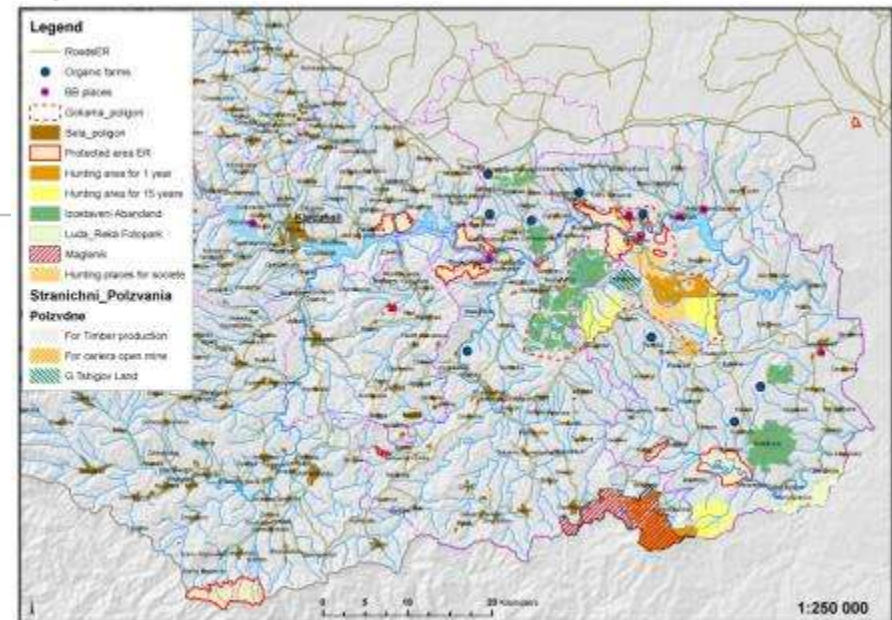
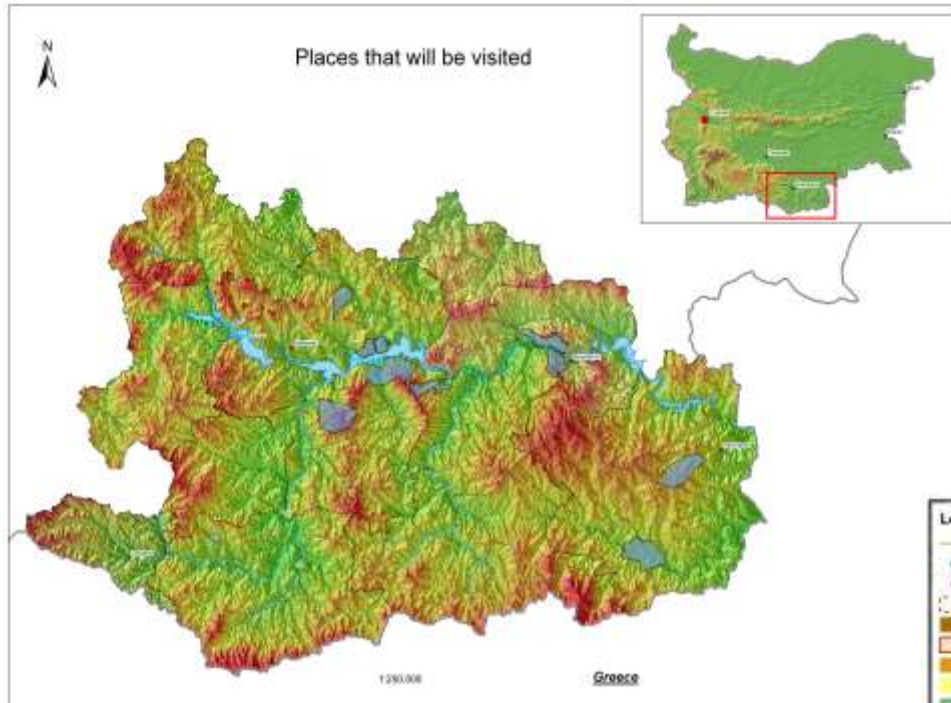
NATIONALE  
POSTCODE  
LOTERIJ

avalon

## Avalon and Ark in the Rodopi area



# NTG target municipalities





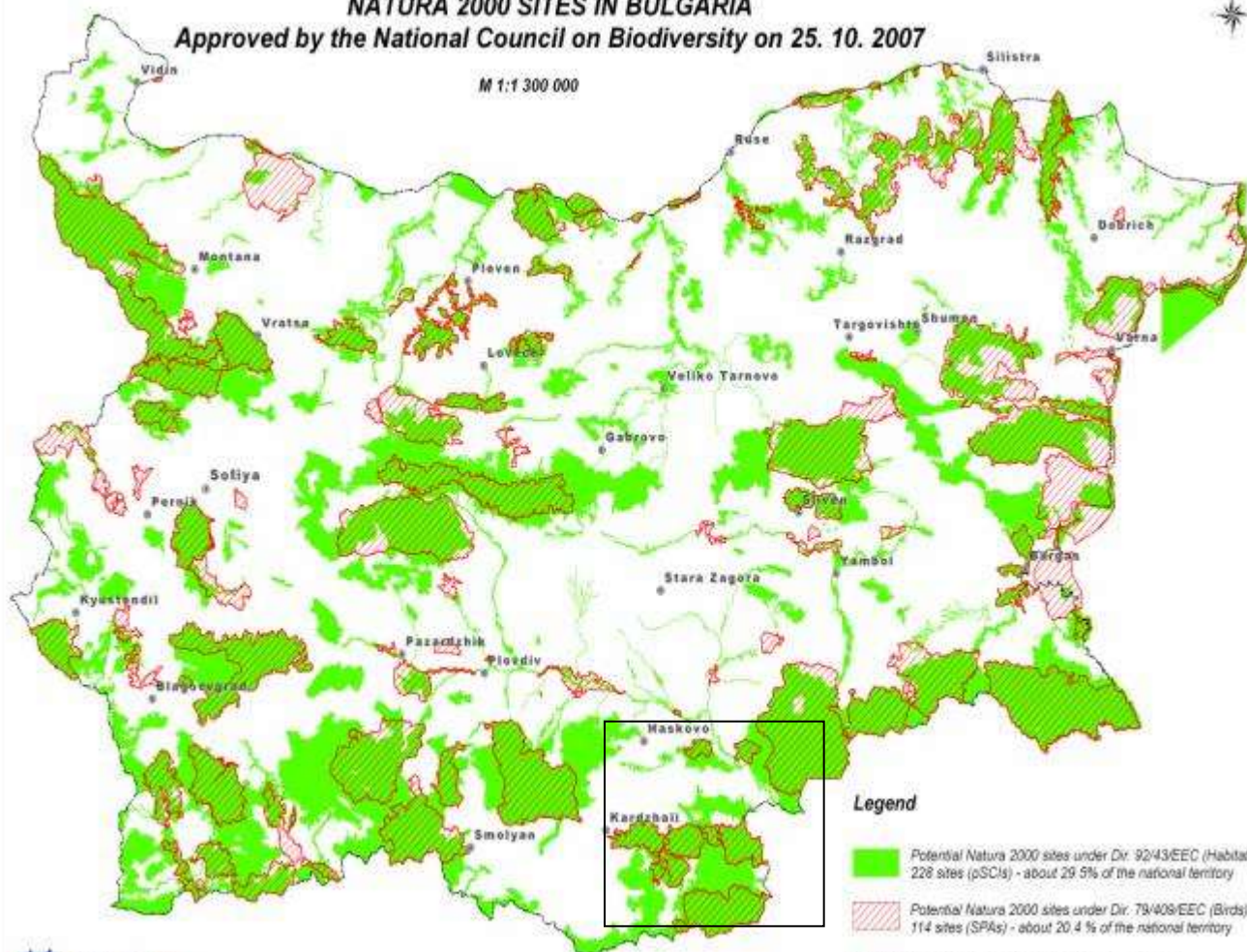
# Protected areas under NATURA 2000 IN Eastern Rhodopi area



## NATURA 2000 SITES IN BULGARIA

Approved by the National Council on Biodiversity on 25. 10. 2007

M 1:1 300 000



# The Rhodopi mountain - one of the hotspots for biodiversity in Europe



- 6500 км2
- 86 protected areas
- 1400 plant species, 84 in BG Red Book, 37 Balkna endemites;
- 278 bird species, 77 in the BG Red Book, 11 in the



# BIODIVERSITY UNDER THREAT



- abandonment of the area (migration to cities)
- over- or underexploitation of the natural resources (wild berries, herbs, etc.)
- clearing the woodland
- poaching and shooting





Local tourism means traditional-style guest-houses brought up to the EU standards



# Agriculture status



- tobacco/small ruminants region
- abandoned areas/bad infrastructure
- few medium and large farms (even conventional)
- buyers dictate prices
- small producers keen to learn about organic





# Goals and approaches – “New Thracian Gold”



**Protect the unique Rhodopi area by creating a new and sustainable economy based on alternative forms of land use and ecotourism**

## **ORGANIC AGRICULTURE**

- Farmers' and processors' network
- Education/training
- Demonstration/PR
- Cooperation
- Processing/regional organic products

## **WILDERNESS RESTORATION**

- Conservationists' network
- Natural grazing is back
- Re-introduction of wild horses, deers, wild cats, goats, Rhodopi cattle
- Restore pastoralism - bring people back

## **SUSTAINABLE TOURISM**

- Tourism network
- Support guest-house owners
- Provide new maps and info
- Improve PR and communication

# Problems to overcome (or possibilities to explore):

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- many small producers with low investment power  
producers reluctant to cooperate  
bio-resources deplete, incl. wild animals

**WORK WITH LOCAL BUSINESS !!**



**WORK WITH LOCAL COMMUNITIES !!**





# The New Thracian Gold vision and approach



The traditional vision



nature conservation and economic development are conflicting

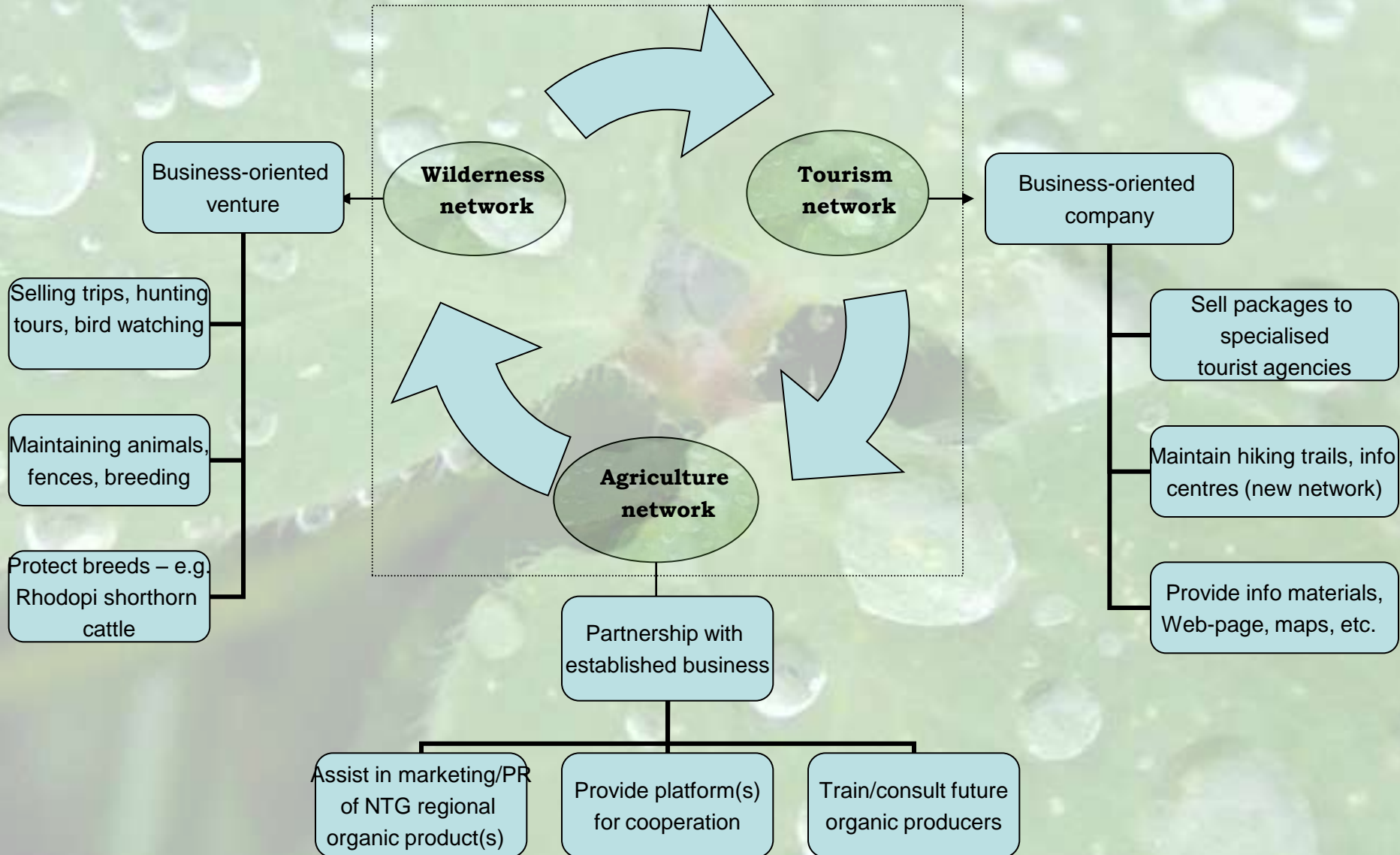
Our vision



the two can go hand in hand



# Functioning of the three networks (partnership) :

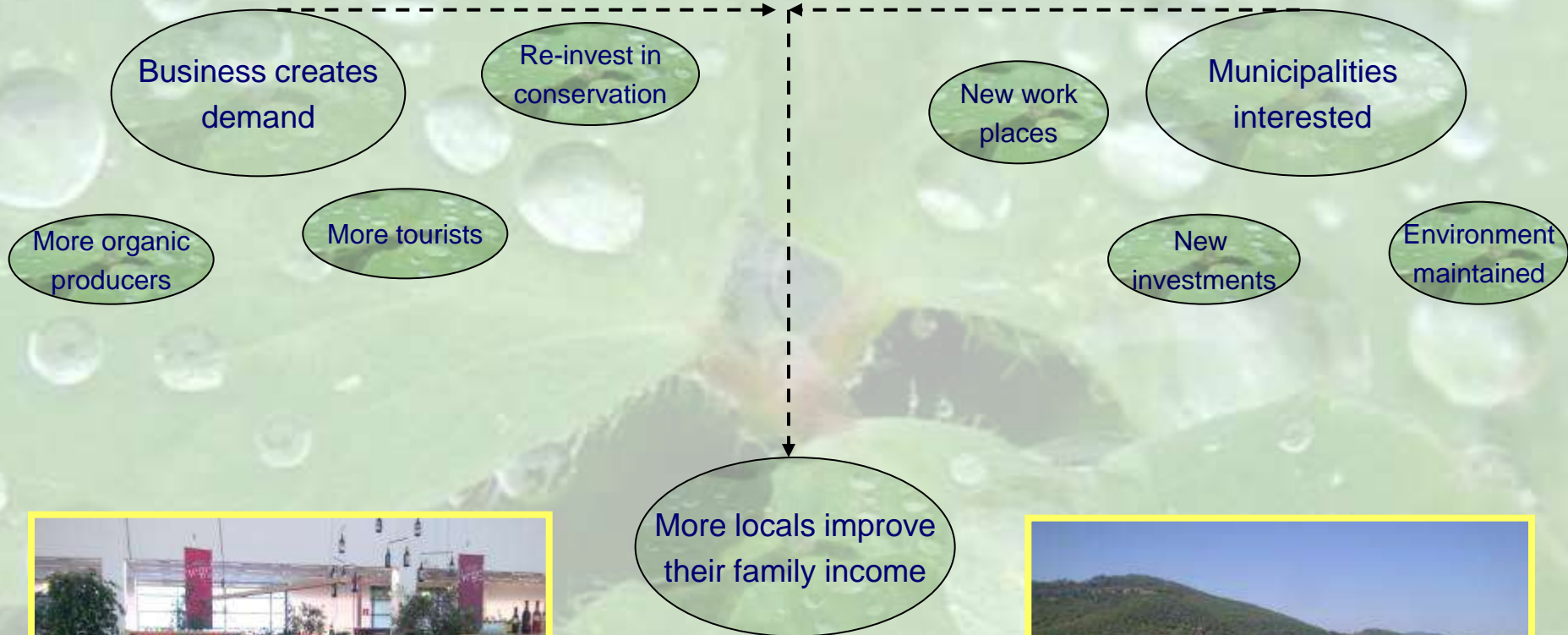








# Expected outputs (benefits):

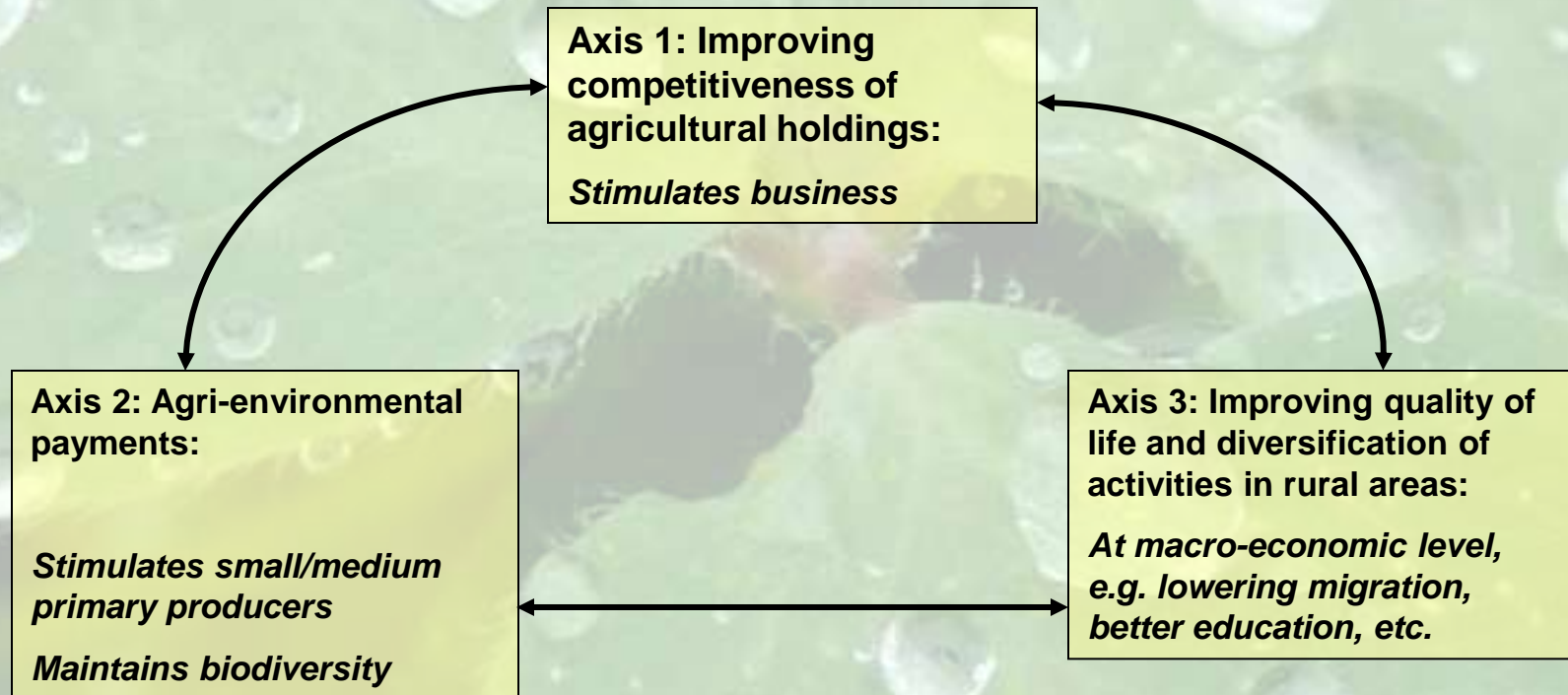




# Instruments and tools to achieve outputs



Are we complying with (and using) the BG Rural Development Plan??





**Thank you for your attention**

