


SKIN Good Practice Recording Template

The Wild Farm	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	<u>Quality attributes: values - social, economic, environmental sustainability:</u> connection between producers and consumers, trust and sense of community, community education, Well-being; generating local employment, synergies with the tourism sector and the territory maintenance; GHG emissions, Energy use and carbon footprint, Ecological soundness of production methods, Food Miles, Food Waste
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<u>Efficiencies:</u> management of small product quantities
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<u>internal:</u> Decision-making structures
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<u>Connection:</u> meet the producer brokerage at social events
EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.	Short description of the 'good practice': The House A secluded ancestral house, at the entrance of the village has become a home for an incredible young family from Madzharovo. This is not the common "Guest house" - it is a home, always open for all friends, old-time friends, as well as newly met ones; for the ones, seeking freedom, the call of the wild and the colour of life. The house can accommodate 15 people (it has double and triple rooms with individual WC & bathroom) and has a large green yard for camping under the stars, the air saturated with hay smell, fresh grass and flowers. (https://bedandbirding-rhodopes.bg/en/about-us/about-the-wild-farm.html#) The Wild Farm A herd of over 800 cows and bulls from local indigenous breeds- the Rhodope Short-Horned Cattle and the Bulgarian gray cattle, and from recently the French breed Aubrac which are bred the whole year round out in the free, in harmony with the laws of nature. Bees (domesticated and wild), Karakachan sheep and dogs, as well as many other, globally endangered raptors. The small lake near the house is the hiding place of the "domestic" otter – another species of the rarest wild animals on the planet, included in the World's Red Book of protected species.

Main results/outcomes of the activity (expected or final):

Final results return great satisfaction in preserving eco-systemic biodiversity. The transhumance is handed down by the old traditions, so it is seen by consumers as an added value that is being recognised by purchasing the meat from the producer.

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?

Transhumance needs for large areas of pasture. Results are achieved by enabling consumers to access to the route of the transhumance. To do this, the farms offers accomodiation to the guests.

Further information/Reference:

<https://bedandbirding-rhodopes.bg/en/en-index.html>

Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).

This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided. ☒

Кратко описание на “Добрите практики”

Къщата

Уединена наследствена къща на входа на селото, станала домашно огнище на едно невероятно младо семейство от Маджарово. Това не е общоприетата “къща за гости”, а отворен дом за всички приятели – стари и нови, търсещи свободата, зова на дивото и цвета на живота. Тук има 15 легла (двойни и тройни стаи със собствен санитарен възел)и голям зелен двор за палатки под звездите, наситен с мирис на сено, свежа трева и много цветя. (<https://bedandbirding-rhodopes.bg/en/about-us/about-the-wild-farm.html#>)

Фермата

Стадо с над 800 крави и бикове от местни аборигенни породи Родопско късорого говедо и Българско сиво говедо, и от скоро френската порода Обрак живеещи целогодишно на свобода по законите на дивата природа. Пчели (опитомени и диви), каракачански овце и кучета и много други световно застрашени грабливи птици. А в малкото язовирче край къщата е скривалището на “домашната” видра – още едно от най-редките диви животни на планетата, включени в световната Червена книга на защитените видове.

Основни резултати / резултати от дейността (очаквани или окончателни):

Окончателните резултати връщат голямо удовлетворение при запазването на екосистемното биоразнообразие. Отглеждането на животните се извършва по старите традиции, така че потребителите я възприемат като добавена стойност, която се признава чрез купуването на месото от производителя.

Основна практическа препоръка (препоръки): Каква би била главната добавена стойност / полза или възможности за крайния потребител, ако бяха генерирани знанията? Как може практикуващият да използва резултатите?

Необходимостта от трансмарма за големи пасища. Резултатите се постигат, като се даде възможност на потребителите да имат достъп до маршрута на изселването. За да направите това, фермите предлагат настаняване на гостите.

Допълнителна информация / справка:

<https://bedandbirding-rhodopes.bg/en/en-index.html>

Pearls, Puzzles, Proposals?	The transhumance comes up as way to build up inclusive communities by bridging disadvantages areas (mountainous and hilly) with flat areas where is easier to exchange.
What needs did the 'good practice' respond to?	Needs of recovering tradition and preserving the land for improving and strenghtening the territory identity. Increasing the quality of the products supplied to the consumers.
Methodology Used:	Interview, desk-based research
Actors/Stakeholders:	Actors: primary producer. Stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	3 - Processes
Sectors	Processed Meat
Region, Country	Bulgaria
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

**See SKIN Good Practice 'Hot Topics' Directory*

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