

# Opportunities of organic agriculture in Albania

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## **Implications**

The perspectives of contribution to organic agriculture, aside from the market aspects, have to be seen in their broader sense. It should be argued that the creation of the organic agriculture might contribute to the conservation of the traditional customs and practices. The possibility of using a higher premium than labour might encourage the population to deal in agriculture for much longer.

The organic agriculture has proven that it is able to provide efficient possibilities on diversification and penetration into the market, this when reference is being made to both marginal and less developed areas. These possibilities do guarantee a satisfactory return for farmers and retains a satisfactory use of the natural resources. We recommend a series of interventions in the integrated organic system to occur over an efficient action plan at the national level that is primarily intended:

- to satisfy and make the normative framework on the sector much easier to be implemented;
- to promote organic agriculture at all levels;
- to organize with other links of supply chain at the start and at the end of the production cycle, that is by improving the availability of inputs, by promoting processing and the positioning of products in the market;
- to support the formation, research and extension
- to develop the organic product markets through a consolidation of the exports, as well as affair share of attention to the typology of the potential customers in the food market (urban populations with high incomes, tourists that appreciate the rural wealth and the nature of the country). The presence of such policies constitutes one of the development of a connection between policies of territory conservation and agriculture in the strategic activities of the development program of agriculture, programs where the environmental policies, tourism and organic agriculture constitutes the entirety of a sustainable solution and an evaluation of food products, in the rural development and the protection of territory.

## **Background and objectives**

The aim of the present research work is to present a descriptive analysis of the structural and productive indicators of the organic and, at large, the whole agriculture sector in Albania. The first part of the paper analyses the economical and social framework of today's Albanian farming, which is still far from the European Union standards. Although organic farming in Albania is not as regulated as it is in the EU, we tried to outline to what extent organic farming can reach a productive and economical perspectives for local development. In the second part of the paper we analysed the situation of the potential of organic farms by means of a SWOT analysis. The strength and weakness points for the farms, together with the possibilities and threats of the organic market pointed out by environmental analysis, are selected with the intention of addressing the main issues and attempting to delineate some peculiar policies and market intervention for overcoming the actual nodal points.

## **Key results and discussion**

It is reasonable to argue that in Albania, as in other countries, there exist the proper conditions for the distribution and commercialization of organic products. This potential should be exploited to the advantage of the future perspective of development of organic agriculture (Leksinaj, 2007). By acting in such a manner we would most likely observe an

increase in the export of agricultural products towards the EU countries, taking into account the current problems and the costly certification.

In table 1 the situation of the organic potential farms was included by applying the a SWOT analysis. According to the methodology of qualitative analysis the role of the interviews with privileged witnesses is that one which embraces the verification and integration of information that has come from statistical data. Such an analysis, which join both a structural and dynamic-forecasting feature, is concerned with the economic, social and demographic aspects, not to mention the natural implications arising from the local developments, this seen from the urban and territorial perspectives.

The main requirement for identification of "witnesses" or "experts" has been their ability to recognize the territory and the local reality; they might also be mouthpieces of specific interests (which in fact several of them are), even though they appear to be experts representing much more general interests. The information obtained via the interviews has been formulated in a general fashion. Experts have brought in specific evaluations, which are related to the sector or areas where they have been practicing. Only in the final evaluation stage a coherent and general tableau of results has been set up in the form of the SWOT analysis.

**Table 1.** SWOT analysis

<b>Strong points</b>	<b>Weak points</b>
Full integration possibilities into supply chain Low cost of labor force	Small-sized farms Lack of a system of standard quality control
Favorable environmental conditions Organizational powers	Difficulties in identification of clients Difficulties in identification of suitable trade networks
Bigger opportunities from European markets Potential leadership in the internal markets Availability in innovations	Difficulties in supply segment Lack of a price policy Packaging and other non-suitable promotional instruments
Household traditions	Difficulties in keeping accounting data
<b>Threats</b>	<b>Possibilities</b>
A poorly defined snapshot of Albania as a producer of organic products Barriers in exports owing to certification Competition among reputed farms Technological viability Lack of well-defined and clear internal reference norms Trade agreements	Demand on the rise Likely synergies among farmers Availability in the market spaces Benefits in the market Differentiation in prices Availability of a technical assistance service

*Source: Our direct processing work.*

The weak and the strong points for the farms along with the possibilities and threats of the market of "organic" which have come to the fore in the environmental analysis have been selected and presented with the view to having a summary of issues that would help solve the implementation of productive strategies and marketing. The variables under consideration are a fruit of the joint work of authors and experts in the administration of farms. What it seems straightforward to notice is the existence of the general rules in favour of the objective "the attainment of a premium price from the organic products in the market, particularly in the European one" (Leksinaj et. al. 2009).

## References

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