

Gaining trust in emerging markets

Principles of FiBL projects and its cooperation in South East Europe

- **Monika Schneider, Biofach 2006**

FiBL projects in the region



FiBL principles, working approach

- Respond to local partners requests
- Market oriented approach
- Promote sustainability of local partners, set up of institutional framework for organic sector development, to develop service provider
- Knowledge transfer to local institutions
- Long term cooperation

Project in Albania



Aim

Support the rural development and to increase the income of farmers families

Partners: Organic Agricultural Association OAA (farmer association), BioAdria (organic competence centre)/Albinspect (Inspection body)

Funding: Swiss government (sdc)



Focus on three value chains, market initiatives (national and international):

- Olive
- Fruits and vegetables
- Karaburuni – organic goat and sheep production

Project in Albania



Market Partners:

- Producers association
- Processing unit Shkalla
- Trade: 



Result: high quality organic olive oil exported to Switzerland

More information see Shpresa Shkalla

Projects in Bulgaria



Aim: support the organic sector with an advisory service and lobbying

Partner:



Funding: Swiss government (sdc)



FiBL input

- Training of advisors
- Support for the institutional building
- Management support, strategy development

Projects in Bulgaria



Export products

- Essential Oils: Roses, Lavender
- Herbs: Menthe, Camille
- Honey
- Wine (good potential)



Projects in Bulgaria



Domestic market

- Dairy products
- Meat
- Fruits, vegetables



Projects in Bulgaria



Partner:



**Regional
certification body**

Funding: Swiss government (seco)



FiBL input

- Support for institutional development
- Advisory for quality management
- Training for inspectors
- Support for accreditation

Projects in Bulgaria



- ❖ **Cooperation with IMO (international certification body)**
- ❖ **Founded in 2003, 5 staff**
- ❖ **Clients in Bulgaria and Macedonia**



More information:

Gergana Nentcheva

Project in Macedonia



Aim

Support for rural development and increase of income for farmers family



Knowledge transfer

Development of domestic market

Specialities for export

Institutional building

Project in Macedonia



Products for exports

Wine, Kaki, processed fruits (and vegetables)



**More information concerning Kaki:
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