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FROM THE AMERICAN PEOPLE

USAID Agribusiness Project





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Serbia Agribusiness Project

Basic Project Data

Term: Five year LOP – Oct 2007 to Sep 2012

Funding: \$27M

Locations: Belgrade, Novi Sad, Niš and Čačak

Personnel: 2 American staff, 29 Serbian staff



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Overall Project Objectives





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Overall Project Objectives

- 1. Increase efficiency & competitiveness of Serbian agribusiness.**
 - 2. Improve enabling environment for Serbian agribusiness.**
- Increase Serbian agricultural product sales
 - Delivered & contracted - \$150 million
 - Cost of delivery \$770,000
 - Increase agricultural employment
 - 4,500



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Project Approach

Cover the “Value-Chain”

- Production – have something to sell
- Processing – present it in a desired form
- Marketing – actually sell it (6 seconds)

(Value is added to products at each stage,
as they move from production to consumer)



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Serbia Agribusiness Project – Organizational Structure

<i>Focus Sub-Sectors</i>	<i>Cross-Cutting Functions</i>
Berry Fruit	Producer Organizations
Specialty Dairy	ABDS & Finance
Livestock (Beef)	Marketing & Sales
Mushrooms & Herbs	Youth Entrepreneurs
Tree Fruit	Environment
Vegetables	Women in Agribusiness
<i>Overarching Support Activities</i>	
Enabling Environment Program (Ag Policy & Info)	
Agribusiness Grant Program	



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Sub-sectors

Sub-sector	Strategy
Berry Fruits	Assist raspberry exporters to shift from frozen to fresh, and to expand the production and exports of blueberries
Dairy	Focus on small to medium scale dairy processors with specialty cheeses and other niche products for export
Livestock (Beef)	Work with feedlots and meat processors to increase the herd size in Serbia, and expand exports of “baby beef” to the EU
Herbs & Mushrooms	Concentrate assistance on wild collected forest products, and assist processors to shift from bulk to retail exports
Tree Fruits	Assist growers & packers to make better use of their cold stores, and to shift exports from Russia to other markets
Vegetables	Focus on root crops and assist growers and packers to market to supermarket chains in Serbia and the region



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Cross-Cutting Activities

Marketing – Sales	Organize participation in trade shows (local & foreign); Marketing, branding, packaging, and labeling assistance; Provide business linkages
Policy – Ag Info	Assist Ministry of Agriculture with policy & regulatory issues; Promote adoption of international standards
Producer Organizations	Provide management and organizational assistance to new and existing cooperatives and producer associations
Youth – Gender	Support young agribusiness entrepreneurs; Implement agribusiness internship program; Assist women entrepreneurs
ABDS	Assist local Business Development Service Providers; Provide information on financing institutions (Banks, GoS Funds, and Grants)
Grants	Provide matching grants supporting the adoption of new technology, marketing and international standards; Capacity building for cooperatives and ABDS providers
Environment	Insure environmental compliance on the part of assisted firms; Provide training to Project clients on environmental issues



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How we make a difference





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Youth

- Implement third and forth Business Plan Competition for young entrepreneurs
- Deliver “Entrepreneurship in Agribusiness” programs in 25 agricultural high schools within Junior Achievement curriculum
- Expand Internship opportunities with Project clients for high school and university students





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Gender



- Implement “Women Entrepreneurs in Agribusiness” training in 5 regions in partnership with selected service providers
- 800 women applied, 300 selected for training
- Implement the business start-up program for rural women – winners of the Best Business Plan competition
- Support a national business women conference in southern Serbia for rural women interested in agribusiness



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Food Safety and Environmental Protection come first!

- Numerous programs
- Target for safe pesticide use: 3000
- Importance of cleaner production
- Environment issues critical to EU accession
- Close coordination with the Ministry of Agriculture





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Finding niche markets: Serbian Cheese makes a come back in the U.S. market

Following this year's Fancy Food Show in New York, traditional Serbian cheeses will once again be exported to the U.S. market following almost a two-decade break.



SERBIA
Naturally

TRADITIONAL
CHEESES FROM SERBIA
FULL BODIED. SAVORY. ARTISANAL.

Also at Serbia's National Pavilion

Organic fruit juices - including "The World's Best New fruit juice for 2008", organic jams and preserves, premium wild mushrooms, all-natural herbal teas, famous Serbian raspberries, blackberries and fruit products, best-selling confectionary and much more

Serbia's National Pavilion
Fancy Food Show
Booth 4250
New York, 28-30 June 2009

info@serbianaturally.com
www.serbianaturally.com

Serbia's best kept gourmet secret



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CULINARIA FOOD SHOW





**PREMIER INTERNATIONAL
FINE FOOD SHOW IN BELGRADE**

The definitive regional event for all regional producers to showcase their fine food and drink to key trade buyers from Europe and beyond

• Milk and dairy	• Juices, beverages and water
• Meat and deli	• Beer, wines and spirits
• Specialty food	• Coffee and tea
• Fish and seafood	• Organic food
• Bread and bakery	• Regional and ethnic food
• Confectionery	• Spices and condiments

CULINARIA Fine Food Show
September 23-25, 2010
BELEXPOCENTAR, Belgrade

E-mail: info@belexpo.rs; Phone: +381 11 3345 228, 2832 828
www.culinaria.rs





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Information is Key

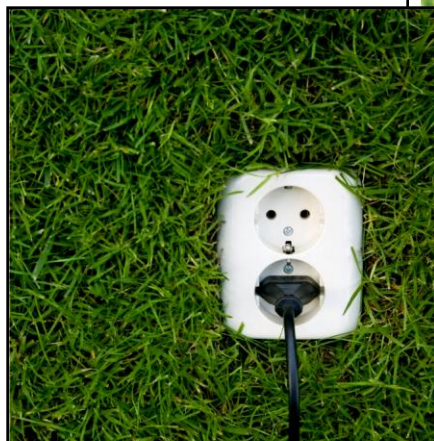




Bezbednost hrane rizici i izazovi

17. mart 2010.
Hotel Continental Beograd





GLOBAL G.A.P.

KORAK KA GLOBALNOM TRŽIŠTU

Sadržaj ovog publikuma je pripremljen u odgovornosti autora i ne odražava stavove USAID-ovih stručnjaka.

konferencija Agrobiznis i obnovljivi izvori energije. Potencijali i prepreke.



Beograd, 29. jun 2010.
Narodna banka Srbije | 9-12.30 h

 **USAID** OD AMERIČKOG NARODA **SerbianFruit**

SEMINAR Globalna finansijska kriza i njen uticaj na agrobiznis

76. Međunarodni poljoprivredni sajam
Novi Sad, 12. maj 2009.



konferencija Efekti liberalizacije carina na poljoprivredu Srbije



Beograd, 18. januar 2011.
Sava Centar | 10.30-14.30 h



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Fostering rural entrepreneurship

- An end in itself
- Keep them home



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SPREMNI STE DA POKRENETE SVOJ POSAO?



USAID Agrobiznis projekat vas poziva na
TAKMIČENJE ZA NAJBOLJI BIZNIS PLAN
u oblasti poljoprivrede / agrobiznisa

Dvanaest najboljih planova biće nagrađeno sredstvima za realizaciju u visini do 15.000 dolara!



Sample Activities in Rural Areas of Southern Serbia

- **Gender** - Women Entrepreneurship training and grant program in five regions south of Belgrade – 800 applicants, 300 participants, 15 grants of \$15,000 each to be awarded
- **Youth** - Two more rounds of the Youth Business Plan Competition for agriculture students, with emphasis on the southern Serbia and award grants to 20 best business plans
- **Technical assistance to sub-sectors** - Marketing/promotional activities, standards, product development, new technologies, and market access activities will be the primary assistance activities throughout six sub-sectors
- **Business Training Courses** - Programs for small producers to increase their market and sales opportunities in Serbia and regional markets
- **“Road to Culinaria”** – We expect to prepare 40 clients from southern Serbia to exhibit at 2011 Culinaria Trade Fair in Belgrade
- **Association and Cooperatives Training** - Programs in cooperative management, strategic and business planning, financial planning and marketing and sales
- **International Certification** - Technical assistance to enterprises, associations, and service providers, to enhance certifications for selected quality and safety standards
- **Leveraging work of other donors in southern Serbia** - Coordinate and cooperate closely with other USAID Serbia activities (PPES, MEGA), Danish LEDIB, German HELP and GTZ



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Lessons Learned

- Marketing of niche products is possible in harsh economic conditions
- To have maximum impact grants must be strategic in design & purpose
- Consultants provide lifeblood to development
- Measuring impact in a credible way is crucial. This contributes to strategy and decision-making
- Enabling Environment is important stand-alone component of development





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Lessons Learned (cont.)

- The need to create viable associations and cooperatives
- Serbia is well placed to increase agriculture exports
- A looming agriculture problem is increasing competition
- We must manage external realities not be driven solely by them
- Youth in agriculture has been neglected
- Women in agribusiness have been neglected. This area has high potential and commands broad media interest





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THANK YOU !!!

Contact:

***Internacionalnih brigada 57,
Belgrade***

Phone: 011 344 5365

office@agrobiznis.net

www.agrobiznis.net