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**Methodology for the  
implementation of the survey**

**“Study of best  
practices and  
potential of  
participation  
of the  
smallholders  
in the short-  
value chains in  
the Western  
Balkans region  
and Turkey”**



**Semi-structured interviews** for each of the identified current or potential high-value niche products respective food using open and closed questions:

## **Open questions will be used**

1. for describing product
2. for drawing value chain
3. for describing value chain in details, including identifying waste management and weak links (also in transport and storing)



**Semi-structured interviews** for each of the identified current or potential high-value niche products respective food using open and closed questions:

## **Open questions will be used**

4. for estimating the size of operations including prices of raw materials supply and final product, and adding value patterns
5. for identifying main players in the value chain including kinds and source of supply
6. for doing SWOT of the value chain
7. for discovering main customers/markets, demand and competition



**Closed questions will be used** to collect the following data:

- market and governance structure
- operating agents in the main value chain and supply chains
- food safety and quality standards implemented/not achieved
- policy incentives and financial instruments available and used



## Collecting other relevant documentation

- During their surveys, JRs should collect all additional available literature, which can help further improvement of the analysis of the areas, products and their value chains, markets and participating parties (stakeholders in value chains, their associations, cooperatives unions, trade partnerships etc.
- SR will compile all collected data in the final report



## Methodology for the implementation of the survey

*In the pre-testing phase, it's suggested to conducted survey in:*

1. One farm doing direct marketing of fresh agriculture products (on a farm door or to local processor) – milk, meat, eggs, fruits, vegetables, crops...



## Methodology for the implementation of the survey

*In the pre-testing phase, it's suggested to conducted survey in:*

2. One farm doing marketing characteristic for the region product through farmers partnership organised processing – milk cream, cheese, winter preserve, dry meat, fruit, medicinal or aromatic plant, corn flour, juice...



## Methodology for the implementation of the survey

*In the pre-testing phase, it's suggested to conducted survey in:*

3. One farm doing artisan processing and marketing typical product made of local meat, milk, fruits, vegetables etc. such as white cheese in brine, kaymak in sack, ayvar, wine, brandy, fruit syrup, olive oil, dry ham...



## Methodology for the implementation of the survey

*In the pre-testing phase, it's suggested to conducted survey in:*

4. One farm selling product through own agritourism (processed through gastronomy) such as various local dishes (sarma, roasted meat, salads, fresh juices, homemade ice-cream, local fast foods-pita, burek etc., cookies)...



## Methodology for the implementation of the survey

*In the pre-testing phase, it's suggested to conducted survey in:*

5. One farm managing short value chain, but not in territorial aspect, but small number of links (such as box scheme some organic producers have)...box of organic products, basket of seasonal fruits, farm food supply etc. (this interviewee is to be omitted in pre-testing in territories where only 4 respondents are foreseen)

# The number of surveyed respondents is 430

Table: Number of surveyed respondents per country/territory

Country/territory	Number of respondents
Serbia	136
Bosnia and Herzegovina	68
Albania	68
North Macedonia	38
Kosovo*	38
Montenegro	26
Turkey	26
TOTAL	400

**+30 from pre-testing phase**, in the extent depending of the scope of changes in methodology done after its completion