

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

Interim report



# Completed activities

- Kick-off meeting
- Description of the areas to be studied, structure of the market and current and potential high-value niche products in short-supply channels versus other sale channels
- Semi-structured questionnaire design and translation
- Testing of the semi-structured questionnaire
- Amended questionnaire

# Kick-off meeting – 28.11.2019, Krusevo, North Macedonia

- Detailed work plan presented and agreed upon
- Scope of the work refined
- Research questions agreed upon
- Overall approach discussed



# Description of the areas to be studied

- Weak cooperation among farmers;
- Missing cooperatives and clusters;
- Undeveloped and unorganized market;
- Poor logistics/processing infrastructure (lack of cooling storages);
- Insufficient investments into promotion of agricultural products;
- Insufficient investments in meeting food standards and adoption of modern practices;
- Lack of seasonal workers;
- Variations in prices of agricultural products;
- Insufficient control in the usage of pesticides;
- Soil analysis is rarely used;
- Lack of advisory support;
- Lack of marketing approach;
- Lack of joint promotional activities;
- Lack of value adding by farmers;
- Lack of compliance with food security standards;
- Etc.

# Semi-structured questionnaire

- Design
- Improved version based on JRC feedback
- Approval from JRC
- Electronic application
- Manual with instructions
- Online workshop providing instructions to interviewers
- Translations in local languages



# Testing – diversity of farms

- Direct sales of fresh agriculture products (on a farm door or to local processor), for ex: milk, meat, eggs, fruits, vegetables, crops...
- Organised processing through farmers' partnership, for ex: milk cream, cheese, winter preserve, dry meat, fruit, medicinal or aromatic plant, corn flour, juice...
- Artisan processing and marketing of 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...
- Sales of products 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)...
- Box schemes: delivery of box of organic products, basket of seasonal fruits, farm food supply etc. (this interviewee was to be omitted in testing in territories where only 4 respondents were foreseen).

# Testing

Country/territory	Number of interviews
North Macedonia	4
Kosovo*	4
Montenegro	4
Bosnia and Herzegovina	4
Turkey	5
Serbia	5
Albania	5
<b>TOTAL</b>	<b>31</b>



# Amended and approved questionnaire

- Testing reports
- Amended questionnaire - small corrections, mainly in the translations
- One of the main recommendations - shortening
- The final version approved by JRC



# Preliminary results

- Text files including testing data
- Final dataset to be provided as an Excel or Stata file



## Next steps

- Implementation of semi-structured surveys
- Analysis of best practices and potential of participation of the smallholders in the short-value chains in the Western Balkans region and Turkey
- Final meeting and APF



# Implementation of semi-structured surveys

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

- Individual face-to-face interviews
- If needed, combined with other survey method (e.g. email, phone, postal).
- Respondents: small farmers and producer groups from different food chains/subsectors.
- In Albania and Montenegro – include respondents from the fishery sub-sector
- summary report of the semi-structured interviews in English for each surveyed respondent
- Respondents identified in with an anonymous sequential number.



# Analysis of best practices and potential of participation of the smallholders in the short-value chains in the Western Balkans region and Turkey

- Conclusions and Recommendations per country of the subsectors with highest potential for value chain development
- Current barriers that prevent that development and ways to overcome them
- Policy recommendations on specific measures that should be taken to promote short supply chains under IPARD.



# Final meeting and APF 2020

- A one-day final meeting in Brussels in mid-September to present and discuss final results
- Final results presented in the Agricultural Policy Forum 2020, 13 – 16 October in Kosovo\*.

