



Support to short-value-chain initiatives and development of new products in the agricultural-food sector in the CBR “Drina-Tara”

## 1. RASPBERRY PRODUCERS – SUCCESFULL MODEL FOR CROSS-BORDER COOPERATION

The purpose of this cross-border project is to enhance networking and capacity building of local agricultural producers, suppliers, food processors and final customers in order to create green value chain in the production and processing of raspberries. The investments will lead to the improvement of production processes, better utilization of resources, the creation of new products and eventually to higher income and employment. The four partners of the project cover different aspects of the production, processing and marketing of raspberries.

With the funds from the ABD LEIWW grant scheme the Association of Raspberry producers Malina invested in a mobile laboratory for chemical soil analysis. This gives them more information and better results in the production process by determining the appropriate agricultural measures that should be applied by the producers. This will directly contribute to improvement of quantity and quality, as well as the control and prevention of excessive and inadequate application of fertilizers and chemicals, which will have a positive effect on the environment. The company Sirogojno and the Cooperative Uvac-Rudo invested the grant funds in a vibrating calibrator for cold storage and modern multihead weigher which will help in selection and packaging of the raspberries. The aim of the NGO Luna is to grow their capacity and employ more people from their community, contributing to the partnership and value chain by making the final product – raspberries juice for the domestic market.

As a result of the project, the project partners plan is to employ additional 14 persons and to increase their income for more than 100,000 EUR.

CROSS-BORDER REGION OF DRINA-TARA	
<b>Project name</b>	“Through integration towards successful production and development of agriculture products”
<b>Beneficiaries</b>	<ol style="list-style-type: none"> <li>1. Sirogojno Company d.o.o, Sirogojno, Serbia</li> <li>2. Cooperative “Uvac –Rudo”, Rudo, Bosnia and Herzegovina</li> <li>3. Association of raspberry producers “Malina”, Rudo, Bosnia and Herzegovina</li> <li>4. Centre for responsible democracy “COD Luna”, Rudo, Bosnia and Herzegovina</li> </ol>
<b>Sector</b>	Agriculture
<b>Grant</b>	Grant: 30,273.38 EUR Total investment: 43.149.32 EUR (without VAT)



New products launched on 26 February



## 2. CONNECTING AGRICULTURE AND TOURISM - AGRICULTURE HOUSEHOLD LJILJANA MATIC AND AGRICULTURAL HOUSEHOLD BORKO MIJAILOVIC

The project improves agriculture and tourism linkages. One of the partners, agricultural household Ljiljana Matic, has intensified the fruit production in the recent years. Apples, plums, raspberries and blackberries are produced on this farm.

Due to climate changes, fruit production has become almost impossible without irrigation and hail protection. With this project, the quality of agriculture products has been increased with the procurement of the irrigation systems and anti-hail nets. In the same time, the production of juices directly on the farm and cooperation with the partner on the project will generate more income from the tourists. This project also promote reduction in the usage of herbicides but with intensifying agriculture production. On the other hand, the prices of fruit on the local market vary and the idea is to increase the competitiveness of produced fresh fruit with further processing into juices. The produced juices will be offered directly to tourists who visit Bajina Basta but also in the premises of the partner on this project. The partner on the project Agricultural Household Borko Mijajlovic is already more involved in the tourism. The tourist facility aims on energy efficiency and reduction of the costs in heating. The plum kernels bought from the partner on the project, but also from many other fruit producers, will reduce the cost of this facility for more than 50%. The plum kernels as biomass was not used as source of the energy in the region before.

With strong cooperation between the partners it is expected to increase the number of overnight stays in municipality Bajina Basta and to higher incomes from agriculture to both partners

### CROSS-BORDER REGION OF DRINA-TARA

<b>Project name</b>	“Production of energy from biomass and preservation of environment through connecting agriculture production and tourism”
<b>Beneficiaries</b>	Agricultural Household Ljiljana Matić, Rogačica, Bajina Bašta, Serbia  Agricultural Household Borko Mijajlovic, Solotuša, Bajina Bašta, Serbia
<b>Sector</b>	Agriculture and Tourism
<b>Grant</b>	Grant: 16,001.95 EUR Total investment: 22,423.10 EUR (without VAT)



### 3. IMPROVEMENT OF BEEKEEPING AND IMPROVEMENT OF THE QUALITY- BEEKEEPERS ASSOCIATION MATICA

The Beekeepers Association Matica in Pljevlja is consisted of people who enjoy the production of honey. It is a place surrounded by beautiful and vivid nature which always gives high quality honey. With the new investment the beekeepers improved their production efficiency. This is really important for a sustainable growth in their business and key into producing their famous and healthy product.

The main purpose of this partnership project was to improve the production and quality of honey and other bee products, such as bee wax, through procurement of appropriate equipment to achieve efficient production of honey as an environmentally healthy product. The new investment the beekeepers will improve their production efficiency. The procurement of 32 electric steam wax-melters help beekeepers in municipality Pljevlja, Monenegro to have clean domestic wax and the equipment for production of selective queen bees will be important for a sustainable growth in their business and key into producing their famous and healthy product.

CROSS-BORDER REGION OF DRINA-TARA	
<b>Project name</b>	“improvement of beekeeping and improvement of the quality through provision of the equipment”
<b>Beneficiaries</b>	1. Beekeeping Association “Matica” - Pljevlja, Montenegro 2. Agricultural household Radoslav Zečević - Pljevlja, Monenegro
<b>Sector</b>	Agriculture
<b>Grant</b>	Grant: 11,078.93 EUR Total investment: 14,771.91 EUR (without VAT)





### 3. DIVERSIFICATION OF TOURISM OFFER - “MAGIC TOURIST RING”

Project “Magic Tourist Ring” is a small value chain implemented within the Second ABDA Grant scheme, between tourism service providers from Cross-Border region "Drina-Tara". Tourism workers from Uzice, and Visegrad recognized importance of the joint attractions and worked partially on development of “Magic Tourist Ring” idea initiated and presented among them several years ago. Ring is several day joint touristic offer of natural attractions of bordering area. Through the grant scheme operators improved and promoted new tourist offer within the “Magic Tourist Ring “concept.

One of the partner on the project and creator of this project idea Radmila Janjusevic owner of “Amigo travel” thanks to the project reconstructed and adapted old cottage in to the rural tourist household located on Mendino brdo in Uzice named “Belino sokace”.

The tourist offer regarding rural tourism in the region is very limited and this rural tourism household soon become very popular. From the opening in October 2015, till today they had more than 500 guests. Their future plans are to open the restaurant in the house next to the chalet where traditional food will be served.

The Tourism Organization Uzice procured information’s distribution system (TOTEM). Also through the project Motel “Aura” in Visegrad, Bosnia and Herzegovina modernise hotel through procurement 6 air-conditioners, 12 LCD TV, 9 mini-bar fridges, 1 washing machine with dryer, 15 mattress.

After reconstruction of traditional cottage on Mendino Brdo in Uzice and purchase of furniture and technical equipment in Hotel “Aura’ in Visegrad, Tourism Agency “Amigo” created unique tourism programme “Magic Tourist Ring” that included mentioned accommodation facilities. Tourism Organization Uzice is promoting this programme through existing information channels (Fairs, web site, etc.) and through installed information’s distribution system (TOTEM) on railway station Mokra Gora –Sarganska osmica (Sargan eight).

CROSS-BORDER REGION OF DRINA-TARA	
<b>Project name</b>	“Magic Tourist Ring”
<b>Beneficiaries</b>	Tourism Agency “Amigo Travel”, Uzice, Serbia Motel “Aura”, Visegrad, Bosnia and Herzegovina Tourism Organization of Uzice, Serbia
<b>Sector</b>	Tourism
<b>Grant</b>	Grant: 17,853.13 EUR Total investment: 23,803.89 EUR (without VAT)



#### 4. DIRECT MARKETING OF ORGANIC PRODUCTS - “ADVENTURE TOURISM ON RIVER TARA AND LIM”

Rafting on the Tara and Lim rivers is becoming increasingly popular as well as the production of organic food. All three applicants have been providing services in tourism and organic food products. Considering that these applicants are connected by similar services and manufacturing, they have found a common idea: improvement and enhancement of the tourism services quality and the production of organic food through cooperation and partnership.

Through the grant investment the Agricultural household “Macanovic” from the village Gibaci, Pljevlja expended the production capacities for up to 20% and developed new product spelt grain through procurement of grinding line for buckwheat and other grains. In the future Mr. Zeljko Macanovic is planning to build new facility for grain production to procure new tractor and additional equipment needed for organic production. Procurement of the rafting boats with accompanying equipment help entrepreneur for recreational activities “Simo-raft” to increase his income for up to 15%. This project also motivate beneficiary to complete Eco camp in Kamena Gora. Also during the project beneficiary started with their own raspberry production. With procurement of additional rafting boat with accompanying equipment the revenues of NGO “Da zazivi selo” was increased for 30%. They canning as a new activity was introduced in their offer due to procurement of dry suites through the grant investment. The partners on the project exchange of equipment and services and jointly promote organic food As the result of the short value chain establish on this project number of overnight stays from the adventure tourism is increased and in the included local communities number of the producers of the organic food is increased.

<b>CROSS-BORDER REGION OF DRINA-TARA</b>	
<b>Project name</b>	“Adventure tourism on River Tara and Lim”
<b>Beneficiaries</b>	Agricultural household “Macanovic”, Pljevlja, Montenegro Entrepreneur for recreational activities “Simo-raft”, Prijepolje, Serbia NGO “Da zazivi selo”, Pljevlja, Montenegro
<b>Sector</b>	Agriculture and Adventure Tourism
<b>Grant</b>	Grant:13,001.8 EUR Total investment: 17,180.27 EUR (without VAT)



## 5. A JOINT PROMOTION AND MARKETING OF MEDICINAL AND AROMATIC PLANTS -THE IMPROVEMENT OF CAPACITY AND COMPETITIVENESS THROUGH DEVELOPMENT AND INTRODUCTION OF NEW PRODUCT „NEVEN SHAMPOO“

Project promotes partnership among producers and processors of medical herbs through joint initiatives of “Association for collecting and proceeding of medicinal herbs Boljanici” from Pljevlja and small family company “Neven” from Rudo. The project invested in development of new product and improves herbs production, processing of the herbs and hand-made production of the cosmetics.

Project promotes partnership among producers and processors of medical herbs through joint initiatives of “Association for collecting and proceeding of medicinal herbs Boljanici” from Pljevlja and small family company “Neven” from Rudo. The project invested in development of new product and improves herbs production, processing of the herbs and hand-made production of the cosmetics.

“Neven” Rudo, procured equipment for shampoo production including homogenizer, mixing machine and filling machine for creamy products with dozer. Grant investment leads to introduction of the new product “Neven shampoo”. Association for collecting and proceeding of medicinal herbs “Boljanici”, through the Grant scheme procured cultivator, plough, tiller, filling machine for soap and small laboratory equipment.

The value chain through establishing permanent trustful link supplier-processor is improved. The joint promotion and marketing for medicinal and aromatic plants were organised on several fairs in the region. The introduction of new products can be solution for processing of medicinal herb in hand made product with high quality.

### CROSS-BORDER REGION OF DRINA-TARA

**Project name** „The improvement of capacity and competitiveness through development and introduction of new product „Neven shampoo“

**Beneficiaries** SZR “Neven”, Rudo, Bosnia and Herzegovina  
  
Association for collecting and proceeding of medicinal herbs “Boljanici”, Pljevlja, Montenegro

**Sector** Agriculture

**Grant** Grant:12,679.96 EUR  
Total investment: 16,906.61 EUR  
(without VAT)