



Suzana Đorđević-Milošević,
Singidunum University, Senior
Researcher

supported by Judith Moellers,
IAMO, International Expert



**Methodology for
analysing target areas & markets**

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



The analysis of target areas, their agriculture production and markets, in WB countries and Turkey.

1. **Data and information for the analysis of the areas to be studied and the structure of the market will be collected from:**

- primary sources – farmers and market parties
- secondary sources - all other relevant empirical & theoretical literature
- statistical reports and databases,
- policy documents and other literature.



The analysis of target areas in WB countries & Turkey, their agriculture production and markets,.

2. Description of the agricultural sector in the target countries will provide

- ✓ general situation in agriculture sector and marketing of agriculture products in respective countries/territories
- ✓ socio-economic characteristics for different subsectors
- ✓ market and governance structure
- ✓ number and size of operating agents
- ✓ relevant food quality standards
- ✓ policy incentives and financial instruments (e.g., IPARD) promoting creation of short supply chains



The analysis of target areas in WB countries & Turkey, their agriculture production and markets,.

3. Current and/or potential high-value niche products will be identified

- estimation of the importance of current niche products will be considered through exploring data from available literature, including SWG documentation, SR and experience of JRs, data from farmers markets and chambers of commerce
- identification of potential high-value products will be identified through assessment of GI registers and other quality schemes and initiatives, demand of the tourist and service sectors