



JOINT RESEARCH CENTRE

Implementation of the semi- structured surveys



*Technical details
& Clarifications*



Content

- Suggested coverage of interviewed entities
(regions proposed for the assessment within WB & Turkey)
- Suggested structure of farmers interviewed
(per niche products)
- Special cases? (assessment of nationwide good practices, known in advance or identified during field work, despite the territory of its presence)
- Troubles enumerator might face on the field and how to deal with



Suggested coverage of interviewed entities (regions proposed for the assessment within WB & Turkey)

Country based

- Albania
- B&H
- Kosovo*
- Montenegro
- North Macedonia
- Serbia
- Turkey

Sub-region based

- WB ABD Regions
 - Drina-Sava (B&H and Serbia)
 - Drina-Tara (B&H, Montenegro and Serbia)
 - Krsh (B&H and Montenegro)
 - Prokletije-Bjeshket e namuna (Albania, Kosovo* and Montenegro)
 - Sharra (Albania, Kosovo*, North Macedonia)
 - Prespa (Albania and North Macedonia)
 - Pchinja (North Macedonia and Serbia)
- Turkey (Antalya)



Suggested structure of farmers interviewed

- Farm doing direct marketing of fresh agriculture products (on a farm door, pick-your own) – milk, meat, eggs, fruits, vegetables, crops
- Farm doing marketing characteristic for the region product through collective channels (farmers organisations) farmers partnership organised processing – milk cream, cheese, winter preserve, dry meat, fruit, medicinal or aromatic plant, corn flour, juice...
- 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...
- 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)
- 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.

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

Suggested sub-regions coverage




Country/territory	Total	No of products		D-S	D-T	Krsh	Proklet	Sharr	Presp	P-K	Antaly	Total per explored regions	Other
		P	G										
Serbia	136	3+4	2+2									110 (10)	16
<u>B&H</u>	68	3+2	2+1									64 (8)	4
Albania	68	3+1	2									60 (10)	8
North Macedonia	38	3+2	2									35 (5)	3
Kosovo*	38	2+1	1									32 (8)	6
Montenegro	26	3+2	0+1									24 (4)	2
Turkey	26	1+3	0+2									24 (4)	2
TOTAL	400											349	41

P-Preserve/Extract

G-Gastronomy

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Suggested structure of farmers interviewed (per niche products)

	Products to be considered	Sub-region to be explored	Country of main interest	Country of interest	Total number of questionnaires proposed
Plum	Preserves: Plum winter preserves - jams, <u>slatko</u> , dried plum coated, plum brandy	Drina-Sava	Bosnia and Herzegovina: 8	Turkey: 4	22
			Serbia: 10		
	Gastronomy: plum sweets, bacon-plum rolls etc.	Drina-Sava	Bosnia and Herzegovina: 8	Turkey: 4	22
			Serbia: 10		

Suggested structure of farmers interviewed (per niche products)

	Products to be considered	Sub-region to be explored	Country of main interest	Country of interest	Total number of questionnaires proposed
Raspberry	Preserves: Raspberry juices, liqueurs	Drina-Tara	Bosnia and Herzegovina: 8 Montenegro: 4 Serbia: 10	Kosovo*: 8	22
	Gastronomy: Raspberry Sweets	Drina-Tara	Serbia: 10		10



Suggested structure of farmers interviewed (per niche products)

	Products to be considered	Sub-region to be explored	Country of main interest	Country of interest	Total number of questionnaires proposed
Apple	Preserves: Apple jams, juices, apple chips	<u>Prespa</u>	Albania: 10	Serbia: 10	25
			N. Macedonia: 5		
	Gastronomy: Apple pies & other sweets		Albania: 10	Serbia: 10	25
			N. Macedonia: 5		

Suggested structure of farmers interviewed (per niche products)

	Products to be considered	Sub-region to be explored	Country of main interest	Country of interest	Total number of questionnaires proposed
Herbs	Preserves/extracts: Herbal teas, Essential oils	Prokletije-Bjeshket e Namuna	Albania: 10	Serbia: 10	45
			Kosovo*: 8	N. Macedonia: 5	
			Montenegro: 4	Bosnia and Herzegovina: 8	

Suggested structure of farmers interviewed (per niche products)

	Products to be considered	Sub-region to be explored	Country of main interest	Country of interest	Total number of questionnaires proposed
Honey	Preserves: Honey and nuts, Mead (<u>medovina</u>)	<u>Pchinja-Kraishte</u>	N. Macedonia: 5	Bosnia and Herzegovina: 8	27
			Serbia: 10	Montenegro: 4	

Suggested structure of farmers interviewed (per niche products)

	Products to be considered	Sub-region to be explored	Country of main interest	Country of interest	Total number of questionnaires proposed
Lamb and mutton meat	Preserves: Dried and smoked mutton	Sharra	Albania: 10	Turkey: 4	31
			Kosovo [*] : 8		
			N. Macedonia: 5	Montenegro: 4	
	Gastronomy: Roasted Lamb, Lamb under (sač), Lamb in mud etc.		Albania: 10	Bosnia and Herzegovina: 8	45
			Kosovo [*] : 8	Serbia: 10	
			N. Macedonia: 5	Montenegro: 4	

Suggested structure of farmers interviewed (per niche products)

	Products to be considered	Sub-region to be explored	Country of main interest	Country of interest	Total number of questionnaires proposed
Row milk (cows, sheep, goats)	Preserves: Cheese of row milk from the sheep/goat sack (sir iz mjeha/mješine and Antalya goat cimi cheese in goat skin- tulum)	Krš	Bosnia and Herzegovina: 8 Montenegro: 4	Turkey: 4	16



Suggested structure of farmers interviewed (per niche products)

	Products to be considered	Sub-region to be explored	Country of main interest	Country of interest	Total number of questionnaires proposed
Organic vegetables	(Certification as added value): Package of fresh organic vegetables	Antalya	Turkey: 4	Albania: 10	29
				N. Macedonia: 5	
				Serbia: 10	

Special cases (despite the territory of their presence)*

- Good practices/success stories, known in advance
- Good practices identified during field work)
- New initiatives

***Note:** the same methodology for the assessments applies to special cases

Class	Fresh Product (including dry or frozen)	Processed Product (home made or off-farm artisan)	Dish (HORECA)
Individual box scheme			
Collective farmers shop/restaurant			
Solidarity purchase/trips			
Rural, agro or wine tourism			
Certified or special groups proffered and recommended (organic, halal, vegan, feast etc.)			



Remember to:

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,
- associations,
- cooperatives unions,
- trade partnerships etc.



Troubles enumerator might face on the field and how to deal with 1

Problem

- Discussion about politics
- Complains about material status of the family

Solution

- Mention that later questionnaire include space where all messages to politicians could be noted
- Ask for patience, since one of questions is related to future plans for the farm



Troubles enumerator might face on the field and how to deal with 2

Problem

- Farmer refused to give data about his farm income
- Farmer refused his personal data to be recorded

Solution

- Type -333 into the blank space
- Make one more trial - offer the option to record just name and phone number for eventual further inquiries (place you may record without asking), if not accepted leave empty



Troubles enumerator might face on the field and how to deal with 3

Problem

- Farmer is expressing hostile attitude

Solution

- After repeating that participation in this research is voluntary, do not make any further attempts to explain or calm down your interviewee. Simply excuse yourself and leave.
- You may leave your business card behind for the case farmers decide later to cooperate, but only if you find this entry for some reason irreplaceable, important or promising