



Stronger Supply Chains for Organic Delicacies from Serbia in the DACH Region

Low living standards, high unemployment and migration to urban areas are among the main problems in rural areas of Serbia, especially in the south of the country. Agriculture is often one of the few existing employment opportunities. Organic production can provide a better income and help protect environment. Strengthening existing and building new supply chains between farmers and BioBalkan will increase trade volumes and increase the know-how on organic farming and processing.

Objectives

- Strengthening existing supply chains for processed vegetable and fruit-based products
- Building a new basis for supply chains with Agro Iris in order to contribute to the conversion of farms from currently conventional to organic production
- Improved advisory services for organic production through Regional Development Agency (RDA)
- Promoting organic agriculture in Southern Serbia through a series of trainings and awareness-raising measures
- Increasing mostly direct-to-consumer sales in the DACH region



Main activities

- Establishing and supporting a cooperative of organic farmers for expanding the supply base of organic raw production
- Investments into processing equipment and renovation of processing facilities for organic production
- Realizing a feasibility study to assess the potential for a new supply chain for dry plums and pears with Agro Iris
- Initiate conversions to organic production and certification of farms
- Need assessment on topics of interest for organic farmers and producers in the region to develop adequate trainings
- Organize marketing activities focused on the Swiss market, like journalists journey, Swiss-specific content and online campaigns

Country/Region

**Serbia/Lebane,
Bosilegrad**

Project partners

Private business:

BioBalkan Express
Handels GmbH
Radanska Ruza D.O.O.

NGO:

Optimist
Agro Iris

Research or public
institution:

Regional Development
Agency (RDA)

Duration

01.09.2022 – 31.12.2023

Total budget

199'917 CHF

SECO contribution

99'958 CHF

Consortium contribution

99'959 CHF





A public good for the organic sector of the country

- BioBalkan works with producers whose mission is to support marginalized groups by integrating them into income-generating activities. This project steps in where the government structures are missing or are unable to provide these services.
- The project supports the building of an organic cooperative, which promotes organic farming.
- A series of trainings on organic farming open to every farmer in the region will be organized. These offers will not only enhance the know-how of farmers and producers in Southern Serbia, but also strengthen the RDA to monitor needs and offer services to the organic sector in the south of Serbia in the future.



Picture 1: Ajvar Product



Picture 1: Harvested papricas



Picture 3: Paprica Farm

Contact information

Radanska Ruza

www.radanskaruza.rs

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www.biobalkan.info

Organic Trade for Development Program

www.organictrade4development.org