



USAID Agribusiness Project

Activity: USAID Agribusiness Project

Descriptive Title: Year 1 Annual Report

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A. RESULTS ACHIEVED DURING THE YEAR

COMPONENT 1: INCREASED EFFICIENCY AND COMPETITIVENESS OF SERBIAN AGRIBUSINESS

1.0: OVERVIEW OF YEAR 1 ACCOMPLISHMENTS FOR SIX SUBSECTORS

Introduction

In the Year One of the Agribusiness Project, six Value Chain Assessments were completed and approved by USAID. Based on these assessments, market failures within each value chain were identified and Commodity Action Plans for each sector were prepared detailing strategies and goals for addressing the failures within each commodity for the five year life of project.

Highlights from each sub-sector are reported below with the full sub-sector reports included in Annex 2.

1.01 Dairy

Dairy subsector was focused on establishing the links between dairies and producers using resources from both to improve the value chain. Field assessments were initiated and completed in 18 small and medium sized dairies, 6 ABDS providers and 4 producer organizations. The Farm Management and Milk Quality Campaign concept paper was created to involve 50 farmers for direct support and 200 farmers for general trainings. The Project worked with Taurus Agro Consulting Company, the most advanced dairy ABDS provider, to promote a broad range of services and organize training seminars. The Project also linked the Serbian Holstein Farmers Association with the same association in the US. Zlatibor Dairy was supported to participate in Novi Sad Agricultural Fair resulting in \$100,000 export sales to Montenegro. Marketing expert Jeff Spears provided training to Granice and Zlatibor Dairies for improving product packaging, design and visual identity.

1.02 Berries

The Project extended various types of assistance to the berry subsector: introducing new varieties and technologies to over 40 producers and/or processors, founding two new POs, training seven cooperatives on selection of varieties suitable for fresh market, giving recommendations to improve irrigation, nutrition, plant protection and post-harvest practices to 10 associations, presenting new technologies for extending shelf-life to a dozen of interested agribusinesses and organizing presentations of nursery development methods for 35 representatives of Serbian producers. With the Project's assistance, berry fruit producers and/or processors also participated at the Novi Sad Fair and contracted sales worth over US\$1.5 million. Six ABDS providers participated in the training organized by the Project to improve their knowledge on new varieties and production under high tunnels. Assistance was also given in the areas of production diversification, increased production and sales on the fresh berry-fruit market, developing capacity to meet International standards and policy framework.