



USAID
OD AMERIČKOG NARODA

Serbia Agribusiness Project

USAID Serbia Agribusiness Project





Serbia AgBiz Project Parameters

- Term:** Five Year LOP – Oct 2007 to Sep 2012
- Funding:** \$27M (\$2M added in Y3 for southern Serbia, & sales target increase from \$72M to \$90M)
- Offices:** Belgrade (HQ), Novi Sad, Cacak, Nis
- Personnel:** Three American staff, 29 Serbian staff



Serbia AgBiz Project Approach

Covers the entire “Value-Chain” in selected sectors:

- Production – producing the raw material
- Processing – transforming it into a marketable form
- Marketing – actually selling the product to buyers

(Value is added to products at each stage of the process, as they move from primary production to the consumer)



Serbia AgBiz Project Goals & Objectives

Overarching Project Goals:

- *Increase the efficiency & competitiveness of Serbian Agribusinesses*
- *Improve the enabling environment for Agribusiness development in Serbia*

Specific Project Objectives:

- *Increase sales of Serbian food products by \$90M over the life of the Project*
- *Increase employment in client firms by 10,000 jobs over the life of the Project*



Project Organizational Structure

<i>Focus Sub-Sectors</i>	<i>Cross-Cutting Functions</i>
Berry Fruit	Producer Organizations
Specialty Dairy	AgBiz Development Services
Livestock & Meat	Marketing & Sales
Mushrooms & Herbs	Youth Entrepreneurs
Tree Fruit	Women in Agribusiness
Vegetables	Environmental Compliance
<i>Overarching Support Activities</i>	
Improved Enabling Environment Program	
Agribusiness Matching Grant Program	



Focus Agribusiness Sub-Sectors

<i>Sub-sector</i>	<i>Strategy</i>
Berry Fruits	Assist raspberry exporters to shift from frozen to fresh, and to introduce and expand the production & export of other berries.
Specialty Dairy	Focus on small to medium scale dairy processors with specialty creams & cheeses, and other niche products for export.
Livestock & Meat	Work with SME meat processors to improve their products and expand their market share, and to export to regional markets.
Herbs & Mushrooms	Concentrate assistance on wild collected forest products, and assist processors to shift from bulk to retail exports.
Tree Fruits	Assist growers & packers to make better use of their cold stores, to recapture the Russian market, and to export to new markets.
Vegetables	Focus on root crops and assist growers and packers to market to the emerging supermarket chains in Serbia and the region



Cross-Cutting Project Functions

<i>Function</i>	<i>Project Activities and Assistance</i>
Producer Organizations	Provide management and organizational assistance to existing cooperatives, and support the formation and/or development of agribusiness associations.
ABDS and Finance	Develop local AgriBusiness Development Service providers and provide Project client firms with information on sources of financing for business expansion.
Marketing & Sales	Organize Project client firm participation in food trade shows (local, regional & international), with associated training in marketing, branding and packaging.
Youth Enterprise Program	Support young agribusiness entrepreneurs, implement agribusiness internship program in Ag Schools, and provide Start-Up grants to young entrepreneurs.
Women in Agribusiness	Organize training programs in rural areas for women agribusiness entrepreneurs and award Start-Up grant to women with the most promising business ideas.
Environmental Compliance	Insure environmental compliance of Project activities, assist implementation of new regulations (SPU training) and support other programs (CP program).



Overarching Project Functions

<i>Improved Enabling Environment Program</i>	
Production Estimates & Market Information	Assist with improvements to the methodologies and systems used for crop & livestock production estimates, and the collection of price information.
Legal, Policy & Regulatory Reform	Conduct studies and analyses of policy & regulatory issues that constrain agribusiness development and provide guidance on potential reforms.
<i>Agribusiness Matching Grant Program</i>	
Marketing & Packaging Grant Program	Provide selected agribusiness clients with matching grants which assist these companies to improve their marketing and visual identity.
Youth Enterprise Grant Program	Conduct an annual Youth Business Plan competition and award a limited number of "Start-Up" grants to the most promising new business ideas.
Women's Agribusiness Grant Program	Implement training programs for women entrepreneurs in selected rural areas of Serbia, and award grants to women with the best new business ideas.
International Standards Grant Program	Award matching grants, on a competitive basis, to selected Agribusiness firms to assist them to obtain international standards certification.
Agribusiness Association Grant Program	Award organizational development grants to selected industry associations, within the six Project sub-sectors, to support their further development.



Sales Results to Date

- 128 agribusinesses have been assisted to attend 22 local or international food & agriculture trade shows since October 2007.
- Project financial and technical assistance has been provided directly to support six (6) domestic trade fairs.
- 195 agricultural firms, and 69 producer organizations, have received direct assistance since October 2007.
- Delivered food products from client firms have a total value of \$80.2 million, out of a total of \$126.6 million in signed contracts.
- An additional \$60 million of potential (future sales contracts) food product sales are still under negotiation.
- Project costs for the direct support provided to firms participating in local and international trade fairs totals \$770,000.



Key Assistance Activities Undertaken

- Support for client firm participation at international trade shows focused on appropriate food & agricultural products
- Provide matching funds for client firms to purchase services locally for international standards and marketing activities
- Facilitate the creation of, and strengthen, local industry based associations that can support the sectors in the future
- Combine expat STTA with local service providers to deliver technical assistance and training to client firms
- Undertake studies of policy & regulatory issues constraining sector development to assist policy dialogue efforts
- If possible, bring in select US equipment and technology suppliers which could become partners with local firms



RCI Assistance & Regional Collaboration

- Serbia AgBiz will collaborate with RCI on the implementation of the UC Davis Post-Harvest training program in October
- A delegation from FARMA in Bosnia attended a conference on dairy farm bio-digesters in Novi Sad put on by Serbia AgBiz
- Serbia AgBiz can provide support to other regional Agribusiness projects to participate in events in Serbia (ie Novi Sad fair)
- B2B meetings can be undertaken within the region – Serbia AgBiz organized B2B programs in Montenegro & Albania
- Serbia AgBiz is planning study tours to Romania & Bulgaria to look at industry associations (meat & dairy) in those countries
- US Study tours could be organized with more than one country participating to foster more regional cooperation/collaboration



USAID
OD AMERIČKOG NARODA

Serbia Agribusiness Project



Hvala!

Contact:
Internacionalnih brigada 57,
Belgrade
Phone: 011 344 5365
office@agrobiznis.net
www.agrobiznis.net