Gaining trust in emerging markets

Principles of FiBL projects and its cooperation in South East Europe

Monika Schneider, Biofach 2006
FiBL projects in the region

- Bioselena/Biocert
- Ecoinspect
- OAA/BioAdria
- Organic Wine
- Probio/others

FiBL Frick
FiBL principles, working approach

- Respond to local partners requests
- Market oriented approach
- Promote sustainability of local partners, set up of institutional framework for organic sector development, to develop service provider
- Knowledge transfer to local institutions
- Long term cooperation
Project in Albania

Aim
Support the rural development and to increase the income of farmers families

Partners: Organic Agricultural Association OAA (farmer association), BioAdria (organic competence centre )/Albinspect (Inspection body)

Funding: Swiss government (sdc)

Focus on three value chains, market initiatives (national and international):
- Olive
- Fruits and vegetables
- Karaburuni – organic goat and sheep production
Project in Albania

Market Partners:
- Producers association
- Processing unit Shkalla
- Trade: claro

Result: high quality organic olive oil exported to Switzerland

More information see Shpresa Shkalla
Projects in Bulgaria

Aim: support the organic sector with an advisory service and lobbying

Partner: Foundation for Organic Agriculture

Funding: Swiss government (sdc)

FiBL input

- Training of advisors
- Support for the institutional building
- Management support, strategy development
Projects in Bulgaria

Export products

- Essential Oils: Roses, Lavender
- Herbs: Menthe, Camille
- Honey
- Wine (good potential)
Projects in Bulgaria

Domestic market
- Dairy products
- Meat
- Fruits, vegetables

FiBL Frick
Projects in Bulgaria

Partner: Balkan Biocert

Regional certification body

Funding: Swiss government (seco)

FiBL input

- Support for institutional development
- Advisory for quality management
- Training for inspectors
- Support for accreditation
Projects in Bulgaria

- Cooperation with IMO (international certification body)
- Founded in 2003, 5 staff
- Clients in Bulgaria and Macedonia

More information:
Gergana Nentcheva
Project in Macedonia

Aim
Support for rural development and increase of income for farmers family

Knowledge transfer
Development of domestic market
Specialities for export
Institutional building

FiBL Frick
Project in Macedonia

Products for exports

Wine, Kaki, processed fruits (and vegetables)

More information concerning Kaki:
Dimce Balevski

FiBL Frick