Agenda

- Overview of the FAO/EBRD project
- Montenegro F&V sector
- Consultative stakeholder discussion
The EBRD and FAO have been working on a number of projects to foster sustainable value chains and upgrade quality standards in the Balkan region:
- Horticultural sector in Serbia and Croatia
- Meat sector in Montenegro and Serbia

Enhancing linkages between small producers and large agribusinesses helps
- add value to agrifood products and upgrade quality standards
- connect local producers to high-value markets
Project objective

Support the development of sustainable F&V value chains through:

- Consolidation of supply
- Product quality upgrading
- Improved linkages between producers and buyers (retailers, HORECA sector)
Main project outputs

- In depth F&V sector review
  - Sector analysis
  - Scenario analysis and policy options for the sector
- Capacity Building support, e.g.:
  - Global GAP
  - Quality standards
  - Collective actions (marketing, post-harvest infrastructure)
- Identification of commercial best practices for sustainable VC integration
Workshop objectives

- Presentation of **preliminary sector findings**
  - Preliminary identification of F&V products with competitive advantage for import substitution
  - Recent trends in trade, and market opportunities and requirements
- Consultative stakeholder discussion
  - Get ideas on how to best proceed
Discussion topics

Issues on production (inputs, standards, traceability, etc)
Local sourcing: relationship structure between producers and buyers
Compliance with standards?
Marketing, packaging?
Associativism- working together, F& V federation to lobby at policy and marketing levels
thank you!

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