



**USAID**  
FROM THE AMERICAN PEOPLE



# KOSOVO AGRICULTURAL GROWTH AND RURAL OPPORTUNITIES

The Kosovo Agricultural Growth and Rural Opportunities (AGRO) Activity is a \$12M five year (2015-2020) initiative that aims to enhance the sustainability and competitiveness of targeted Kosovo-based agribusinesses in domestic and export markets.

## MAIN OBJECTIVES

- Improved Farm Production and Food Processing
- Increased Linkages to Domestic, Regional, and International Markets
- Strengthened Strategic Partners

## OUR APPROACH

Building on the success of the prior, Tetra Tech-led Kosovo New Opportunities for Agriculture Program (NOA), AGRO is fostering productive, win-win relationships all along targeted value chains to ensure the availability of high quality agricultural inputs and extension services, facilitate the adoption of new technologies that increase agricultural productivity and improve product quality and food safety, expand access to lucrative markets, and, overall, enhance value chain cohesiveness. AGRO targets the following value chains: fruits, vegetables, dairy, and medicinal and aromatic products.

## KEY COMPONENTS OF OUR APPROACH

### GENERATING SUSTAINABLE PARTNERSHIPS:

AGRO works with local private sector strategic partners that have the critical mass, technical knowledge, and productive capacity to catalyze market-led agricultural growth and ensure long-term sustainability within targeted agricultural value chains. Strategic partners include large-scale aggregators (collection centers, pack houses, and processors), commercial farmers, producer organizations, and public sector institutions that provide critical support services to Kosovo's growing agricultural industries.



Calibrating gerkins at Strategic Partner Eurotac Collection Center in Mamusha Municipality

### SCALING UP THE ADOPTION OF CROPS AND TECHNOLOGIES:

AGRO works with strategic partners to embed the provision of inputs (improved seed and plant materials, fertilizer, and plant protection products), access to modern equipment and technical support into services offered by strategic partners to contract growers.

### LINKING PRODUCTS TO MARKETS:

The Activity is instituting long-term supply contracts between local collection centers, processors, supermarkets and hotels, supporting strategic partners in preparing for and participating in business to business events and trade fairs, improving product labeling and packaging in response to buyer demands, and conducting product promotion events to improve public perception of, and ultimately increase demand for agricultural products produced in Kosovo.

### ADDRESSING FOOD SAFETY AND QUALITY ISSUES:

Our approach to improving food safety and the adoption of quality standards focuses on four distinct levels: 1) raising public awareness of food safety and quality standards; 2) building local capacity and infrastructure necessary to advise and audit farmers and agribusinesses regarding food safety and quality certification; 3) establishing local certification bodies; and 4) assisting Strategic Partners in obtaining quality certifications.

### INNOVATION INCENTIVE FUND (IIF):

Through its Innovation Incentive Fund, AGRO provides grants to strategic partners to support agribusiness expansion and assist them in becoming primary drivers of agricultural growth. The IIF also supports the establishment and further development of women, youth and minority-owned startups and agribusinesses. This is inspiring and enabling these marginalized groups to become more involved commercial agricultural activities that provide job opportunities and raise income.

## ATTRACTING YOUTH INTO THE AGRICULTURE SECTOR

On March 24<sup>th</sup>, 2016, the U.S. Ambassador to Kosovo Greg Delawie and the Hungarian Ambassador to Kosovo László Márkus participated in the inauguration of the Agro Job Career Center, established in collaboration with the University of Pristina's Faculty of Agriculture. The aim of the center is to assist students to apply for internships and paid positions with private companies working in the agriculture sector, and/or to help them access finance via available grants, commercial loans or linkages to private investors, to establish their own agribusiness activities. AGRO is also collaborating with the AGRO Job Career Center to provide advanced trainings to Faculty of Agriculture students and graduates, on best agriculture practices related to top fruit and vegetable cultivation. To date, 120 young graduates have been frequenting the Agro Job Career Center, while the Agro Job Career Center website has been receiving, on average, 400 visitors per month.



Five students of the University of Pristina's Faculty of Agriculture presented, at the official inauguration of the Agro Jobs Career Center, with an AGRO-supported grant to engage in commercial raspberry production.

## AGRO YEAR ONE RESULTS

- In the first six months of the project's first year, a total of 577 jobs were created, 47% belonging to women working in targeted value chains
- Over \$14M in domestic and export sales generated
- Over 1,050 hectares planted using improved agricultural production technologies
- 1680 individuals received short-term agricultural sector productivity or food security training
- Over 500 supply contracts entered into between producers and strategic partners
- 39 firms received USG assistance to invest in improved technologies
- New varieties of targeted high-value crops such as asparagus, raspberries and gherkins have sparked great interest among youth and women in Kosovo to enter the agriculture sector.

### Contact Information

Mark Wood, Chief of Party  
[Mark.Wood@tetrattech.com](mailto:Mark.Wood@tetrattech.com)

Claudia LaLumia, Program Manager  
[Claudia.LaLumia@tetrattech.com](mailto:Claudia.LaLumia@tetrattech.com)

Carol Chan, Deputy Program Manager  
[Carol.Chan@tetrattech.com](mailto:Carol.Chan@tetrattech.com)