

## AGRITRADENET CAPACITY BUILDING TRAININGS TO STRENGTHEN CAPACITY OF THE LOCAL PRODUCERS

### TRAINING FOR LOCAL BEEKEEPERS ORGANIZED IN UKRAINE

On 13th and 14th of November 2019, the Institute of Market Problems and Economic & Ecological Research of NAS Ukraine organized a training addressed to local beekeepers. The 2 days training was held in an atmosphere of intensive discussion on the following topics by the participants: presentation of the project «Sustainable Agricultural Trade Network in Black Sea Basin» AgriTradeNet BSB 383, the concept of development of wholesale markets for agricultural products in Ukraine, creation of agro-marketing center in Odesa region, practical guide and guidelines for creation of agro-ecological clusters for sustainable development of rural territories, agro-ecological and recreational cluster “Frumushika-Nova” Tarutinsky district of Odesa region, organic beekeeping products - guarantee of health and longevity, S3 Cluster project: Agrarian Clustering, Organic Farming, and Intellectual Marketing, Environmental Technologies in Beekeeping: Current Research and Practical Experience Chlorella suspension use and so on. The meetings were covered in an international publication “Ogorodniki” (<https://ogorodniki.com/article/stiika-silskogospodarska-torgivelna-merezha-u-chornomorskomu-baseini>) According to the list of participants there were 38 participants on 13th of November 2019 and 31 participants on 14th of November 2019. Among the participants there were producers, representatives of scientific and educational sphere, students, NGOs.



### TRAINING FOR LOCAL CHEESE PRODUCERS ORGANIZED IN BULGARIA



On 27th of November 2019, Bourgas Chamber of Commerce and Industry (Bulgaria) organized, in the frame of the project “Sustainable Agricultural Trade Network in the Black Sea Basin” (AgriTradeNet) BSB383, a training addressed to local dairy producers. During the training, the focus was put on international standards and certification options for dairy products, including the **traditional white brined cheese product**, certification and labeling of dairy products, quality labels, European quality systems, requirements of the IFS Food version 7 food quality and safety standard of October 2019.

The training was attended by the Deputy Regional Governor of Burgas District Vladimir Krumov, the president of CCI - Burgas Georges Dereliev, the Director of the Regional Directorate of Agriculture - Burgas Lidia Stankova, heads and chief experts of the European Policies and Programs Department in the Municipality of Burgas - Elena Ivanova, Velichka Velikova and Svetozar Gradev.



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## TRAINING FOR BERRIES PRODUCERS ORGANIZED IN MOLDOVA

The "Business Advisory Center – BAC" NGO (Moldova) organized the last 3 training days (from the 5 days training program) addressed to the local producers and processors of berries, in the frame of the project "Sustainable Agricultural Trade Network in the Black Sea Basin" AgriTradeNet, BSB 383.

The 3<sup>rd</sup> training, entitled "Marketing and Branding of agricultural products for export" (26.11.2019), had a special information partner - the State Agency for Intellectual Property (AGEPI). The expert, Ms. L. Pinteau familiarized the participants with the marketing context as: concept, STP model, the UVP - Unique Value Proposition. Then the expert explained how to develop the marketing plan and the key steps as: audit, SMART objectives, 7Ps marketing mix. In addition, the expert presented the role and of IP-Intellectual Property for promotion and branding of agri-products, the branding technics and digital marketing tools.

The 4<sup>th</sup> training, entitled "Preparing agricultural producers for European exhibitions" (27.11.2019). The expert, Ms. L. Castravet familiarized the participants with the characteristics of event marketing platform as exhibitions/fairs, including the profile of the participant. Then the expert explained the steps and how to prepare for the exhibition/s as: exhibition concept, pre-exhibition activities, selection of the exhibition. In addition, the expert presented the must activities to be performed during exhibitions as: activities at the exhibition stand (promotion and communication), planning and negotiation meetings, promotion events (conferences, forums, etc.). At the final, the expert described the follow-up activities after exhibition as: evaluation, planning and follow-up.

The 5<sup>th</sup> training, entitled "Export of berries and fruits to the EU" (28.11.2019). The expert, Mr. O. Olaru familiarized the participants with the elements of export process-activity as: participants, channels, process. Then the expert explained the internal export procedure and how to export different products to the EU in the context of Partnership Agreement between Moldova and EU. In addition, the expert presented the matchmaking events and instruments in order to start or consolidate the cooperation with legal costumers and wholesale markets. At the final, the expert described the available financing instruments for export activities of agriproducts. The 5 days training program "Capitalization of the Local Product in Moldova" aimed at developing the capacity of local berry producers, processors, and associations regarding regional branding and cross-border trade of agricultural products. According to the lists at least 50 unique participants representing around 35 local producers and farmers, representatives of interested local producers' associations and central administrative authorities, attended the trainings.



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