About the project

The goal of the project is to foster the growth of small and medium enterprises in the Ukrainian organic food sector by developing organic and regional food supply chains. The focus is on both national and international markets and the approach is demand driven.

The project is funded by the Swiss Confederation through the State Secretariat for Economic Affairs (SECO) and is being implemented by the Research Institute of Organic Agriculture FiBL (Switzerland) in cooperation with sector stakeholders in Ukraine and the Ministry of Agricultural Policy and Food of Ukraine.

Project components

The project is developing two different organic value chains: arable crops and dairy, both of which have a strong market potential. The certified organic arable crops value chain targets the export market, while the certified organic dairy value chain is aimed at the domestic market.

The development of these two value chains will be accompanied by measures to increase the availability and quality of consulting and other services for the organic sector and to shape a conducive business environment for the organic sector through policy dialogue at the regional (oblast) and national levels.

In addition, the project seeks to promote the economic development of the Ukrainian Carpathians, an area with strong tourist potential, by establishing a trademark for regional food products.

Contacts

FiBL project office in Ukraine
Office 6, 15, Khreshchatyk street, Kyiv city, 01001
Phone +38 044 278 17 97, www.ukraine.fibl.org

FiBL Switzerland
Ackerstrasse 113, Box 219, CH-5070 Frick
Phone +41 62 865 72 72, www.fibl.org

Swiss-Ukrainian project


Facilitating the integration of Ukrainian small and medium sized enterprises into value added supply chains (international and domestic) through certified organic and certified regional production.

Implemented by

Funded by

Swiss Confederation
**Why organic in Ukraine?**

Ukraine has huge potential for organic agriculture! The market for Ukrainian organic produce has grown rapidly over the last few years. There are currently over one hundred certified organic operators (farmers, processors, etc.) active in Ukraine, responding to increasing international and national demand. Organic farming in Ukraine can play an important role in counteracting the degradation of valuable Chernozem (black) soils. In recent years, the humus content of these soils has been dramatically depleted and the soil life greatly reduced. As a consequence yields are far below what they should be.

**Who benefits from the project?**

The direct beneficiaries of the project are small and medium-sized enterprises in the organic arable and dairy sectors and the Carpathian region. As well as farmers, the beneficiaries include processors, traders, retailers, exporters and service providers. The project is also building capacity among regional and national level policy makers. Indirect beneficiaries are consumers who will benefit from a wider range of available organic products and regional Carpathian produce.

**Practical approaches**

The project uses two distinct methodologies: the Leader Approach and the Participatory Market Chain Approach (PMCA).

The **Leader Approach** involves working directly with leading actors within the two organic value chains. These ‘leaders’ have the economic resources to drive the innovation process (using their own investments) and to play a pioneering role in developing new markets. They also act as knowledge hubs and role-models for the other stakeholders within each value chain.

The **PMCA** is used in developing the component relating to the trademark for products from the Ukrainian Carpathians. It aims to build trust and facilitate cooperation along the value chain, thus helping producers and other actors to develop and exploit new market opportunities.