





#### AGREEN

#### CROSS-BORDER ALLIANCE FOR CLIMATE-SMART AND GREEN AGRICULTURE IN THE BLACK SEA BASIN

Subsidy Contract No. BSB-1135

DELIVERABLE: D.T1.7.1 - Proceedings from the International Business Conference for presentation of the Regional Branding Strategy and the other GA deliverables

Joint Operational Programme Black Sea Basin 2014-2020

ICARE Foundation /PP5/

August 2021

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#### Introduction

On July 29 2021, in the framework of the Cross-Border Alliance for Climate-Smart and Green Agriculture in the Black Sea Basin (AGREEN, BSB-1135) project the first International Business Conference for the presentation of the Regional Branding Strategy took place in Armenia.

Business conferences are efficient networking and learning fora that are great value when it comes to stimulating new ideas. As well as identifying new market opportunities, participants can learn how other businesses operate and tackle industry-specific challenges.

This international business conference was supposed to promote the regional brand and branding strategy for green and biological agricultural products originating in the Black Sea Basin developed within AGREEN among the project target groups and stakeholders.

The event gathered members of the AGREEN Community of Practice both as presenters and as participants. The conference took the form of 1-day event, gathering more than 100 online and offline participants.

Lusine Avetisyan, Head of the Strategic Policy Department of Ministry of Environment, Ira Panosyan, Head Department of Agricultural Programs Elaboration, Resource Use and Cooperative Development, of the Ministry of Economy of the Republic of Armenia, Mariam Movsisyan, Vice-rector for international relations and education reforms at ANAU, Violeta Dimitrova-Naydenova, Coordinator of the overall AGREEN Project (BG) And Arthur Grigoryan, Director of the ICARE Foundation made welcoming speeches.

The conference was organized in a hybrid format, where four partner countries attended the event in person, two other partners participated online.

Simultaneous interpretation for Armenian and English languages was performed during the conference and the meeting was recorded in two languages.

ICARE, being the hosting partner in collaboration with the other partners summarized and developed the proceedings from the conference. In this document, the main proceedings are presented, in particular the agenda, the speakers' profiles, PPT slides and conclusions are included.





Registration





#### Part 1. Agenda of the event

#### 29<sup>th</sup> of July, Yerevan | Armenia

<mark>Netwo</mark>	Networking Session & Coffee Break		
Welcor	ne remarks 10:30		
*	Anna Mazmanvan. Deputy Minister of Environment		
*	Ira Panosyan, Head of Department of Agricultural Programs Elaboration, Resource Use and Cooperative Development, MoE		
*	Mariam Movsisyan, Vice-rector for international relations and education reforms of the Armenian National Agrarian University		
*	Madlen Proshyan, Department of Europe at MFA		
*	Astghik Hayrapetyan, Office of Deputy Prime Minister		
*	Violeta Dimitrova-Naydenova, AGREEN Project Coordinator, Dobrudzha Agrarian and Business School Association (DABS), Bulgaria, Project Coordinating Partner		
*	Arthur Grigoryan, Director of the International Center for Agribusiness Research and Education (ICARE) Foundation		
Projec	t overview 11:00		

Violeta Dimitrova-Naydenova, AGREEN Project Coordinator, Dobrudzha Agrarian and Business School Association (DABS), Bulgaria, Project Lead Partner

#### **Presentation of Project Partners**

- Violeta Dimitrova-Naydenova, AGREEN Project Coordinator (BG)
- Mariam Jorjadze, Elkana Director and AGREEN COP Coordinator (GE)
- ◆ Vasiliki Papadopoulou, ANATOLIKI SA, Chemical Engineer, MSc, Director of Local Development Directorate (EL)
- Duygu Doğan, AGREEN COP Coordinator, Tekirdağ Namık Kemal University (TR)
- Liliana Panaitescu, Project coordinator AGREEN (RO)



10:00

12:00







15:15

15:30

Valentina Pomazan, Ovidius University of Constanța (RO)
 Anna Hovhannisyan, AGREEN COP Coordinator (AM)

#### 1<sup>ST</sup> PANEL DISCUSSION. Climate-smart and conservation agriculture in the 12:30 BSB - problems and opportunities

- Violeta Dimitrova-Naydenova, AGREEN Project Coordinator (BG)
- Mariam Jorjadze, Elkana Director and AGREEN COP Coordinator (GE)
- Vasiliki Papadopoulou, ANATOLIKI SA, Chemical Engineer, MSc, Director of Local Development Directorate (EL)
- Fatih Konukcu, AGREEN Feasibility Expert and Faculty Member, Tekirdağ Namık Kemal University (Tr)
- Irina Moise, AGREEN COP Coordinator, Ovidius University of Constanța Romania (RO)
- Natella Mirzoyan, ICARE expert on elaboration of the Feasibility Study (AM)

2 <sup>ND</sup> PANEL DISCUSSION. Regional branding for climate-smart agriculture	14:45
Lunch break & Networking	13:45
Questions & Answers	13:30

- Veselin Blagoev, Expert-researcher (BG)
- Mariam Jorjadze, Elkana Director and AGREEN COP Coordinator (GE)
- Vasiliki Papadopoulou, ANATOLIKI SA, Chemical Engineer, MSc, Director of Local Development Directo rate (EL)
- Mecit Ömer Azabağaoğlu, AGREEN Branding Expert and Faculty Member, Tekirdağ Namık Kemal University (TR)
- Valentina Pomazan, Expert for elaboration of blueprint and regional branding, Ovidius University of Constanța (RO)
- Hasmik Altunyan, ICARE expert for elaboration of Blueprint (AM)

Questions & Answers

Networking Session & Coffee Break







15:45

16:15

# $3^{RD}$ PANEL DISCUSSION. Logistic centres for wholesale and retail trade in sustainably delivered agricultural produce

- Violeta Dimitrova-Naydenova, AGREEN Project Coordinator (BG)
- Mikheil Pakatsoshvili, Elkana AGREEN Project Coordinator (GE)
- Vasiliki Papadopoulou, ANATOLIKI SA, Chemical Engineer, MSc, Director of Local Development Directorate (EL)
- Selçuk Albut, AGREEN Interactive Mapping Expert and Faculty Member, Tekirdağ Namık Kemal University (TR)
- Zoia Prefac, AGREEN Interactive Mapping Expert, PP2, Ovidius University of Constanța (RO)
- Emil Stepanyan, ICARE expert for identification and mapping of logistic centres (AM)

#### Questions & Answers

Best Practices. Presentation of functional business models	16:30
best ructices. rucsentation of functional basiless models	10.50

- Violeta Dimitrova-Naydenova, AGREEN Project Coordinator (BG)
- Mariam Jorjadze, Elkana Director and AGREEN COP Coordinator (GE)
- Vasiliki Papadopoulou, ANATOLIKI SA, Chemical Engineer, MSc, Director of Local Development Directorate (EL)
- Fatih Konukcu, AGREEN Feasibility Expert and Faculty Member, Tekirdağ Namık Kemal University (Tr)
- Eng. Romeo Măghirdicean, AGREEN Feasibility Expert, Valentina Pomazan, Ovidius University of Constanța (RO)
- Harutyun Mnatsakanyan, founder of Argrain LLC (AM)

Networking Session & Coffee Break	
Closing of the event	18:00







## Part 2. Presentation of speakers

Violeta Dimitrova-Naydenova, DABS (BG)		
Short bio	<ul> <li>Education: Degree in Public Administration from University of National and World Economy, Sofia.</li> <li>Background: Over 15 years of experience in project management of EU and nationally funded programs and initiatives. Curriculum developer and VET expert in educational and training institutions, developer of training materials for adult learners, VET accreditation expert. Expert trainer in courses in project management, civil society and NGO sector administration.</li> </ul>	
Field of work	International projects management, education and training, NGO activities	
Expertise	EU Project Management, International Cooperation	
Position or role in the project	AGREEN Project Coordinator (BG)	
Duygu Doğan, Tekira	dağ Namık Kemal University (TR)	
Short bio	Education: B.A. in English Language and Literature, Boğaziçi University (1999). M.A. in Educational Sciences (Teaching of English as a Foreign Language), Yıldız Technical University (2004) and Ph.D. in Public Relations and Publicity, Istanbul University (2016). Academic and administrative background: Lecturer of Rectorate / School of Foreign Languages in Tekirdağ Namık Kemal University (2007-2016). Lecturer (Ph.D.) of School of Foreign Languages in Tekirdağ Namık Kemal University 2016-current and Vice Coordinator of Projects Coordination Office in Tekirdağ Namık Kemal University 2012-current.	
Field of work	Corporate reputation and identity, health communication, language and communication	
Expertise	Public Relations and Publicity	
Position or role in the project	AGREEN COP Coordinator (TR)	
Mariam Jorjadze, El	kana Director (GE)	
Short bio	Education: MSc in Biology and Chemistry, with specialization in Biophysics (1983), Postgraduate courses in Biophysics (1990) from Tbilisi State University Professional experience: Over 20 years of professional experience in managing NGOs	





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Field of work	Institutional strengthening and development, sustainable livelihoods, SME business development, vocational education and training, organization of farmer groups and community mobilization and development	
Expertise	Organic farming, ecology, biosafety, agricultural biodiversity, rural development and agricultural research for development	
Position or role in	AGREEN COP Coordinator (GE)	
the project		
Vasiliki Papadopoulou, ANATOLIKI SA, Chemical Engineer, MSc, Director of Sustainable Development and Planning Directorate (EL)		
Short bio	Chemical Engineer holding an MSc on environmental protection and sustainable development. She is the Coordinator of the EU funded projects Environmental Department in ANATOLIKI S.A. and has 15 years expertise on the management of EU funds. She has long been involved in the implementation of Circular Economy, Water Management, Climate Change, Civil Protection, Capacity Building, Policy Change projects.	
Field of work	Director of Sustainable Development and Planning Directorate	
Expertise	EU Project Management	
Position or role in the project	AGREEN COP Coordinator (EL)	
Fatih Konukcu, Facu	lty Member, Tekirdağ Namık Kemal University (TR)	
Short bio	Education: B.Sc. of Field Crops in Trakya University-TR (1989) and M.Sc. of Farm structures and Irrigation in Trakya University-TR (1992). Ph.D.of Agricultural and Environmental Sciences in Newcastle University-UK (1997) Academic background: Research Assistant, Farm Structures and Irrigation in Trakya University (1990-1998). Assistant Professor, Farm Structures and Irrigation in Trakya University (1998-2006). Associate Professor, Biosystem Engineering in Tekirdag Namik Kemal University (2006-2012). Professor, Biosystem Engineering in Tekirdag Namik Kemal University (2012 -up now)	
Field of work	Interdisciplinary investigation of soil-water-plant-environment interactions Modelling impact of climate change on agriculture and water resource	
Expertise	Irrigation and Drainage	
Position or role in the project	AGREEN Feasibility Expert (TR)	
Irina Moise, AGREEN (RO)	COP Coordinator, Ovidius University of Constanța Romania	
Short bio	Agronomist engineer experienced in Soil Science and Plant nutrition, holds the position of associate professor at Faculty of Natural Sciences and Agricultural Sciences, Ovidius University of Constanța since 2009.	
Field of work	Engineer, associate professor - staff member at Ovidius University of Constanța	







Expertise	Agronomist engineer, pedologist, experience in soil genesis, soil taxonomy, plant nutrition, land evaluation, ecological reconstruction of degraded lands. Experienced in research projects management and assessment.		
Position or role in the project	AGREEN COP Coordinator (RO)		
Natella Mirzoyan, IC	Natella Mirzoyan, ICARE Foundation (AM)		
Short bio	Dr. Natella M. Payne is a senior expert with broad experience in environmental science, technology and policy with particular focus on climate-change induced environmental issues, such as resource use, pollution and waste management in agricultural and industrial cycles; solid and liquid waste management and treatment; waste-to-resource conversion and management; and risk assessment and mitigation of climate-change. Dr. Payne focuses on providing sustainable solutions to climate and environmental challenges. Leveraging over two decades of research experience leading projects and collaboration with laboratories in Israel, USA and Europe she brings together state-of-art science and clarity of thought to deliver high-quality policy proposals, white-papers and case studies. Added to these are her expertise in development and delivery of educational projects, and development and review of project proposals and reports. Dr. Payne is the principle author for more than 25 research papers and reports covering a wide array of environmental topics.		
Field of work	With over 20 years of experience in academic research, analytics, teaching, advocacy and business consultancy		
Expertise	Leading and overseeing laboratory activities, technical and scientific advising in multiple environmental experimental projects related to the climate change induced greenhouse gas production in aquatic and terrestrial environments, analysis and publication of results, overall management of the laboratory stuff and student projects.		
Position or role in the project	AGREEN Expert on elaboration of the Feasibility Study (AM)		
Vesselin Blagoev, Ex Vice Rector for Qual (VUM), Sofia	apert-researcher (BG) ity, Standards and Local Structures Director, Varna University of Management		









Shart bia	
	President and Editor-in-Chief of Businessweek Bulgaria, Chairman of the Bulgarian Marketing Association, Member of the American Marketing Association, since 1987, Member of the Board of the International Association for Management, Development in Dynamic Societies (CEEMAN), since 2003, Member of the National Council, National Association for International Relations (NAMO), Bulgaria, since 2000, Corresponding Member of the International Informatization Academy, Moscow, since 1994 Academic Degrees: PhD, Marketing, Technical University, Sofia, Bulgaria, MSc, Management, Technical University of Sofia, Bulgaria, MSc, Applied Mathematics, Technical University of Sofia and University of Bucharest, Romania, BSc, Mechanical Engineering, Technical University of Sofia, Bulgaria.
Field of work	Marketing, Management, Cross-cultural analysis, Leadership, Business games
Expertise	Vesselin Blagoev is a Professor of Marketing with substantial teaching experience. He has taught at VUM (Varna and Sofia), at the University of National and World Economy (Sofia), at the Technical University (Sofia) and at the New Bulgarian University (Sofia). Some of the courses that he teaches in Bulgarian are: "Marketing Management", "International Marketing" and "Marketing Fundamentals". He also teaches courses in English, such as "Innovation Management", "Managing Business Relationships", "International Marketing Analysis and Management" and "Management Futures". Vesselin Blagoev has been a consultant for over 100 Bulgarian and foreign companies, including Philips Components, Nina Ricci, Intel, SPARKY and DSL. He is the author of 7 books, including one published in Russia, and has co-authored a book published in the UK. He has authored or co-authored over 50 articles and reports published in Bulgaria or abroad.
Position or role in the project	Expert-researcher, consultant
Mecit Ömer Azabağ	aoğlu, Faculty Member, Tekirdağ Namık Kemal University (TR)
Short bio	Education: B.Sc. of Agricultural Economics in Çukurova University (1993). M.Sc. of Agricultural Economics in Trakya University (1995) and Ph.D. of Agricultural Economics in Trakya University (1999) Academic background: Research Assistant, Agr. Economics Trakya University (1994-1999). Assistant Professor, Agr. Economics Trakya University (1999- 2006). Assistant Professor, Agr. Economics Tekirdağ Namık Kemal University (2006-2010). Associate Professor, Agr. Economics Tekirdağ Namık Kemal









	University (2010-2015). Professor of Agr. Economics Tekirdağ Namık Kemal University (2015)
Field of work	Marketing of Agricultural Products, Agribusiness Marketing, Marketing Research
Expertise	Agricultural Economist
Position or role in the project	AGREEN Branding Expert
Valentina Pomazan,	Ovidius University of Constanța (RO)
Short bio	Mechanical engineer experienced in CAD, Product design and development, holds a tenure professorship at Ovidius University of Constanța since 2009. Independent expert for EU Commission since 2007. Principal investigator for research projects at national and EU level.
Field of work	engineer, professor - staff member at Ovidius University of Constanța
Expertise	Mechanical engineer experienced in CAD, Product design and development, able to produce, verify and manage the digital prototype of assembled mechanical systems, to develop and handle numerical models for structures and processes, with hands-on experience in assessment of materials mechanical properties. Experienced in research projects management and assessment.
Position or role in	AGREEN expert (RO)
Hasmik Altunyan, IC	ARE Foundation (AM)
Short bio	An accomplished and highly capable Management Professional with a wealth of comprehensive experience in local economic development work covering program development, program evaluation, program monitoring, Disaster Risk Management, Gender Equality, strategy development, operations management, financial management, human resource management and fundraising. With strong interpersonal skills and an easy going nature this patient and diplomatic individual demonstrates the ability to respect diverse cultures and practices, and achieves success in field work in the poorest areas of the world. Organized and detail oriented, interested in an Expert or Managerial position in local economic development work internationally, or a project evaluation or research role anywhere in the world on either a permanent contract or short term consultancy basis.
Field of work	Economic Development, Development Theories, Project Evaluation, Project Monitoring, DRR, Program Development, Strategy Development, Project Management, Branding and Marketing
Expertise	Managing a 4 year, 4m Swiss Francs project in Meghri - one of the most remote areas of Armenia - from a point where the 1st stage of the program





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	has failed. Now there is a lot of extremely positive feedback from the field on the project. Managing company operations and finances; Developing, managing, implementing and overseeing human resource programs including employee relations, compensation, recruiting, performance management.
Position or role in the project	AGREEN Expert for elaboration of Blueprint (AM)
Mikheil Pakatsoshvi	li, Elkana (GE)
Short bio	Education: LLM from Georgian Technical University (2002), LLM from Riga Graduate School of Law, Executive master's degree in Development Policies and Practices from Geneva Graduate Institute of International and Development Studies. Professional Experience: Since 2009 engaged in development projects
	funded by different donors (ADA, World Bank, EU).
Field of work	Project management, cross-border cooperation, evaluation
Expertise	Rural development, participatory planning, poverty reduction, civil society development through capacity enhancement and civil engagement projects
Position or role in the project	AGREEN Project Coordinator (GE)
Selçuk Albut, Facul	ty Member, Tekirdağ Namık Kemal University (TR)
Short bio	Education: B.Sc. of Farm Structure & Irrigation in Ankara University (1983). M.Sc. of Farm Structure & Irrigation in Trakya University (1987) and Ph.D. of Farm Structure & Irrigation in Ankara University (1991). Academic background: Research Assistant, Farm Structure & Irrigation inTrakya University (1985-1992). Assistant Professor, Farm Structure & Irrigation in Trakya University (1992-2001). Associate Professor Farm Structure & Irrigation in TrakyaUniversity (2001-2006). Associate Professor Farm Structure & Irrigation in Tekirdağ Namık Kemal University (2006-2009) and Professor, Farm Structure & Irrigation in Tekirdağ Namık Kemal University (2009 - up now).
Field of work	Water Resources Management, Geographic Information System, Remote Sensing
Expertise	Irrigation
Position or role in the project	AGREEN Interactive Mapping Expert (TR)
Zoia Prefac, PP2, O	vidius University of Constanța (RO)
Short bio	<b>Professional Preparation (in chronological order):</b> BA-1997-Geography, University of Bucharest, Faculty of Geography (Romania)







	MA-2000- Water Resources Integrated Monitoring, Technical University of Civil Engineering of Bucharest, Faculty of Hydrotechnics. International Summer School-2003- Environmental Hazards and Sustainable Development in the Mountain Regions, Institute of Geography of Romanian Academy. PhD- 2010- Geography. Thesis: Dynamics of the hillsides from the Ramna watershed, University of Bucharest, Faculty of Geography <b>Professional experience (in reverse chronological order):</b> Associate Professor, 2016- present, Faculty of Natural and Agricultural Sciences of Ovidius University of Constanta, Lecturer, Faculty of Natural and Agricultural Sciences of Ovidius University of Constanta. Assistant Professor 2002 - 2007, the Geography Department of Faculty of Natural and Agricultural Sciences of Ovidius University of Constanta and Geography Teacher, 1997 - 2002		
Field of work	geography, applied and dynamic geomorphology, landforms mapping, natural hazards and risks, GIS		
Expertise	geographer, geomorphologist, cartographer. Experience in research projects (several examples): A Scientific Network for Earthquake, Landslide and Flood Hazard Prevention - SciNetNatHazPrev. Project leader - Technological Education Institute of Serres, Research Committi, Greece (2013 - 2015). Agroecological potential evaluation and evolution prognosis for Romanian Plain and Dobrogea lands for the preservation and sustainable management of soil and water resources. Project leader - Research Institute for Soil Science and Agrochemistry (2005-2008). Microzoning of agricultural land rating classes, soil degradation and desertification". Project leader - Research Institute for Soil Science and Agrochemistry (2002-2004).		
Position or role in the project	Expert for identification and mapping of logistic centers (RO)		
Chart his	Emil Stepanyan, ICARE Foundation (AM)		
SNORT DIO	Armenia. Working languages: Armenian, Russian, English and Polish. About 20 years experience in trade marketing and distribution in local leading and multinational FMCG companies (Pernod Ricard, British American Tobacco). Current position - CCO in the leading Armenian meat products exporter. Known specialist in the sphere of export in Armenia. Founder of «Cargo Armenia» logistics platform. Co-founder of «Export Armenia» Armenians exporters association NGO. Founder of «Cargo Armenia» logistics platform.		
Field of work	Exporting, agricultural production, marketing		









Expertise	Exporting local products, development of exporting and importing international standards, business plan writing on exporting agricultural products		
Position or role in the project	AGREEN Expert for identification and mapping of logistic centres (AM)		
Eng. Romeo Măghirdicean, (RO)			
Short bio	Electronics and telecommunications engineer and agronomic engineer		
Field of work	Agronomist engineer in his own farm and President of the Agricultural Cooperative.		
Expertise	Extensive experience in the field of industrial and agricultural automation, communications and GPS technology, equipment used in precision agriculture. Experience of 20 years in large crops, cereals and technical plants as well as as a secondary secondary field vegetable and fruit growing.		
Position or role in the project	AGREEN Feasibility Expert, (RO)		
Harutyun Mnatsakanyan, founder of Argrain LLC (AM)			
Short bio	Graduated Agrarian university, growing about 10 ha grain in climate smart way in the RA		
Field of work	Growing and marketing of grain crops in Armenia		
Expertise	Horticulture, agronomist and farmer		
Position or role in the project	Case study presenter , guest speaker (AM)		









#### Part 3. Panel and discussion conclusions

The conference consisted of 4 main parts, three panel discussions and presentation of the best practices identified in 6 partner countries. The conference included opening speeches and short intros about each partner. All presentations were explanatory in terms of organizational background, scale, project experience and expertise in their own fields. In addition, the panel helped to comprehend the strengths of each partner with regards to climate-smart agriculture and methodology, agricultural production, branding, crop modelling, research and training, community of practice and other project-based concepts. All partners introduced their close ties with local stakeholders, which will enhance the international cluster to be formed by AGREEN Project.

#### 1<sup>sr</sup> PANEL DISCUSSION. Climate-smart and conservation agriculture in the BSB problems and opportunities

As for the section "Climate-smart and conservation agriculture in the BSB - problems and opportunities", each country had an opportunity of sharing the results of their feasibility studies with the experts of the other partner countries. The panel reviewed research on items such as: Who will do agriculture in the future given the age group structure of farmers? Are family farms disappearing? Is agriculture becoming dominated by big business? How do production methods change? How does agriculture positively and negatively influence the environment? Is there an increase in the share of organic farming? Is the ecological optimum defined / determined for each homogeneous ecological territory? Is there a concern of policy makers for Climate-smart and conservation agriculture? Is it possible for farmers to equip themselves with highperformance equipment without financial support from the state, to support Climatesmart and conservation agriculture? For example Romania started the presentation with State of art bio and organic agriculture in the BSB, after which I continued with Climatesmart and conservation agriculture in the BSB - problems and opportunities. There is official data on organic farming at different levels of administrative units: at EU level (Eurostat), at the level of EU member states, at the regional area Etc. In Romania, the area occupied by organic crops is three times smaller than the European Union average. However, it is important to mention that these areas are constantly growing. Organic farms are generally small. Official data on cultivated areas and the number of operators in organic farming also exist. In the two counties in Romania, bordering the Black Sea, Tulcea and Constanta, there are large areas included in ecological reservations. Tulcea County occupies the first place in the country in the total agricultural area registered in organic agriculture, this being sixty thousand hectares (60371.85 ha), and Constanta is in third place, with an area of thirty-two thousand hectares (3611.56 ha).







Climate-smart technologies and procedures are to be created and maintained in all countries and in the BSB region in particular. Climate-smart and conservation agriculture in the BSB seeks to increase productivity, strengthen farmers; sustainability, reduce greenhouse gas emissions and increase carbon sequestration. It strengthens food security and delivers environmental benefits. There are many opportunities for capturing synergies between the pillars of climate-smart agriculture, but also there are some problems as well. Each BSB country has its own level of development and its own problems and opportunities. BSB countries should show a common approach and apply joint efforts for Institutional and financial support which is needed for farmers to make the transition from so-called «traditional» agriculture to climate-smart agriculture. Serious investments are required to build the base of knowledge and technologies.

#### 2<sup>10</sup> PANEL DISCUSSION. Regional branding for climate-smart agriculture

The panel analyzed the research methodology regarding the four items that build the Branding Strategy: the elements to be reflected in a regional brand, the need for belonging and representation, the shopping and informative habits. The program was very intensive and rewarding to promote the regional branding strategy and the other deliverables and outcomes of the Group of Activities "Cross-border networking for the development of a regional brand for climate-smart agricultural production in the Black Sea Region. The panel analyzed the research methodology on the four elements that build the branding strategy: the elements that must be reflected in a regional brand, the need for belonging and representation, shopping and information habits.

Turkey partner highlights the how to go-to market strategy for BSB Brand.

Firstly, ask the right question and in the right order to form a successful GTM strategy. A well-planned strategy will have focus on connecting with customers.

1. What are the originated BlackSeaBasin branded ClimateSmartAgricultural products target markets?

- 2. What are the BSB branded CSA products target customers?
- 3. How should BSB brand positioning be?
- 4. What are BSB brand offerings?

So, BSB branded CSA products should highlight the agricultural products they produce in a sustainable and environmentally friendly manner. It should be supported by labelling, packaging and commercials.

Branding for climate-smart agriculture in BSB countries should contain the specifics of all BSB countries and the symbols of green environment and global sustainability.









Nevertheless, the branding attributes (colors, slogan, logo) have to be differentiated from organic, bio, eco brandings to avoid confusion amongst final consumers. Regional branding for climate-smart agriculture products should bring many advantages to BSB countries farmers production. It should help to protect CSA farmers from counterfeit production, and will easily differentiate BSB CSA production from non-CSA production. And will give the additional value and higher margin. Regional branding will help the consumers to easily recognize and select the production, which was produced with responsible producers and with big care to the environment.

The branding imagery should comprise familiar, ethno-type visual elements, with curvy and ascendant graphic elements, using green, blue, ochre color scheme. The Strategy should emphasize the common history and traditions in culinary and ways of doing agriculture. The Strategy should emphasize the refined, cultural and ethnic approach to nature, to the relation human-nature, even at symbolic and archetypal level.

# 3<sup>10</sup> PANEL DISCUSSION. Logistic centres for wholesale and retail trade in sustainably delivered agricultural produce

The inventory of logistic centers was presented, as well as their classification according to several criteria such as type of logistic center, products offered by the centers, financing, operation domain, promotion etc.

The establishment of a logistic centres network is one of the key elements for sustainability of CSA in BSB countries. It will enhance the exchange of sustainably delivered agricultural produce. It will help to enhance international trade by making sales processes easier for small and medium CSA enterprises and farmers. The logistics centers will offer not only warehousing and transportation services, but will also serve as a marketing/branding/sales center for small and medium sized producers. Each BSB country has its own levels of Logistic centers development, has its own strong sides, bottlenecks and opportunities. The common networking platform to be created for communication and best practices exchange within professional associations and CSA producers of each BSB country.

The topic "Logistic centers for wholesale and retail trade in sustainably delivered agricultural produce / Local, regional, and cross-border supply chains in BSB countries" was discussed in the third panel of the event, titled "Logistic centers for wholesale and retail trade in sustainably delivered agricultural produce".

Types of logistic centers varies from vineyards, wine cellar, cold meat factories, dairy producers to companies whose production activity includes products on dry pastry, hot pastry, confectionery, processing of vegetables and fruits, processing and packaging of honey, processing and packaging of berries. Financing is private for all the centers.









Operation domain is national and international. Product promotion is achieved online with the help of virtual stores, websites and Facebook pages.

Based on the statements of other project partners on the same panel, we believe we share similar ground on a number of key logistics center challenges. This event is beneficial in terms of presenting the project partners' perspectives.

#### 4. BEST PRACTICES. Presentation of functional business models

As for the section "Best Practices. Presentation of functional business models", the contents and approaches of the presentations were quite different from each other. These differences complement each other and contribute to the strengthening of the outputs by the experts revising their own situation. During the presentations shared different models on climate smart related practices in the Black Sea countries and therefore our common problems and common solutions.

It is important to highlight that Climate-intelligence agriculture in Romania already has its first achievements by implementing these state-of-the-art principles and technologies in large farms. In the Conference were presented

- I.a large model of Agricultural Cooperative in which there are future concerns regarding organic agriculture, as well as the use of management programs given with assistance in decision-making in agriculture, assisted by GPS technology.
- II.a large farm model with a large field of culture, in which environmentally friendly agricultural practices, irrigation and cutting-edge technologies are widely used.







#### Part 4. Synopsys of the Presentations









# AGREEN Cross-Border Alliance for Climate-Smart and Green Agriculture in the Black Sea Basin

Grant Contract BSB1135

# International Business Conference on regional branding for climate-smart agriculture

29<sup>th</sup> of July 2021 Yerevan, Armenia









# **Presentation of Project Partners**









# **Presentation of Project Partners**

Ν	Organization	Country
1	Association Dobrudzha Agrarian and Business School (DABS)	Bulgaria (BG)
2	Biological Farming Association Elkana (Elkana)	Georgia (GE)
3	Ovidius University of Constanta (OUC)	Romania (RO)
4	Tekirdag Namık Kemal University (T-NKU)	Turkey (TR)
5	ANATOLIKI S.A. Development Organisation Of Local Authorities	Greece (LE)
6	International Center for Agribusiness Research and Education (ICARE)	Armenia (RA)







Association Dobrudzha Agrarian and Business School (DABS)

Bulgaria (BG)





**Dobrudzha Agrarian and Business School** (DABS) is a training institution established in 2004 by recognized research, educational and business organizations.

#### Where are we coming from?

A fertile agricultural region of hilly plains in the northeastern corner of the Balkans









#### What are we involved with?



















#### **Our Achievements**

- More than 10 successful projects implemented under EU programs, the World Bank, regional and local initiatives
- A team of over 30 experts in the field of agrarian science and agro-entrepreneurship, tourism and European integration
- Trained more than 100 representatives of the state and municipal administration
- Supported over 10 initiatives of representatives of local communities and disadvantaged groups
- Successful and long term partnerships with businesses at local and national level
- Created a new model of consumer oriented training in ecological and rural tourism entrepreneurship
- Conducted two informational campaigns for awareness raising among farmers and entrepreneurs on the CAP of the European Union and its support mechanisms
- Developed over 100 analyses, strategies and applied research developments
- Trained over 200 people in the field of ecological and rural tourism and agro-entrepreneurship
- Trained over 1200 farmers in implementation of the agri-environmental measures
- Established partner network with organizations from over 20 countries in Europe, Africa and Asia
- Established and maintained public-private partnerships









Association Dobrudzha Agrarian and Business School (DABS)

Bulgaria (BG)



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### http://dabu-edu.org/









Biological Farming Association Elkana is a Georgian a union of farmers active in the fields of **organic farming** and conservation of traditional agricultural practices and **aboriginal** crop varieties and animal breeds.

Having started with 9 farmers in 1994 at present the Association unites 568 individual members (farmers, as well as SME working on traditional production or rural tourism) and 40 member organizations (farmers cooperatives and associations), covering about 2,000 farmers all over Georgia.









The core mandate of the organization:

- Organic farming, conservation of agricultural **biodiversity** and valorisation of traditional food and wine production;
- Expertise in organic farming, rural development and rural tourism.

Beneficiaries of the organization are: local rural population, farmers and their associations.



















Elkana's scope of activity is the following:

- Sustainable & organic farming extension and value chain development
- Conservation and sustainable utilization of agricultural diversity
- rural tourism and the valorisation of traditional food and wine production

















Romania (RO)





Ovidius University of Constanța is a public higher education institution founded in 1961 and transformed into a comprehensive university in 1990. It has study programs in medical and natural sciences, humanities and engineering, social and economic sciences, law and administrative sciences, theology and arts. Ovidius University of Constanța offers nationally and internationally accredited programs at all three levels of study, the bachelor's, master's and doctoral degrees offered being recognized in the entire European Union and beyond. With over 15,000 students, of which about 1200 are international, it is the largest university in South-East Romania and the largest university of the European Union at the Black Sea.







#### Dobruja - A bridge between East and West

The uniqueness of this region is due not only to its geographical location but, above all to a multitude of cultures and plural identities. Through its ethnic and religious diversity, the respect for traditions and the understanding between people, contemporary Dobruja also represents a cultural bridge between the civilizations.

# Constanta - a metropolis in

#### constant development

Ovidius University is a defining landmark of Constanța, an ancient metropolis whose history started over 2500 years ago. Constanța has continuously developed over time and is nowadays the largest city in the region. The Port of Constanța is the largest Black Sea harbor and one of the largest in Europe. The city is linked to the capital, Bucharest, by a modern highway, to Europe by the Danube-Black Sea Canal and to the world by an international airport.





#### Our defining values

Unity based on respect for diversity Honour, reconciliation and stability Competence







# High quality education, centered on students

#### students

Ovidius is a nationally and internationally accredited university

After the implementation of the Bologna Process, which started in the 2005-2006 academic year, Ovidius University entered the European Higher Education Area and can therefore issue diplomas recognized in the European Union and beyond. Ovidius University enrolls over 15,000 students, under the guidance of 650 members of the academic staff and with the support of over 300 employees in administration and services. It covers a wide range of fields of study, from medical sciences to engineering, from humanities to materials sciences, from natural sciences to economic and legal studies, from arts to theology. The university currently has 86 bachelor's programs in 44 domains, 76 master's programs and 4 doctoral schools covering 8 study domains.

#### Excellence in scientific research

main pillar of Ovidius University's mission is scientific research technological development innovation (RDI). This priority is demonstrated by a constant high ranking of our university among the universities focused on education and research. In the SCIMAGO Institutions Rankings - SIR, only few Romanian universities are visible in the top 3,000 research institutions in the world. Ovidius University has been constantly listed among the top 15 universities in Romania, the first 150 in Eastern Europe, and the first 2500 in the world.

In 2014, Ovidius University received the Creativity Trophy



#### The European University at the Black Sea

1,100 international students.

Ovidius University has constantly encouraged student and academic staff exchanges. The ratio of incoming versus outgoing Erasmus students stands at about 60%, much higher than the national average of about 35%. UOC is a founding member of the Black Sea Universities Network (BSUN) and hosts its secretariat. The University is a member of various international associations such as EUA and EURASHE, which provides advice to its own development and progress involvement in higher education globally.





#### The Center for Entrepreneurship and Technology Transfer

**(CATT)** is an operational structure of OUC, part of the Department of Research and Innovation.

The mission of the center for Entrepreneurship and Technology Transfer is double. On the one hand, CATT has the mission to develop, implement, monitor and evaluate the university's policies of supporting, developing and encouraging entrepreneurship among teachers, students and graduates. On the other hand, the role of CATT is to transfer the knowledge generated through research-development-innovation in the research institutes and centers of Ovidius University and its partner institutions, to regional beneficiaries, to help them become more competitive. The support is both scientific and technical, especially for innovative start-ups, but also for companies that do not sufficiently use the facilities offered by the broad digitalization of activities. CATT also offers business consultancy services (managerial, financial, marketing and e-commerce, legal, etc.).



#### **Department of Research and Innovation**

The Department of Research and Innovation is an operational structure of OUC, without legal personality, whose mission is to develop, implement, monitor and evaluate the university's policies in the field of scientific research, technological development and innovation (RDI) as well as artistic creation. Its organization and operation are governed by specific regulation [link]


**Engineering.** 





Common borders. Common solutions.

AGREEN in Ovidius University of Constanța is implemented by a interdisciplinary team, with experts from:

The Faculty of Natural and Agricultural Sciences, The Faculty of Mechanical, Industrial and Maritime









**Turkey (TR)** Tekirdag Namık Kemal University (T-NKU) Tekirdağ Namik Kemal University is located in the central district Tekirdağ (Süleymanpaşa) of Tekirdağ **Black Sea Region** Marmara province, on the European part of **Central Anatolia** Eastern Anatolia Aegean Turkey. The northwestern part of Southeast Anatolia Marmara Region is called Mediterranean Region "Trakya".







The University was founded on March 17, 2006, but the roots go back to the establishment of the Faculty of Agriculture in 1982.

According to UniAr (University Assessments & Research Laboratory) 2020 report, Tekirdağ ranks 8 out of 81 among the student-friendly university cities in Turkey.





- → 3 Institutes (for postgraduate studies)
- → 3 Schools (offering undergraduate and graduate studies)
- → 1 Music Conservatory
- → 11 Vocational schools (offering associate degrees)
- → 11 Research and Application Centres
- → 1 Technology Development Centre (Technopark)









### Academic Units of TNKU: Faculties and Graduate Schools

- ★ Faculty of Agriculture, the Project will be carried out by the Faculty.
- ★ Çorlu Faculty of Engineering
- ★ Faculty of Economics And Administrative Sciences
- ★ Faculty of Arts and Sciences
- ★ Faculty of Fine Arts, Design and Architecture
- ★ Faculty of Medicine
- ★ Faculty of Veterinary Sciences
- ★ Faculty of Theology
- ★ Faculty of Law
- ★ Faculty of Dentistry

- Institute of Natural and Applied Sciences
- (21 MSc, 17 PhD Programs)
- → Institute of Health Science (3 MSc, 3 PhD Programs)
- → Institute of Social Sciences (18 MSc, 5 PhD Programs)













### **Statistics of TNKU**

1 Central research laboratory, well equipped with latest technology
273 research laboratories and workshop rooms
More than 100 running and 860 completed
research projects
1 131 academic staff
980 administrative staff

Total 35 000 students: 3 000 postgraduate including 550 PhD students

Since 2006, the university hosted or co-financed 859 national and international projects in total. Distribution by 2021: 731 institutional scientific projects, 18 EU-funded projects, 86 research projects funded by TUBİTAK, 8 projects funded by Trakya Development Agency and 16 projects by various grants. Among 18 EU-funded projects, 4 grants from Black Sea Basin Cross Border JOP.

**25 Different Countries** 

970 international Students







#### Project staff were appointed by the Executive Board of TNKU on 11 June 2020

**Project Coordinator: Prof. Dr. Tolga ERDEM,** Faculty of Agriculture, Department of Biosystem Engineering, Specialist on Irrigation, Land and Water Resources

AGREEN COP Coordinator: Dr. Duygu DOGAN, Projects Coordination Office, Linguist and Specialist on the Management of international Projects at TNKU.

Project Accountant: Mr. Emir CAN, Faculty of Agriculture

- A AGREEN COP members and experts affiliated to TNKU Faculty of Agriculture, Department of Bioystem Engineering.
- <u>Contacts:</u> terdem@nku.edu.tr ddogan@nku.edu.tr
- Homepage: http://www.nku.edu.tr





www.anatoliki.gr





## Common borders. Common solutions.

ANATOLIKI S.A. Development Organisation Of Local Authorities

Greece (EL)





ANATOLIKH S.A. was established in the form of a Societe Anonyme, according to P.D. 323/89 (K.D.K.), as a Center for Human Resources Development and Strengthening of the Local Economy of the wider area of Eastern Thessaloniki, in May 1995. In June 2021, it was transformed into an Organisation for Local

Government Development within the framework of Law 4674/2020

Alternative tourism for school communities Social economy up of the school communities Social economy up of the school communities of the school com









With its transformation into a Development Organization, the possibilities of supporting the bodies of self-government in the field of study, supervision and construction of technical projects are expanded.

Key policy in its operation is the combination of parallel interventions in all sectors of society and the combination of elements of integrated development in all its individual actions, utilizing its participation in projects co-financed by EU programs.









#### ANATOLIKH S.A. operates in the following axes:

- 1. Environment and infrastructure
- 2. Agricultural development
- 3. Circular economy
- 4. Energy
- 5. Sustainable mobility
- 6. Local Government Technical Support
- 7. Environmental education
- 8. Counseling support for school communities
- 9. Entrepreneurship-Employment
- 10. Social economy
- 11. Sustainable Tourism
- 12. Promoting innovation and new technologies







#### Special attention is given:

- in the sustainable management of natural resources with balanced development of all sectors of the economy
- in strengthening the endogenous forces of development, especially the human resources
- ensuring quality of life through the promotion of infrastructure, changing consumer patterns, enhancing information and cultural development
- in the exchange of know-how and the introduction of innovation in the production process and in the administration and citizen service systems
- promoting cooperation between public, private and social sectors to achieve common development goals
- in promoting the goals of sustainable development and
- in the technical support of the Local Authorities, for the study, supervision and construction of technical projects









Project funded by EUROPEAN UNION





## Common borders. Common solutions.

Indicative programs:





RUMORE

INTERREG Europe





SinCE-AFC Enhancing the Entrepreneurship of SMEs in Circular Economy of the Agri-Food Chain

## TUNE UP

Promoting multilevel governance for tuning up biodiversity protection in marine areas





LIFE +11 ENV/GR/000942 oLIVE – CLIMA Introduction of new olive crop management practices focused on climate change mitigation and

adaptation

ANAT LIKI

de:







International Center for Agribusiness Research and Education (ICARE) Armenia (RA)





Established in Yerevan, Armenia in 2005 by Texas A&M University.

ICARE is an umbrella institution for1. Agribusiness Teaching Center (ATC),2. Agribusiness Research Center (ARC),3. EVN Wine Academy.







# **PANEL DISCUSSION 1**

### Climate-smart and conservation agriculture in the BSB problems and opportunities

















Bulgaria (BG)

Findings of the Feasibility Study in Bulgaria - sector overview

- Cultivated agricultural land occupies about 4.9 million hectares or 44% of the total territory of the country (IBG, 2019).
- Today, the Agriculture accounts for around one-tenth of the national gross domestic product and 4,4% of the country's total gross value added (GVA).
- It provides employment for about 5,8% of the Bulgarian population (Ficompass, 2020).







### Bulgaria (BG)

Bulgarian agriculture is characterized with diversified crop structure and polarized farming models:

At one extreme there are small, usually family-based farms that manage less than 2 ha.

Those account for 82% of total farms (or 166 000 of all farms).



At the other extreme are large commercial farms with an Utilised Agriculture Area (UAA) of over 100 ha.

These farms account for less than 2% of total farms (or 6 060 of all farms).







Bulgaria (BG)



The agricultural sector in the North East and South East regions of planning (the eligible areas as per the Black Sea Cross-border Cooperation Program), is of a key importance along with the service sectors. The both region benefit from the excellent fertile soils and mild climate impacted by the Black sea vicinity.

The economic structure of the North East region reveals that nearly 67% of the business activities are related to tourism and hospitality (NSI, 2020), 27% is the industry share and the agriculture accounts for 6% (well above the country's average)

Varna is the administrative and logistic centre of the region, while Dobrich (the centre of South Dobrudzha is a leading crop producer. The region of Dobrich is also known as the "Bulgarian granary" which accentuate the importance of the agricultural sector.

The South East Region relies mostly on the service sector (54.1%), followed by the Industry (41%), while the Agriculture accounts for only 4.9% (NSI, 2020).







Bulgaria (BG)

#### Climate Change and its Impact on Bulgaria

The impact of the climate change on the weather pattern, agriculture, health and well-being of the population is a subject of numerous discussions, researches and strategic documents on local, European and national level. In general, there are four main consequences of the climate change that affect also the agricultural sector:

- raising temperature and shifts of the weather pattern
- low precipitation and snowmelt
- greenhouse gases and aerosols increase
- increased probability of extreme events

Annual precipitation in 1961-1990 (a), 2020 (b), 2050 (c), 2080 (d) under pessimistic climate change scenario





Average annual air temperature during 1961-1990 (a), 2020 (b), 2050 (c), 2080 (d) under pessimistic climate scenario







### Bulgaria (BG)

#### SWOT Analysis of Climate - Smart Agriculture in Bulgaria

#### Strengths

- Agricultural land is more than 50% of the territory of the country
- Diverse and fertile soils and long-term traditions in crops production and animal breeding as well as a number of plant varieties well-suited to the local climate conditions and soils
- Institutes and universities for agricultural research and development with internationally recognized achievements in biogenetics and plant breeding (incl. network of 80 secondary schools and 5 universities offering specialization in agriculture and/or food production)
- Excellent conditions for organic food production as well as growing demand (both domestic and international) for bio, organic and climate-smart food products
- Established farms of various size, mostly family-owned which facilitates the preservation of valuable genetic resources and production techniques.
- Access to a number of financial schemes and instruments for organic, bio and climate-smart agricultural production
- Existing agricultural policies are aligned to the CAP of the EU, facilitating exchange of best practices between farmers and producers

#### Weaknesses

- Decreased precipitation in recent years leading to less options for irrigation, especially for water-intensive crops
- The urbanization trend leading to leakage of resources (including financial, administrative, human, educational, research capacity etc.) from the rural areas
- Increased usage of invasive chemical pesticides and fertilizers which alter the natural balance and increase the sild acidity in a long term as a result the land suitable for organic farming decreases
- Production form local varieties is labour intensive and not suited for mass production and marketing
- Career paths in agriculture became less attractive in the recent years for younger people leading to shortage in qualified labour market supply
- Low bargaining power of producers who are forced to comply with less profitability for their products and unfair competition between small, local producer and large farms. Most EU programs benefit big-scale agri-cooperatives, and very few are applicable to SME farm producers.
- Underdeveloped system of geographical recognized brands such as PDOs and PDIs which leads to lack of incentive for traditional variety production and loss of financial benefits.







### Bulgaria (BG)

#### SWOT Analysis of Climate - Smart Agriculture in Bulgaria

#### **Opportunities**

- Climate change may lead to weather shift enabling multi-harvest crop production and introduction of new crop varieties as a result of the milder weather
- Organic products demand will continue to increase, both domestically and globally while the consumers are increasing their awareness towards methods and regions of production, especially concerning food products. They will demand more for locally raised produces
- Scientific development and new technologies, leading to more resilient crop varieties and plants
- Certification opportunities: such as bio, organic, climate-smart agriculture labels etc.
- EU envisages new programs to support small-scale producers, organic and bio and climate-smart agriculture.
- Establishment and raise in popularity of farmer's markets which might be a tool to cut the market chain and to increase the profitability of the local producers.
- Creation of alliances, cooperatives and other organisations of argi-producers for support, lobbying and marketing purposes

#### Threats

- Global warming and dryness which threaten to turn fertile lands into deserts
- International competition in terms of foreign producers
- Continuous depopulation of rural areas due to migration and aging
- Diminishing purchasing power of the Bulgarian population leading to demand of low-quality foods and produces. This also is a challenge before the development of organic market and introduction of branded, high-quality goods and produces.
- Insufficient funding for research and innovations.
- EU programs are available mostly to big producers leading to disparity in financial sources distribution. Part of the problem is based on the low capacity of smaller farmers (such as lack of education or information) to initiate the application process
- Agricultural producers are underrepresented in the policy making activities, thus their interest protection is not guaranteed.
- Domination of big wholesalers and international food chains on the market and trade barriers for smaller, local producers







### Bulgaria (BG)

#### State of Organic Farming and Sustainable Agricultural Practices in the BSB Regions of in Bulgaria

Country - specific conditions for sustainable agriculture implementation

The advantages of the Bulgarian agrarian sector are:

- → Favourable natural conditions for the cultivation of a wide variety of crops, fruits and vegetables
- → The farming land occupies roughly 50% of the territory of the country
- → Large diversity of clean, fertile and unpolluted soils
- → Most of the production is organic. GMOs are banned.
- → High health and environment protection standards which guarantees the quality of the Bulgarian food products
- → Availability of EU funded programs and in the sector as an incentive for growth of investment in the agricultural business
- → Strong traditions in farming and husbandry
- → A network of public and private Research centres working towards enhancement of the quality of the crops and food produce.

National Capacities

- The organic production in Bulgaria is developing rapidly with a tendency to increase in the number of operators and the output.
- The motivation of both producers and consumers comes is driven by environmental sustainability and health factors.
- Consequently, the areas of organic production (or in transition) has increased as well as the lands certified as ecologically clean areas for wild growing crops like mushrooms, herbs and berries are harvested.
- In 2016, areas within control system (either in transition or undergone transition towards organic production) occupied a 3.2% share of total utilized agricultural area in the country (see the figure below).
- More than 90% of the domestic organic produce is exported to EU countries such as Germany, Switzerland, France and the Netherlands.









**GEORGIA** 









Georgia (GE)

Findings of the Feasibility Study in Georgia - sector overview

- The agricultural sector of Georgia mainly consists of small householder farmers over 90%;
- Agricultural land makes up 44% of the territory of the country, while only 5% of the territory of Georgia is irrigated;
- Application of mineral fertilizers is decreasing (over the past 4 years it has decreased by 26%);
- Imported products occupy a large share of agricultural market of Georgia.







Georgia (GE)

### Findings of the Feasibility Study in Georgia - climate change

- The negative consequences of climate change in Georgia: increase in temperature, change in precipitation, limited access to water resources, increase of the Black Sea level, as well as an increase in the frequency and intensity of floods, landslides and avalanches;
- In 2015 the total greenhouse gas emissions was approximately the equivalent of 17,589,000 tons of  $CO_2$ , of which the share of the agricultural sector is 18%. Georgia's share in global emission was 0.04%.







Georgia (GE)

### Findings of the Feasibility Study in Georgia - CSA











ROMANIA











Romania (RO)

### Common borders. Common solutions.

### I. State of art of bio and organic agriculture in the BSB

There are official data on organic farming:

- 1. At EU level
- 2. At the level of EU member states
- 3. At the regional area

1. State of art of bio and organic agriculture in EU

Organic area made up 8.5 % of total EU agricultural land in 2019. Sweden had the highest shares of organic cereals (7 %) and fresh vegetables (19 %) in its total production, while Greece had the highest share of organic bovine animals (27 %).



Total organic area (fully converted and under conversion), by country, 2012 and 2019

	Organit area that		2012-01
1772-0	2012	2010	(N-Changer)
NH	9 457 diss	13 793 665	45.8
Eleniquem:	59.718	80 819	55.0
Onlyanse	39.430	117.778	2019
Carechaa .	409.070	535 565	- 14.2
Desenants	194,706	295.525	46.0
Germany	859 632	1292.038	54.5
Datonia	142 048	200 732	38.A
weigend 1.	42 795	75.952	40.1
Greece	462.648	529 752	14.3
Spain	1755 546	.2354.918	54.9
France	1.000 681	0.240.797	
Crosta	01.004	- NOR NOP	236.6
Baly	1.167.562	1.003.226	31.7
Cristian	3 825	6240	58.1
Lation	100.058	299.796	40.7
Littuana	100 100	342.118	54.7
Lasenblourg	4 130	5454	40.4
Plangtory	130.607	303 199	132.1
Matta	21	66	42.5
Retterlands	48.000	50 DEB	41.7
Avenue -	\$35,230	473.703	25.2
Pointed	855 400	507.637	-22.6
Fortugal.	200.633	280.213	46.0
Romanias	- 298.281	399.228	- 12.1
Elevents .	35.101	49.638	41.8
Silvesta	154 360	197 145	29.2
Finland -	197.755	305 844	55.5
Region	477 684	812.064	21.1
toriand	1000 A.M.	6 940	1.211
Secondy.	55 264	46.212	- 18-0
Badjorland.	121.213	100 010	10.4
Rented Kargebran	100 drt.	459.375	
Novth Macedonia		270	
Sectore		21,245	
Turkey		353 718	

Note: (1) thats out availables

Source: Economic proting data code, wig, proper)







#### 2. State of art of bio and organic agriculture in ROMANIA

In Romania, out of the 23.8 million ha of the Romanian territory, the agricultural area used in agricultural holdings is about 13.3 million ha (55.9%), of which about 8.3 million ha is arable land.

The arable land occupies about 62.5% of the agricultural area. Cereals and oil plants occupy about 80% of the arable land.

In Romania, out of over 13.3 million hectares, only 2.9% are organically cultivated, a rate lower than the European average.











### Romania (RO)

### Common borders. Common solutions.



Romania has about 33% of the total number of agricultural holdings in the European Union, with an average size of about 3.6 ha / farm, much smaller than the average size at the Union level of 16.6 ha / farm (source: General Agricultural Register 2010 - MADR). The ecological agricultural area is 395228 ha (2019).

It can be noted that, after a relatively constant level between 2006 and 2010, since 2011 a significant evolution can be observed. The evolution of 2010 is explained by the provision of subsidies for organic farming.

Ecological operators in Romania in the period 2006-2020 (Source: MADR)





# Black CROSS BORDER COOPERATION

### Common borders. Common solutions.

### Romania (RO)

#### 3. State of art of bio and organic agriculture in Dobrogea (BSB - RO area)

The area of Dobrogea which belongs to Romania is 15,570 km2 (Tulcea and Constanța Counties). The total area of Tulcea county is 849,875 ha, of which 43% represent agricultural land. In this area is the Danube Delta Biosphere Reserve, which amounts to 580,000 hectares and the Măcin Mountains National Park (11,700 ha). The farms that carry out agricultural activities in these areas work in an ecological system about 18,000 ha.











Romania (RO)

II - Climate-smart and conservation agriculture in the BSB - Problems and opportunities

### We can show the questions/problems. Can we find the answers?

- ★ Who will practice agriculture in the future given the age group structure of farmers?
- ★ Are family farms disappearing?
- ★ Is agriculture becoming dominated by big business?
- ★ How do production methods change?
- ★ How does agriculture positively and negatively influence the environment?
- ★ Is there an increase in the share of organic farming?
- ★ Is the ECOLOGICAL OPTIMUM defined / determined for each homogeneous ecological territory?
- ★ Is it possible for farmers to equip themselves with high-performance equipment without financial support from the state, to support Climate-smart and conservation agriculture?
- ★ Is there a concern of policy makers for Climate-smart and conservation agriculture?















JOINT OPERATIONAL PROGRAMME BLACK SEA BASIN 2014-2020 BSB1135 Cross-Border Alliance for Climate-Smart and Green Agriculture in the Black Sea Basin (AGREEN) Project International Business Conference for presentation of the Regional Branding Strategy 29 July 2021 - Yarevan - ARMENIA

## Climate-smart and conservation agriculture in TURKEYproblems and opportunities // State of art of bio and organic agriculture in TURKEY//

Prof. Dr. Fatih KONUKCU AGREEN Expert for Feasibility Studies in TURKEY







#### Turkey's Agricultural potential

Land use	Area (million ha)	Area (%)
Agriculture	23.1	30.0
Forest	21.5	28.0
Meadow and pasture	14.5	18.9
Water body and others	17.8	23.1
Total area (million ha)	76.9	100.0

- Total irrigable land: 8.5 million ha,
- Currently under irrigation: 6.6 million ha,

### Of the cultivated land:

- % 75 cereals
- % 8.5' legumes
- % 7.7 oil seeds
- % 7.2 industrial
- % 1.6 tuber plants

#### Agricultural sector:

- 19.2% of total employment
- 3.1% of all exports (\$5.32 billion);
- It provides 6.5% of GDP (\$47.35 billion).







#### State of art of organic farming and sustainable agricultural practices in Turkey

	Organic Farming (OF)				
Year	Numbre of producers	Production area (ha)	Production (ton)		
2002	12.428	89.827			
2005	14.401	203.811	422.934		
2010	42.097	510.033	1.343.737		
2016	67.878	523.778	2.473.600		
	Good Agricultural Practices (GAP)				
2007	651	5.360	149.693		
2010	4.540	78.174	1.902.072		
2016	55.609	474.107	5.027.892		







#### Climate Change and Agriculture in Turkey: 2015-2100 period

- HadGEM2-ES: 3.5 °C for RCP4.5 scenario and 6.0 °C for RCP8.5 scenario.
- From 2050 onwards, up to 250-300 mm decreases are predicted (average 60 mm)

### Decrease in suitability for agricultural production!

- decreases in yield and quality of all crops and particularly decrease in cultivated area of summer crops (corn, sunflower and legumes, fruits and vegetables)
- Double the amount of irrigation water needed as compared to today;

#### The increase in extreme climate events will increase the risks in agricultural production!

- Increase in diseases and pests
- Decreased biodiversity/loss of our genetical resources
- Soil erosion
- Hail and excessive precipitation damage
- Early flowering and frost damage






#### **Current challenges of CSA in Turkey: Solutions**

#### For the adaptation to climate change:

- Improvement of varieties resistant to extreme climatic conditions
- organic carbon content of the soil should be increased,
- a new crop rotation/diversification plan should be made
- sowing dates should be adjusted to benefit from the precipitation, escape from the drought and diseases/pest.

#### For the mitigation of climate change:

- OF, GAP, precision farming and CSA should be encouraged and supported.
- Farmers should be supported financially and technically by the government.

#### For the resilience of the farmers against the adverse impact of climate change:

- Farmers should be provided with financial support for production and insurance, and
- long-term and low-interest/interest-free credit opportunities should be created.















Greece (EL)





#### Problems

#### **Feasibility study findings**

- Initial implementation cost
- The cost undertaken by farmer while the society as a whole receives the benefits
- Practical difficulties during the period of adaptation adoption of CSA cultivation practices
- Small and scattered farms
- Inelastic attitude of agricultural population towards new practices and technologies -Low level of education - Inability of the aging rural population to adapt to new technology
- Limited dissemination of data and information Inability of farmers to get access
- Lack of applied research
- Limited funding and funds
- Difficulty in coordinating actions at different levels
- Limited infrastructure in the agricultural sector
- Unclear legal framework for the protection of agricultural land







Greece (EL)

## Feasibility study findings

# **Opportunities**



- New Common Agricultural Policy 2021 2027
- Organic Agriculture Sustainable Agriculture Smart Agriculture Precision Agriculture
- Available technological tools
- University Research
- Dissemination of information data research results
- Production of high-quality products
- From farm to fork principle
- Product branding
- Networking
- Further organization, empowerment, networking and cooperation between Agricultural Cooperatives
  - creation of bigger and stronger cooperatives
- Development of agricultural infrastructure
- Raising awareness in the society
- Strategic cooperation with Bodies and Organizations
- Commitment of funds for CSA implementation















Armenia (RA)

#### Natella Mirzoyan, ICARE expert on elaboration of the Feasibility Study (AM)

Climate-smart and conservation agriculture in the BSB - problems and opportunities // State of art of bio and organic agriculture in the BSB











Project funded by EUROPEAN UNION





# Common borders. Common solutions.

#### Armenia (RA)





Project funded by EUROPEAN UNION





# National capacities Common borders. Common solutions.



#### Lands

- ✓ 2044.5 ha- 40% not used
- ✓ 10% decrease in 2009-2018
- ✓ 43% desertification
- 82% degradation
- 3% anthropogenic pollution
- 1% salinization

#### Markets

- Domestic- stores (Agrology LLC, National mall, Gourmand, Green Day, Carrefour), internet
- International- EU, Russia, Kazakhstan, other Asian countries

S	takeholders/institutions	Policies/funding
~	State agencies-Ministry of Economy Ministry of Nature Protection, Natio Institute of Standards	<ul> <li>International-Paris agreement</li> <li>RA-RA Land Code, Law of the Republic of Armenia on Organic</li> </ul>
<ul> <li>Advisory services-Farm Service Centers (CARD)</li> </ul>		nters Agriculture, etc.
<ul> <li>NGOs-SHEN, Ecoglobe, NABU, Green Lane, CARD, AWHHE</li> </ul>		een modern drip irrigation systems", construction or update for small and
~	International: Austrian Development Agency (ADA), UN, Food and	medium sized smart livestock farms"
	Agricultural Organization (FAO),	lands"
	Deutsche Gesellschaft für	establishment of vineyards, modern
	Internationale Zusammenarbeit (	SmbH technological intensive orchards and
	(GIZ)	li berry gardens"
~	Associations- Greenhouse Associat	tion of the introduction and technological
	Armenia (GAA), Organic Armenia	support for small and medium sized
	Agricultural Association	li greenhouses"



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**Benefits** 





# Common borders. Common solutions.

#### Armenia (RA)

# Socio-economic

- ✓ 28% of households at risk of becoming foodinsecure if affected by shocks
- ✓ Agricultural employment fell from 18% in 10 years
- ✓ Organic products cost 30-70% higher than nonorganic counterparts
- ✓ Export
- ✓ Productive diversification
- Employment- 6.0% of the country population resides in villages

#### Environmental

- ✓ Reduced GHG emissions
- ✓ Reduced soil degradation
- Reduction/elimination of synthetic nitrogen fertilizer applications
- Resilience to climatic chocks, such as droughts
- Biodiversity and ecosystem services
- Preservation of s valuable traditional landscapes
- Climate change mitigation potential











### Armenia (RA)

# Challenges

- ✓ Crop residues -increasing work intensity, need for better machinary, lack of knowledge
- Rotations and other diversification options- high fertilizer use, not much CSA
- ✓ Weed management- use of 2,444 ton of pesticides in 2018, lack of management
- ✓ Availability of machinery- almost none available
- Market saturation- low purchasing power, unstable supply, lack of branding, fluctuating quality, small range and volume of products available

340,000 very small farms of less than 1 ha size











#### Questions & Answers Session











Networking









# **PANEL DISCUSSION 2**

# Regional branding for climate-smart agriculture

















Bulgaria (BG)

REGIONAL BRAND AND BRANDING STRATEGY FOR CLIMATE-SMART AGRICULTURAL PRODUCTS IN THE BSB

- 2. Mission
- 3. Brand Position Statement
- 4. Audience Profile
- 5. Brand Promise
- 6. Brand Messaging
- 7. Go-to-the-market strategy
- 8. Communication channels
- 9. Labelling standards
- 10. Brand inauguration strategy
- 11. Conclusions

Why the development of Climate Smart and Green Agriculture certification and labeling systems is needed for the BSB countries? Because it helps to:

- retain youth in agriculture/remote rural areas of the country;
- preserve biodiversity and improve food security in specific production areas;
- improve food safety and quality standards and sustainable use of natural resources;
- support sustainable and inclusive economic growth; involve and build the capacity of local producers' associations to ensure sustainability;
- reach economic sustainability through bringing improvements in producers' incomes and quality of life, and make the entire rural economy more dynamic.







#### Bulgaria (BG)

The **Branding Strategy** aims at providing the essential marketing tools for successfully designing and promoting the CSA Brand.

#### Vision of CSA Brand

- Consumers' awareness raising
- Gaining community support
- Evoking direct and immediate response of the agricultural and food sector

Farmers Cultivators Producers Quality Added Value Regional Development Connecting quality with region

CSA Brand Name Information about place of origin & cultivating methods Respect for nature Protection of the Environment

Consumers Citizens







#### Values

- taste of **organic vs GMO treated products**: the organic agricultural products from the particular country have better taste and lead to healthier life compared to the GMO treated agricultural products.
- **market demand:** the organic agricultural products are preferred by the customers who are ready and willing to pay higher price for them.
- **taste similarity of organic agricultural products:** The Black sea area organic agricultural products can be promoted as similar in taste and health related characteristics, as they show relevant similarity compared to the products imported from other geographic regions. Deliver maximum value for the end consumers
- **sustainability:** the locally produced organic agricultural products lead to better market performance, higher profitability and thus better chances for development of sustainable agricultural business. There is also an obvious trend of alignment to the EU policies and values, regarding the sustainability and environment protection, the respect for other species, the inclusiveness within the human society.
- **brands:** the digitalization leads to changes in the consumer perception which is now formed on the information from the search engines and social media. From the research, the young and mature urban adult is acquainted with the technology and aware of the digital future of the human society. The brands have special value in that process in the digital era.
- **traditions:** this trend to support national products is linked to the strong need to preserve one's cultural identity. It also reflects the need for grounding into their own tradition, facing the new digital paradigm from a solid ground of familiar experiences, including food.

These values promote sustainable, green and smart agricultural production adaptive climate changes and provide to opportunities for development of Climate Smart and Green Agriculture certification and labeling systems. They will help the countries from the region to develop a sustainable SGA. It will help to preserve biodiversity and improve food security in specific production areas, lead to improved food safety and quality standards and sustainable use of natural resources. In the age of significantly increasing share of the e-food trade the branding will add chances for faster adaptation to the new marketing and market specifics.







Brand Position Statement

In general, an AGREEN BSB CSA product brand should refer to:

- regional visibility in the world/ EU, along with a national representation in the region;
- need for preserving and advancing national products, habits and traditions;
- need for local brands stating and stimulating more intensive investment in modern agriculture, offering to the local producers (farmers) a promise for a larger solid, sustainable market.















#### Greece (EL)

#### AUDIENCE PROFILE

RESPONDENTS AGE DISTRIBUTION Age group of 25 - 45













Greece (EL)













Greece (EL)

OTHER DEMOGRAPHICS & University graduates Medium to high income Families with toddlers and young children Prefer locally produced products











#### Greece (EL)

#### **GREEK ORGANIC CONSUMER PROFILE**

#### Consumers of organic products are:

- mostly families with children (64%),
- the age group born between 1982 and 1994 (60%), and
- consumers who want to avoid chemicals in their food.













ROMANIA











#### Romania (RO) - Brand Promise

AGREEN project proposes a solution to share effort of building a brand under the vault of an unique CSA concept. The pillars of such an effort are:

- increasing of territorial competitiveness, based on criteria of quality, environmental conservation and solidarity, in each of the territories members;
- building of a joint territorial quality Brand, identifying with the same symbol and obtained by the same procedure, for all territories involved in the project.

The labeling of Climate Smart Agriculture products would lead consumers to identify and differentiate them from conventional ones and enhance their added value. AGREEN team identified that the brand awareness of BSB customer is high.

- interest towards bio, organic and clean/green food production is registered. The consumers are becoming more informed and selective regarding the food they buy and eat. A number of food companies certified by special label (bio, organic or natural) has emerged. Many stores have special isles on which certified foods are sold. Usually they are more expensive than regular foods.
- The organic production is developing rapidly, with a tendency to increase the number of operators and the output. The motivation of both producers and consumers comes is driven by sustainability and health factors
- the young adults are more and more aware of the environmental and climate issues, of their need for healthy living and healthy, clean food and water. Also, in spite of the globalization, marketing studies report a constant and strong drive for regional, traditional products, associated with fair production and sustainability of one's own region/ country economy.







#### Romania (RO) - Brand Promise

An AGREEN BSB CSA product brand should refer to:

- The need for a national representation in the region, the regional visibility in the world/ EU,
- The need for preserving and advancing national products, habits and traditions,
- The need for a brand that boosts the consensus of the producers and stimulate their investment in modern agriculture, offering them a promise for solid, constant, large market,
- The need to solve the food safety issues and be transparent at the farming, processing, packaging and transportation levels.

The main problem the brand addresses is the scarce visibility of existing regional products (mainly organic, bio products), otherwise notorious for their quality-taste. The second is the challenging low level of development of some areas in the region, mainly focused on agriculture, alongside to and in spite of hot points of intense tourism activities.

A CSA regional brand should aim at bringing health and wealth to regional economies, especially to the rural areas.







#### Romania (RO) - What does the brand make the customers feel?

AGREEN proposes a Brand with the mission to protect and promote the region's unique heritage and potential, by promoting and developing sustainable CSA products from BSB, understanding local preferences and continuously innovating to better address needs of consumers.

The objectives of such a brand are:

- To recognize the inherent economic value of BSB remarkable agricultural potential,
- To encourage greater use of BSB's environmental and agricultural potential as business assets,
- To promote distinctive high quality products rooted in the region and tradition,
- To link producers to market opportunities and to each other, and to guide consumer choice,
- To support small business development and reward sustainable business practices,
- To empower communities and enable the choice to stay regional.







#### Romania (RO) - Elements reflected in the brand

- a) Idea of performance, efficacy and abundance
- b) Integration of the new technologies and the AI in our lives
- c) Controlled an guaranteed quality of the products
- d) The balance between the need to have quality food and the need for sufficient amounts of food
- e) The capacity to know the food source
- f) The need for clean and healthy food
- g) The need to protect the environment

For the consumer in the BSB region, the brand should assure a certified, healthy, quality product that is beneficial for the local community and the environment.







#### Romania (RO) - Research behind the Branding Elements

Results of a survey with 4 items and 23 questions + 1 open invitation to communicate free opinions, in order to detect the <u>Romanian customer preferences and market habits</u>

The average, adult, mature Romanian customer has a strong preference for buy from the market, where he/ she prefers to buy directly from the producers, giving strong preference to the local/ national products, regardless the price, grown in the spirit of respect to man and nature

Vast majority (> 75%) prefer to choose the food products one by one, consider very important to know how the products were cultivated/ cropped/ transported, always gets information about the source of the food products, always gets informed about the ingredients of the food products, while shopping for food, they tend to search for certain symbols, graphic signs associated with the products. Only 50% considered that the direct acquisition of the food, from the producers, are a real option for them.







Romania (RO)

#### Branding elements:

idea of performance, efficacy and abundance, Integration of the new technologies and the AI in our lives, Controlled, guaranteed quality of the products, The balance between the need to have quality food and the need for sufficient amounts of food, The capacity to know the food source, The need for clean and healthy food, The need to protect the environment.

The strongest elements to be captured in the brand were: The need to preserve and promote traditions and traditional products and Element of affect and national identity, mentioned by a vast majority (>85%). Secondly (>70%), The need to be part of a significant, potent region and The need to harmonize one's lifestyle with other people, from other regions were also important. The need to be modern, trendy was important only for 55% of the respondents.







Romania (RO) - Brand Essence

The essential value of a BSB CSA brand it's a critical element of the branding strategy, because clearly transmits what the brand stands for.

The AGREEN team identified the following brand traces, descriptors which defines the guiding vision of the brand :

Personality: playful, joyful, trustful, rooted in tradition.

Colors: shades of green (ochre) and blue.

Shapes: curvy, ascendant. Packaging with traditional, recognizable patterns.

Tone: self-possessed, reassuring, feminine, lower pitch.













**Product** 

#### **Benefits: Experience:** Wants (emotional Needs Fears (undesired drivers) (rational drivers) Health; Abundant. Offers quality Quality products at outcomes) accessible certified products Clean food; accessible/ products, that with familiar taste Clean environment; reasonable price. To be deceived with promote and and recognizable Security and protection; To be correctly false or incorrect Satisfaction - taste and boost the local packaging and informed about the information about and regional labeling, marked quality; product; the product origin, Stability - Familiar and agriculture. To contribute to with familiar farming, quality. symbols, recognizable experience. environment associated with Inclusiveness. protection: Spend additional tradition and To make use of the financial resources To be noticed. appreciated for one's responsible and technology and trust on not efficient choices (tradition and advancements; worthy products. production crafts, habits, customs) To contribute to technologies. Recognition. one's national welfare. advancement and national identity promotion; Substitutes: Local/ regional bio and organic products, certified or not Features: Labeled: at national or regional levels. Certified Quality; Tasty Familiar, Esthetic.

Customer

#### Romania (RO) Branding Value proposition







#### Romania (RO) - Brand Verbal guidelines

Area	Tagline
Smart,	Smart products from the cradle of Europe/ history
technology	Trust the smart
related	• "Sea" smart, eat smart
•	• "Sea" the taste of SMARTgriculture
and the second se	Smart people consume smart agriculture products
History,	Taste of tradition
tradition	"Sea" the taste within tradition
	Traditional heritage, produced smart and green
Experience	Experience/ Feel the taste of smart
Responsibilit y Reward	<ul> <li>Go smart and green</li> <li>Buy green, feel green</li> <li>Save our food and agricultural sources with ecologically friend</li> <li>smart agricultural products</li> </ul>

Areas	Verbal guidelines
Smart,	smart, technology, sustainable agriculture, sustainable food for
technology	future,
related	efficient technology, performance,
History,	Tradition
tradition	
Experience	Clean, healthy, safe, taste, green, bio, protected environment,
Responsibility	efficacy and abundance, environmentally friendly, food safety.
Reward	







#### Romania (RO) - Brand Visuals

AGREEN team found the following elements for visual coding in the Brand

- Curvy shapes, ascendant lines
- Green, Blue, Ocre, pastel colours
- National and traditional archetypes in symbolistics
- Vivid, traditional packaging
- environmentally friend looking package
- authorization label graphics














Turkey (TR)

#### What are the BSB branded CSA products target markets?

Demographic factors Location factors Behavioural characteristics Psychographic factors

What are the BSB branded CSA products target customers?

New products as CSA products are born every day and they also fail every day.

A go-to-market plan can help avoid these problems if it includes certain elements of research and action.

Feasibility researches which conducted by all the partner countries indicated that BSB branded CSA products target customer groups are living in urban areas, middle age, higher income groups and highly interested to green products.







#### Turkey (TR)

#### BSB brand positioning

What products are BSB brand offering?

What is BSB brand unique value to offer to each target customer group?

How will BSB brand connect with their target customers? What are the BSB brand abilities to demonstrate or communicate this difference to the target market.

How the CSA products is different or better than competitors.

#### What are BSB brand offering?

The current agricultural product market: conventionally produced agricultural products, controlled and labelled agricultural products and organic certificated products.

Last decade global consumer trend is environment friendly sustainable produced "green" products.

BSB branded CSA products should highlight the agricultural products they produce in a sustainable and environmentally friendly manner. It should be support by labelling, packaging and commercials.







# **COMMUNICATION CHANNELS**

- Digital Marketing Channels
  - o Content Marketing
    - Brand's Website
    - Video posting
    - Blog creation
    - Podcasts
  - o Search Engine Optimization
  - Social Media
  - o E-mail Marketing
  - o Paid Advertising
- Traditional Marketing Channels (tv, radio, magazines)
- Other Communication Channels
  - Word of Mouth
  - o Influencers









**GEORGIA** 









Georgia (GE)

**Branding Strategy - labelling standards** 

Labeling may have two aspects:

- ✓ Legal national regulations that aim to protect consumer's rights on the provision of information on food products;
- ✓ Private refers to the company production rules that may have a certain quality mark category, storytelling, or other.







Georgia (GE)

**Branding Strategy - legal requirements** 

Labeling of products placed on the markets must comply with the regulations of the country, where it will be sold.

The labeling rules for the food products in the EU countries are set in Regulation (EU) No 1169/2011 on the provision of food information to consumers. Turkish and Georgian legislation is aligned with the EU requirements.

Armenia uses the Technical Regulation of the Customs Union on Food Products in Terms of Labelling for the countries of Eurasian Economic Union (EAEU).







Georgia (GE)

**Branding Strategy - quality mark** 

Companies use different type of Quality Trademarks (e.g. Organic, Rainforest Alliance, HACCP, GI, etc.).

The quality standards are set by the industry or the governments, are voluntary and include production, certification and labeling rules.

The label of CSA products should include mandatory information and:

- $\checkmark$  indication (logo) of the quality mark;
- ✓ reference on the certification/control body that issued certificate;
- $\checkmark$  reference to the method of production.











Brand

**Phases** 













Armenia (RA)

# 1. Planning: Identification of Key Stakeholders

- → Governments of BSB countries
- → Agriculture Producers and Processors of BSB Countries
- → Consumers in BSB countries and worldwide

**2. Preparing Communications Plan for Brand Inauguration** Brand Promise and key messages







Armenia (RA)

CSA Brand Promise to the 3 Key Stakeholders









Armenia (RA)

# 3. Communication Steps, Tools and Channels

Step 1: Awareness Raising and negotiation stage

Step 2: Brand Inauguration Event

Purpose of communication per key stakeholder

Government	<ul> <li>Negotiate for the possible government incentives for the producers under this brand</li> </ul>			
Investors and Producers	<ul> <li>Motivate to produce under the umbrella brand</li> </ul>			
buyers	<ul> <li>Raise awareness on the CSA Brand product advantages over their rivals</li> </ul>			
Media	<ul> <li>Raise awareness on the CSA Brand among various media channels and make them real ambassadors of it</li> </ul>			







Armenia (RA)

# 4. Brand monitoring and follow-up Indicators for measuring brand performance

- Awareness on CSA products is increased in BSB societies.
- # of famers using CSA technologies are increasing in BSB countries
- # of companies willing to operate under the CSA brand are increasing in BSB countries
- Market share of CSA Branded products is increaseing in each of the BSB country
- # of agriculture product veriaties produced under CSA Brand is increasing in BSB countries;

- # of companies having increased turnover and income after starting to operate under the CSA family brand;
- # of consumers and buyers of CSA branded products are increasing
- # of returning/loyal customers of CSA branded products are increasing
- Investments in CSA technologies are increasing
- Area under CSA cultivation technologies are inceasing in BSB countries
- Other indicators which will be defined by the monitoring team









#### **Questions & Answers**











Networking











Logistic centres for wholesale and retail trade in sustainably delivered agricultural produce Local, regional and cross-border supply chain

















#### Bulgaria (BG)

There are no specialized logistic centers in Bulgaria for CSA production only. Among the established logistic centers, there are no special requirements concerning the CSA production.

We examine three types of facilities or organization that have some elements of logistic centers providing services or are focused on the CSA (incl. Bio, organic, etc.) production trade:

- International chains of stores that have a special policy for supporting the local farmers and provide spaces or sections for local sustainability grown products
- Organizers of farmer markets national, regional, local
- Local business (usually small) that unite the farmers and sell their production in their stores under brands like "homemade", "locally produced", "family farm", etc.









**GEORGIA** 









Georgia (GE)

Logistic centres in Georgia - overview

Logistic centers vary in size and scope, including small-scale centers focusing on CSA and organic products, as well as large sales points. Niche products are gaining popularity and small centers can sell locally and abroad. Online trade is becoming popular in Georgia.









Georgia (GE)

Logistic centres in Georgia - trade potential

Georgia has a Deep and Comprehensive Free Trade Agreement with the EU.

In 2019 the total volume of export to the EU was 825.5 mln USD, accounting for 21.9% of Georgia's total export.



Source: http://www.dcfta.gov.ge/en/dcfta-forbusinness/trade-statistics









ROMANIA



















Name of the centre	Logistic centre type	Products offered by the centre	Financing	Operation domain	Promotion
CRAMA DARIE	Vineyard, winery and retail center	Wines: Chardonnay, Fetească Neagră, Cabernet Sauvignon, Merlot and Rose	Private	National	Virtual store, website and their Facebook page
BĂCĂNIA CÂMPENEASCĂ	Retail centre, grocery store	Farm products, traditional meat, dairt, honey, wines, fruit and vegetables	Private	National	Virtual store, website and Facebook page
COMSORADI	Cold meats factory	Traditional cold meats: Pleșcoi sausages, babic	Private	National	Facebook page
ELDA MEC	Dairy producers	Dairy products: yogurts, kefir, sana, cream, cheese, cow's and goat's milk	Private	National	virtual store, website and Facebook page
MOŞ IOSIF	Animals Breeder, Meat Processing Center, Retail Center, Grocery Store	Traditional meat products: Babic, pastrami, sausages etc.	Private	National	virtual shop, website and a Facebook page







#### STRĂBUN CAPIDAVA



Crama Darie, wines Source: www.cramadarie.ro

Băcănia Câmpenească

#### Source:

https://www.facebook.com/pg/www.bacaniacampen easca.ro/photos/?tab=album&album\_id=11238208355 6064&ref=page\_internal COMSORADI. The cold meats factory. Buzău. Traditional products

S.C. COMSORADI S.T.I. str. Bucegi, nr. 14, Buzău - Tel: 0238.417.172 - Fax: 0238.720.257

al CARNAȚILOR de PLEȘCOI BABICULUI de BUZĂU

Source: https:// www.facebook.com/Comsoradi /



Elda. Stores distributing Elda dairy products in Constanța

Source: https://www.facebook.com/gust uldobrogean/















#### Turkey (TR)

#### Wholesale and retail logistics centers for Organic Farming (OF) and Good Agricultural Practices (GAP) Product

There are many national and local wholesale and retail logistics centers in Turkey. They market their products through neighbourhood markets, market chains online sales centers.

The names, addresses and current list of all national and local organic product companies can be reached and accessed on the website of the Ministry of Agriculture and Forestry: https://www.tarimorman.gov.tr/Konular/Bitkis el-Uretim/Organik-Tarim

#### Neighborhood Markets

These operate mostly under the control of local governments. There are a total of 24 organic neighborhood markets in Turkey.

- Istanbul (9)
- Izmir (4)
- Ankara (2)
- Kayseri (2)
- Balikesir (1)
- Bursa (1)
- Diyarbakir (1)
- Eskişehir (1)
- Mugla (1)
- Samsun (1)
- Sanliurfa (1)









http://w

# Common borders. Common solutions.

#### Turkey (TR) Market Chains

#### Organic and Good Agricultural Products Online Sales Centers

National and international market chains sell with the good agricultural practices' products label with thousands of branches all over Turkey. Market chains and the total number of branches in

Turkey;

- Migros (2265)
- Carrefoursa (686)
- MOPAS (100)
- Macro Center (61)
- Tarım Kredi Birlik (50)

macroadine MOP



These operate mostly under the control of local governments. There are a total of 24 organic neighborhood markets in Turkey. The main Organic and Good Agricultural Products Online Sales Centers operating in Turkey are as follows.

- Eko Organik Market (https://www.ekoorganik.com)
- Biokent Organik (https://biokentorganik.com)
- Eski Tadında (https://www.eskitadinda.com)
- Taze Masa (https://www.tazemasa.com)
- Ekolojik Market (<u>https://www.ekolojimarket.com</u>)
- City Farm (www.cityfarm.com.tr)
- Doğa Evinizde (<u>https://www.dogaevinizde.com</u>)
- Serente Organik (https://serenteorganik.com)
- Organikgiller (<u>https://www.organikgiller.com</u>)
- Organik Pazar(https://www.organikpazar.com)
- Feriköy Organik Pazar (https://www.ferikoyorganikpazar.com)















Greece (EL) Common borders. Common solutions.

Total Logistics Centres: 10

Region of Central Macedonia: 9

Region of Anatoliki Makedonia - Thraki: 1

✓ Super Market: 2

"Hellenic Market S.A.»

«Supermarket Afrodite S.A.»

✓ Union of Organic Farmers: 1

Union of Organic Farmers of Northern Greece (UOFNG)

«BIOFRESCO»



 Companies that produces, trades and distributes organic products in Greece and abroad: 1

BIOFRESCO

ελληνικά market







**Greece (EL)** 

✓ Private company: 3

Green Family «The Hellinikon»

«Bio Fruit Oporopantopoleion»

«Yperpoiotiko»











«Koykoyli»

 Social Consumer Cooperative of Thessaloniki: 1

"Bios Coop"



 ✓ Urban Cooperative of producers and consumers: 1

«Agricultural Grocery of Kalamaria»

















Armenia (RA)

#### Key facts

•No logistic centers in Armenia with full range of services: sorting, packing, paletting, storing, custom services, logistics, domestic sales, export, import etc. Less than 10 organizations provide services which contain the elements of LC

Fruits and vegetables 2020: Export - \$100 mln, Import - \$88 mln
Less than 10% of Armenian fruits and vegetables are exported

Logistic centers will significantly activate the international trade of sustainably delivered agricultural produce







Armenia (RA)

Key obstacles

•Lack of communication platforms for stakeholders: exporters, importers, producers, retailers, wholesalers, governmental authorities, services suppliers

Insufficient Volumes and Seasonality

Lack of Funds and Expertise

Low level of governmental support and regulation







Armenia (RA)

**Recommendations** 

Networking and cooperation platforms through sales online platforms and constant networking within professional associations and unions
Insufficient volumes addressed by empowering the production capacity of farmers and involvement of third countries production (re-export) and cooperation with Georgia
Lack of expertise addressed through involvement of international experts
Availability of funds through governmental support and third-party investments
3 logistic centers in Armenia at the pilot stage









#### **Questions & Answers**










Best practice - presentation of selected functional business models Showcasing good entrepreneurial practices from the BSB















Bulgaria (BG)

#### Best practice - presentation of functional business models // Showcasing good entrepreneurial practices from the BSB

This company is unique for it is considered to be the biggest and best developed social enterprise in Bulgaria.

The farm was launched less than two years ago in an abandoned lot near Dobrich main street.

Today, it has four neatly built green houses, 200 sq. m. each which are used for early vegetable production (mostly tomatoes, cucumbers, lettuce and herbs) and as a nursery for the young seedlings.

On the open areas, three variety of white cabbage are grown and a specially designed irrigation system is constructed.

Bio wastes, grass and leaves clippings are piled in a large composter intended to be used for enriching the existing soil. Name of Organization: Chudnata gradina ("Wonder Garden"), agricultural social enterprise operated by "Saint Nicholas the Wonderworker" foundation. Region of Operation: Dobrich Size of cultivation: 0,4 ha Number of employees: 22









As social inclusion is one of the CSA pillars, this farm is an excellent example of CSA best practice by providing numerous benefits and employing innovative approaches in a sustainable way such as:

- Social inclusion and providing employment opportunity for marginalized people
- Application of the principles of conservation agriculture (minimum mechanical soil disturbance/ no tillage; permanent soil organic cover with crop residues, etc.)
- Careful selection of crop variety and seeds. Various sorts of vegetables and seed providers were tested in order to choose the best match for the particular soil and climate
- spare use of fertilizers and minimal use of pesticides. The weeding is done mostly manually since it is a part of the therapeutic activities and help developing physical stamina
- crop diversification by including more vegetable varieties, legumes, greeneries and flowers
- Ingenious irrigation scheme where water is transported in cisterns from distant natural springs. The water has undergone checks for health safety and environmental cleanness
- Soil amelioration techniques including usage of natural fertilizers, "lasagna layering" and composting of organic wastes.
- Protected growth in greenhouses to combat pests without chemicals and maintenance of the optimal temperature and humidity
- Direct sale to the end consumer and constant communication (via social media or regular PR activities)













**GEORGIA** 









Georgia (GE)

**Best practice - Production of indigenous wheat varieties** 

Five endemic species and more than 150 varieties of wheat are of Georgian origin, which were on the brink of extinction. Elkana reintroduced wheat to the farmers' fields.

Advantages: Increased resistance to unfavorable climatic conditions and a guarantee of a stable harvest (2-2.5 t / ha), high nutritional value. Disadvantages: Low maximum yield (4 t / ha) in comparison with industrial wheat varieties and lack of mechanization for harvesting some varieties of wheat.







Georgia (GE)

**Best practice - Production of indigenous wheat varieties** 

Local wheat	Industrial wheat
Minimum volume of harvest - 2 t/ha Minimum price (grain) - 2 GEL/kg	Maximum harvest volume in small farms without technological process - 1.7 t / ha Maximum price (grain) - 0,75 GEL/kg
Minimum income per hectare - 4,000 GEL/ha	Maximal income per hectare - 1,275 GEL/ha









ROMANIA











 Name of organization: Cooperativa Agricola Dobrogea Sud
Name of representative: Bogdan Rosca
Region of operation : South of Constanta county, Topraisar, Mereni, Cogealac, Tortomanu











Romania (RO)

- The cooperative gathers under its organization an area accumulated from the member farms and farmers of 20,000 Ha.
- The staff that ensures the functioning and management of the cooperative's activities is constituted out of 6 permanent employees.
- The number of members represented by agricultural companies and farmers is 48.
- Cooperating members apply a modern technology in large culture ensuring the rotation and diversity of species according to the following indicative model: 45% Wheat, 15% Barley, 5% Rapeseed, 5% Corn, 20% Sunflower and 3% Peas.







#### Romania (RO)

They will apply CSA due to the impact of climate change, drought, heatwave. The practices used in this direction are:

- delaying the sowing season by 2 weeks due to adaptation to climate change
- minimum works,
- precision agriculture using GPS technology for 30% of farmers
- software applications and crop / farm management for 10% of farmers, especially young ones.
- organic and ecological agriculture 2 farmers







Romania (RO)Name of the organization : Micul Agricultor SRL,Representative name: Aezin CelzinThe operating region is Osmancea village, Constanta county











#### Romania (RO)

•The company exploits a large area of 3000 Ha on which it establishes crops of Barley, Wheat, Sunflower and Corn.

- •The crop rotation is balanced annually, the distribution of the cultivated area is indicative as follows:
- •30% Barley, 30% Wheat, 20% Sunflower and the rest of the surface is cultivated with Corn.

•The average productions obtained are 8 tons for Barley, 7 tons for Wheat, 4 tons for Sunflower and 12 tons for Corn.

The experience gained on the farm led to the conclusion that CSA brings performance by:

- Precision agriculture GPS, drones, management software

- minimum tillage

- wells for irrigation
- protective edging curtains
- adaptation of technology to optimal temperatures

The impact on the social and economic environment being very favorable, achieving constant productions, profit security, food for the population and jobs,















#### JOINT OPERATIONAL PROGRAMME BLACK SEA BASIN 2014-2020 BSB1135 Cross-Border Alliance for Climate-Smart and Green Agriculture in the Black Sea Basin (AGREEN) Project International Business Conference for presentation of the Regional Branding Strategy 29 July 2021 - Yarevan - ARMENIA

# Best practice - presentation of functional business models // Showcasing good entrepreneurial practices from Turkey

Prof. Dr. Fatih KONUKCU AGREEN Expert for Feasibility Studies in TURKEY







#### Climate-smart agricultural practices and crop models in Turkey

**1.**Use of smart irrigation technology to save water and mitigate the adverse effect of climate change,

- 2. Residue management
- **3.**Shifting or adjusting planting dates
- 4. Agricultural insurances

5. Environmentally Purposed Agricultural Land Protection (CATAK) Project

6.National Drought Management Strategy Document and Action Plan







# 1. Smart irrigation technology to save water and mitigate the adverse effect of climate change,

- For modern smart Irrigation infrastructure investments, the government provides long term loans to farmers with no interest or low interest rates or some of them as grants.
- The total irrigation area of Trakya region is about 20 000 ha, 50% of which is under smart irrigation practices.











#### 2. Residue management

• Minimum tillage and direct seeding: direct seeding is practiced in summer corn as second crop for silage after harvesting wheat, barley, vetch or pea in about 3.000 ha area in Trakya











#### 3. Shifting or adjusting planting dates

- Shifts in seasonal climate have caused some changes in the management of diseases and pests.
- For instance, in order to prevent yellow dwarf disease seen in wheat due to the changing climatic conditions in Thrace and has caused quality and yield losses up to 33%. In recent years, the planting time has been shifted from October towards November.
- Farmers are aware of the fact that they have to determine the planting dates of sunflower very carefully in order not to be affected by prolonged summer droughts in Trakya region.















#### Greece (EL)

Case Study 1: A.C. of Vasilika - Legumes Producers Group

Name of Organization: Agricultural Cooperative of Vasilika - Legumes Producers Group

**Region of Operation:** Vasilika - Municipality of Thermi, Thessaloniki

Size of cultivation: 250 acres

Number of employees: 5









Greece (EL)

#### Case 1: A.C. of Vasilika - Legumes Producers Group



- The A.C of Vasilika use the practice: of "greening", according to the CAP 2017-2020, which for areas over 150 acres there should be a set-aside piece: the area named: "Ecological" focus area
  - 5% of this area is cultivated with legumes











Greece (EL)

# Common borders. Common solutions.

# 1<sup>St</sup> Case: A.C. of Vasilika - Legumes Producers Group

The benefits stemming from the implementation of the above-mentioned practices include:

- Soil enrichment
- Decrease in the use of fertilizers
- Decrease in the use of inputs / resources
- Decrease in production cost
- Increase in cultivation yield production
- Increase in product quality
- Decrease in greenhouse gas emissions
- Protection of the environment and ecosystem









Greece (EL)

Case 2: Agricultural Cooperative «Agios Loukas»

Name of Organization: Agricultural Cooperative «Agios

Loukas»

Region of Operation: Rachi Pierias

Size of cultivation: 2.200 acres

**Yield of cultivation:** cherries 1.000 tn/year, apricots 350 tn/year and apples 150 tn/year

The cooperative implements Integrated Management practices and Precision Agriculture Systems. These include farm monitoring, local application of nutrition or plant protection, leaf and soil diagnostics and analysis on each farm as well as recording of applications on a digital basis.



ΑΓΡΟΤΙΚΟΕ ΣΥΝΕΤΑΙΡΙΣΜΟΣ ΠΑΡΑΓΩΓΩΝ ΟΠΩΡΟΚΗΠΕΥΤΙΚΩΝ ΡΑΧΗΣ







#### Greece (EL)

#### Case 2: Agricultural Cooperative «Agios Loukas»

The cooperative has been implementing an integrated management system since 2004 and has been certified by TUV HELLAS. They also implement quality systems both for the cultivation and for the processing - standardization - maintenance and marketing of the products. The quality systems are: Agro & Global Gab for the products and ISO 22000 for the sorters.

The results from the implementation of practices and investments include:

- -Rational use of all inputs
- -Monitoring and control of all production phases
- -Maintenance and improvement of the quality of products
- -Ability to standardize the products
- -Increase efficiency and turnover
- -Protection of the environment and the ecosystem



https://www.cherries-asporachis.gr/















Armenia (RA)

Argrain LLC- The farm is operating since 2009. It is of 200 ha size, located above 1,850 m sea level.

- → The farm work on a CSA manner, rotationally growing emmer, quinoa and chickpeas.
- → Chickpeas are used to rotational improve soil quality and specifically Nitrogen balance.









Armenia (RA)

The entire production is exported.

The farmer used to sell the products under the organic label until 2016, after which did not engage in certification.

This, however, did not affect the market of the products.









Armenia (RA)

Argrain LLC (AM)













Networking sessions









# Thank you for your attention!

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