

Rural development in pilot regions:
“A year after – the strategic work
and projecting with FAO;
achievements in the period 2010-
2011”

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**Principal characteristics of
Preza Commune**

- ☒ Geographic isolation
- ☒ Low density of houses
- ☒ High dependence from agriculture
- ☒ Economic problems, migration

What are the expectations of the rural community from development programs?

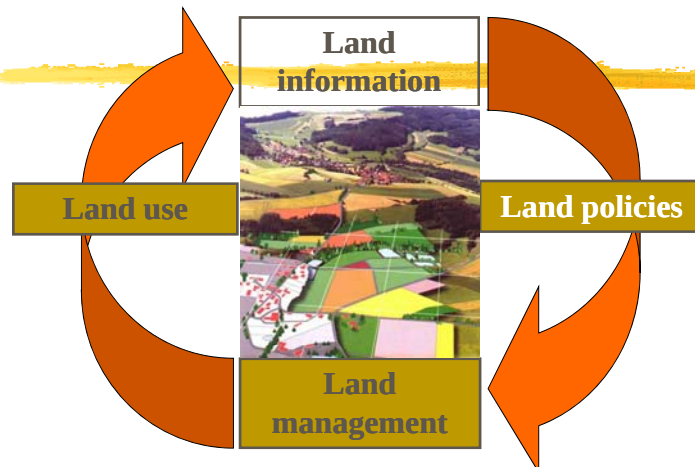
- ⌘ Technical Assistance (a regional office for their needs)
- ⌘ Web (intranet, extranet, internet)
- ⌘ Different publications (for community members, local group etc)
- ⌘ Trainings
- ⌘ Data base estimation for project proposal, reporting and monitoring

Challenges faced Rural Community

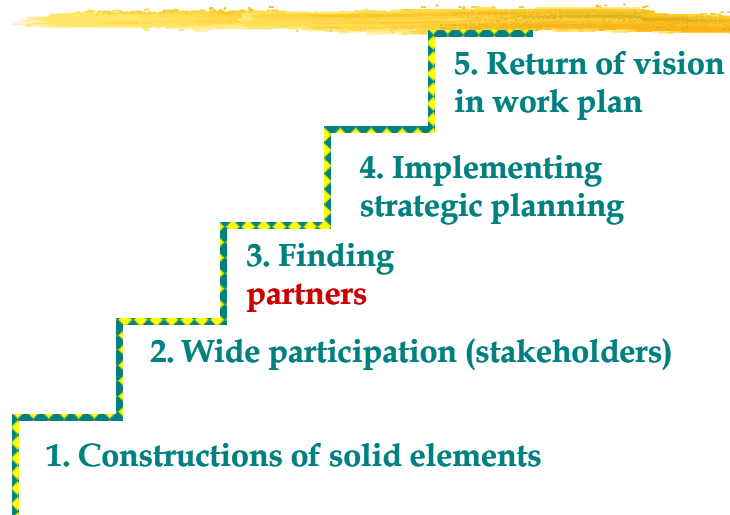
- ⌘ Low capitalization
- ⌘ Local community are losing their traditions (good neighborhood and community involvement)
- ⌘ Young people are not interested to continue to work in farms
- ⌘ Lack of funds from state structures
- ⌘ Strong concurrence between them

Community development is
a mission for rural
development

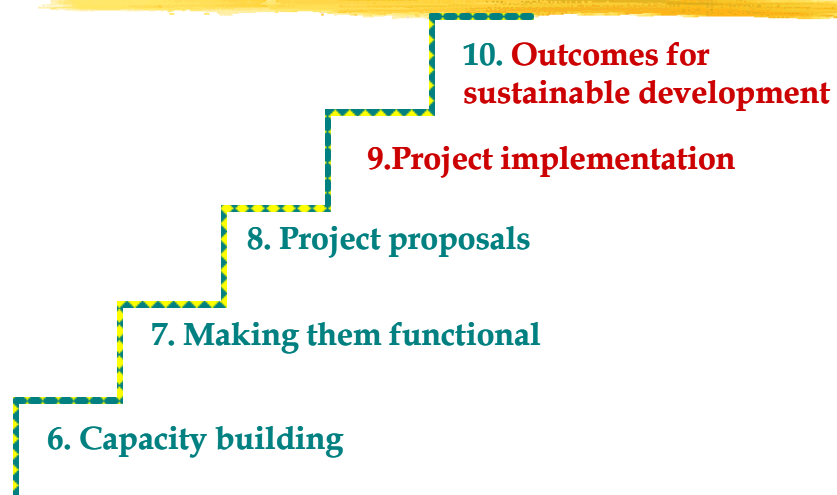
Tools for sustainable rural
development



What we have done



What we have done

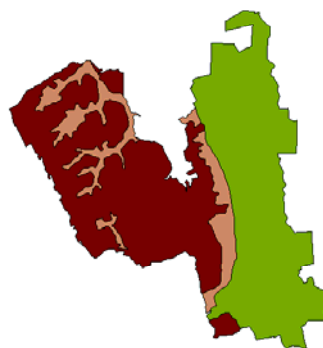


Two Project Proposals

- 1. Improvement of practices and marketing methods of farmers and small producers of agro food products in Preza commune**
- 2. Land consolidation an important tool for sustainable rural development in Preza Commune**

Commune Description

- Situated 15 km far a way from Tirana city and 25 km from Durres city
- Commune is composed by 7 villages: Preze, Fushe Preze, Ahmetaq, Gjeç Koder, Palaq, Ndermjete dhe Breg Shkoze.
- 6500 habitants and 1350 families
- 300-400 families live only with agricultural incomes
- Surface of each farm is 0.8 ha
- Mediterranean weather with average annual raining 1362 mm
- 30% of area planting orchards , olive ,grapes and vegetables
- 60% area is non planting



1. Improvement of practices and marketing methods of farmers and small producers of agro food products in Preza commune

- ⌘ **1. Project Goal:** Supporting of farmers and small producers in marketing and promotion field in local and regional market.
- ⌘ **2. Main objective of project:** local producers and farmers that produce and trade typical agricultural products for Preza area or kind of product.
- ⌘ **3. Beneficiary:** Farmers and small producers of Preza commune with villages: Preze, Ahmetaq, Bregshkoze, Ndermjetes, Palaq, Fushe Preze dhe Gjec Koder.
- ⌘ **4. Main Products:** olive, fruits, vegetables, olive oil, brandy etc.
- ⌘ **5. Implementation period of project :**
- ⌘ **6. Project proposal:** Stakeholders 2 and 3

General overview

During recent years in Albania is ascertain continuously of agro food trade balance. Data of 2008 compared to 2007 shows for this category trade balance is 1 to 10 that is meaning Albania imports 10 times more agro food products than exports. Even this fact, domestic supply of agro food can offer only 60-65% of domestic demand for these products. And all of this situation in a country as Albania where 55% of people lives in rural area. From this point of view a lot of agricultural specialists giving the same opinion that, there is not rural potential missing here but policies and specifics action plans to stimulate domestic productions in agriculture and promote typical Albanian products and helping small producers.

Policy for environmental protection

Aspiration of Albania being part of CE is conditioned with obligations to change legislation and implementation of reform included reforms in trade and agricultural.

Improving marketing of agricultural products of Preza commune will place small producer in strength position to resist market demands and this project will take care for practical exercise that will encourage farmer's associations to undertake similar initiatives.

Results of project will use to support stakeholders 2 and 3 with sustention of small producers and farmers in actual markets

Main activity of project

Helping and support farmers or small producers of Preza commune under the project “**Improvement of practices and marketing methods of farmers and small producers in Preza commune for agro food products**”, proposed some action plans or elements as below:

Main activity of project

- ⌘ **Realized two questionnaires about actual situations and basic elements of marketing and promotion. (i)** One questionnaire will be with small producer and farmers to find out level of knowledge that they have about markets and consummators demands, about marketing as a main link that guaranty sales and increase turnover, about standardization, labeling, packaging, promotion, typical products of their area, and needs of these have to about all this elements. **(ii)** Second questionnaire will be with consummators: the way that they chose products in market, reasons of differencing domestic products to imported products, special request that they have for especial marketing products of domestic products, etc.

Main activity of project

Organize four specific trainings for marketing and promotion problems with producers or farmers from all villages of Preza commune: Preze, Ahmetaq, Bregshkoze, Ndermjetes, Palaq, Fushe Preze dhe Gjec Koder, **and a workshop with Albanian consummators association.** Thematic of these trainings and workshop will define after data processing of questionnaire and findings from specific needs small producers and farmers. Trainings will proceed from excellent specialists are now in Albania that project will contact them.

Main activity of project

Realize a direct assistance in field with some of producer and farmers from some of village in area that will lay the project.

This assistance will consist in sending some specialist of marketing in field to realize in close cooperation of small producer and farmers a better marketing they can.(they will take care about marketing products as bottle, jar, labeling, packing machinery etc.)

Will secured participations of small producers and farmers in agriculture fairs that will be during this period. In this way will be able a direct connection between consummators and producers.

Information and positive experience will spread out even in other neighborhoods village. Will keeping connections with local medias having a big sensibilities especial to the structure of decision makers

Project Activities

The above objectives will be implemented in three phases.

Phase 1. The project will conduct a market research that will target three main actors that determine the marketability of the products

Phase 2. During this phase the project will support the associations to create a long-term marketing strategy on three main products possibly, honey, medical herbs and wines that will be developed with the expertise of marketing consultants.

Phase 3. The target small producers associations will be encouraged to participate in the agricultural fair organized. This event is expected to increase the small producers associations access to local markets, and will also create links between them.

Project Beneficiaries

- ⌘ The beneficiaries of the project will be the representatives of a number of small producers associations operating in Preza commune.
- ⌘ The project was designed in consultation with beneficiaries and respective specialists as well as the implementing partners.
- ⌘ As mentioned above the curricula of the training will be based on analyses of the training needs assessment conducted with the beneficiaries.

Project Indicators

- ⌘ Market research completed
- ⌘ Training curricula established
- ⌘ Four marketing trainings conducted
- ⌘ A minimum of 20-30 small producers or / and associations representatives trained.
- ⌘ A minimum of three small producers associations supported by the development of a marketing strategy
- ⌘ At least three products supported on labelling packaging and quality control
- ⌘ Three products launched in the agricultural fair
- ⌘ At least 80 % of the target small producers associations will participate in the agricultural fair
- ⌘ Database on the small producers associations and marketing agencies are created and distributed during the agricultural fair.
- ⌘ At least 40-50 % of the small producers associations participating in the fair trade are women.
- ⌘ 50 % of the beneficiaries of the project will be rural women.
- ⌘ The learning and exchange workshop is held and best approaches are disseminated to a minimum of 15 farmers / association / community representatives.
- ⌘ Marketing / promotional publications / leaflets on the main achievements of the project are produced and distributed to the participants.
- ⌘ Small producers associations that market the same kind of product, establish links and relations with each other.

2. Land consolidation an important tool for sustainable rural development in Preza Commune

PROJECT VISION



Improvement of capacity building through farmers community, private enterprises, scientific institutions, NGO and local government in Preza Commune.

Background



- ⌘ Land fragmentation is one of the most important problems in the Preza Commune. The average size of the farms is 0.5-0.8 ha.
- ⌘ The farm is divided in small parcels and very often they are far away from their habitations.
- ⌘ For this reason we have non profit farms and the great part of them is uncultivated.

Project justification



- ⌘ Rural development is one of the main instruments that can help in the improvement of livelihood of Preza Commune.
- ⌘ Weak relations between government structures, scientific institutions, private enterprises and rural families prohibit rural development.
- ⌘ As a result rural population need a stronger (land consolidation) collaboration in order to improve the situation in their zone.
- ⌘

Project description



Land consolidation ensures methods , mechanisms and tools which connect agriculture and other sectors in the rural economy and regional

Regarding the regional rural development, the process of land consolidation makes possible commune improvement facilities and public facilities too including water supply, sewage waters, deposits of leftovers.

The proposed project aims the real situation improvement in the Preza Commune through encouraging the improvement of land transaction.

Projects objectives

Farmer community in the Preza commune as well as the partners in the region will be included in taking the best experience from the EU in the rural development through intensive cooperation, training and knowledge transfer throughout the members of the farmers community.

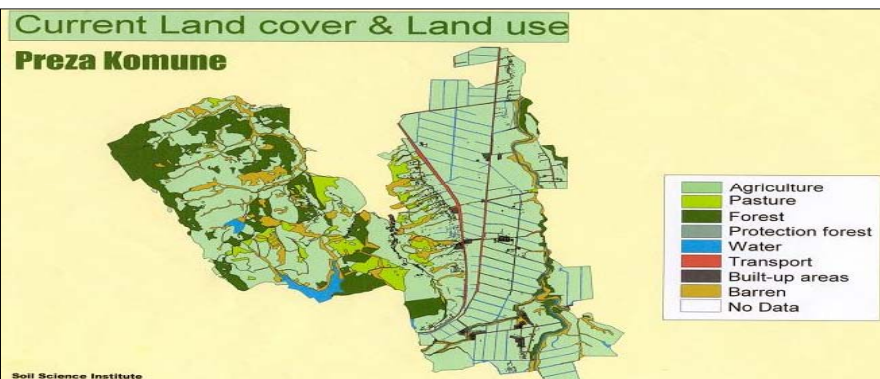
Our main objective of our project is to compose and implement rural development strategies focused in the rural infrastructure, new job creation, lowering costs, increase of education level for a better land consolidation.

Project methodology

Project will focus in fertile land of commune.

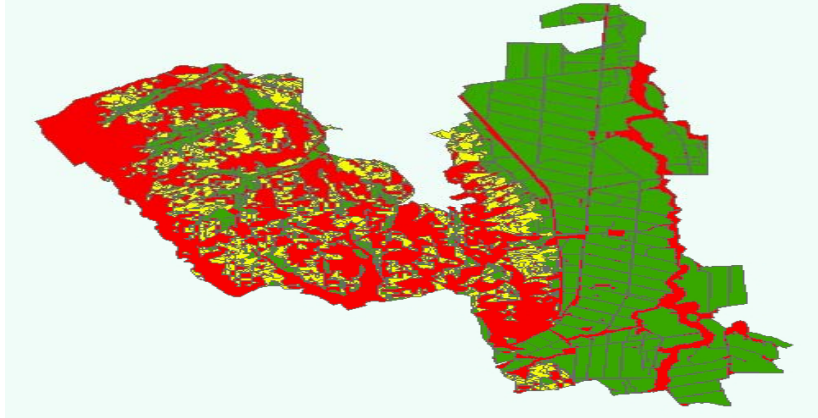
Farmer will collaborate between them throw:

- Land property
- Capital



Project Methodology

1. **Preparing land map use**
2. **Planting the same type cultures**
3. **The map will help the process of parcels exchanges.**



Expected Outcomes

This project predict that 30 farmers will join their lands and capitals (in total 16 ha). This surface will be cultivated in olive trees, wine yards and fruits trees.

In order to protect their interests they agreed to found their own associates.

Monitoring and Evaluation



Monitoring and knowledge share

Activities of project will implemented under the supervising of regional coordinator proposed by Preza Commune.

Communication

Information will kept throw different and other information activities.

In regional level results will be distributed throw a workshop.