



Implementation of organic cultivation of medicinal & aromatic plants in the region of Prrrenjas

The company Agro-MAP already produces high quality organic medicinal and aromatic plants in Albania as raw material for the European market. Now they seek to expand from a producer to a manufacturer of their own organic tea and herbal products for the consumer market in Albania and the EU. The project wants to involve local farmers in the production process and invest in real business relationships based on trust, contract and accountability.

Objectives

- Increase the quality of the production of organic medicinal and aromatic plants
- Strengthen the collaboration with local farmers through formal and contractual cooperation to build up real business relationships based on trust, increasing accountability and mutual respect
- Create a local brand with local production to keep the value creation in the region
- Create competitive jobs in a region of rural depopulation to fight poverty



Main activities

- Training and supervision of local farmers to strengthen their ability to cultivate organic plants on their individual farms
- Support the mechanical cultivation for a professional preparation of the fields
- Installation of a production line for better quality-processing at the production site of Agro-MAP
- Production of raw material, herbal tea and herbal products

Country/Region

Albania/Prrrenjas

Project partners

Private business:

Agro-MAP consulting sh.p.k.

Plantawalle GmbH

Duration

01.11.2022 – 31.12.2023

Total budget

199'150 CHF

SECO contribution

93'000 CHF

Consortium contribution

106'150 CHF



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Agro-MAP



A public good for the organic sector of the country

- Job creation in a region with very low job availability, especially for youth and women to halt the massive depopulation in the region
- Contribute to raise the income of the local farmers
- The involvement of farmers is not restricted to the region, but can be further extended
- Create knowledge and awareness in the local municipality regarding the need of functioning farmer-buyer relations, as well as at national level in state agencies, especially regarding legal contracts provision of funds and access to credit
- Integration of political actors has a great potential to raise awareness of how to facilitate international business collaboration



Picture 1: Processing



Picture 8: Processing



Picture 3: Different varieties in the field

Contact information

Agro-MAP consulting sh.p.k.

www.agro-map.al

Plantawalle GmbH

<http://plantawalle.org/>

Organic Trade For Development Program

www.organictrade4development.org