

Regional Workshop on integrated community development

Budapest, Hungary

23-24 October 2019

Региональный семинар по комплексному развитию сельских общин

Будапешт, Венгрия

23-24 октября 2019 г.



Ministry of Agriculture
of the Republic of Azerbaijan



Agro Procurement
and Supply

Farmers' Development Projects

Ministry of Agriculture of Republic of Azerbaijan

Background

- Company's main focus is to **develop and maintain an integrated and sustainable food system** in Azerbaijan and by doing so, to **empower small and medium farmers** and to **stimulate agro entrepreneurship**.
- Various **projects** to **empower women and youth** in agriculture, to **diversify the income** of the people in rural areas and to **stimulate sales** of agricultural products.
- For development of big farmers, company organizes **international conferences, forums, expos** and provides **consultancy services**.
- For developing small and medium agri-entrepreneurship, the company provides wide range of services: **packaging, branding, logistics, warehousing, linking with sales channels, exporting, organizing sales**, as well as **training programs**.





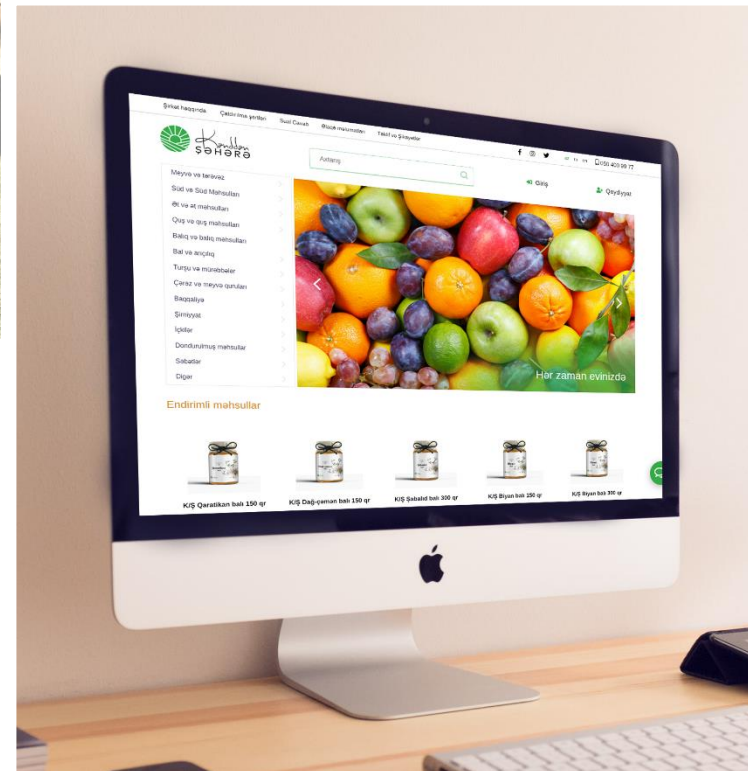
“From Village to City”

Agromarketing Project

Create alternative sales channels
mainly for **small and medium local
farmers and food manufacturers**

Help them in **branding, packaging,
and selling**
their products.

4 subprojects



“From Village to City”

Branding&Packaging

- **Helping** to package and market farm products
- **Linking** farmers with retail chains
- **Selling** their products in stores, fairs and online



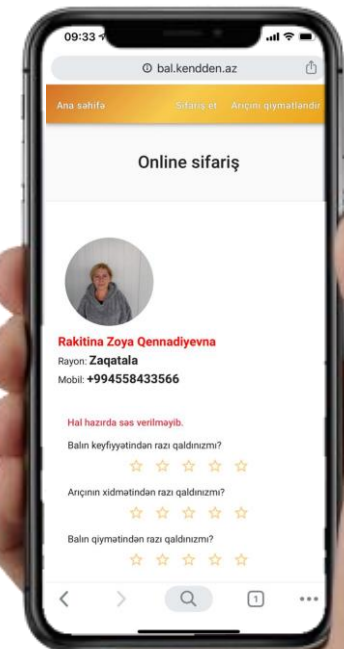


“From Village to City” sales centers

- **Increasing** local food and farm product sales
- **Making** local food products available and affordable for local people
- **First 2 stores** up and running
- **2 more stores** by the end of 2019

“From Village to City” e-grocery & e-farmshop

- **Increasing** local food and farm product sales
- **Making** healthy local food even more available
- Consumers can **rate** the **products** and **sellers**



“From Village to City” fairs

- On **weekends and holidays**
- Fairs in **5 locations every weekend** by the end of 2019
- **Eliminating** intermediaries
- **Creating** alternative sales channels for farmers
- **Providing** people with quality products for lower prices
- New **e-commerce website** for fairs
- **Rating system** of farmers and products





Azerbaijani Women in Agriculture

In partnership with FAO

Increase the number of and **develop** the **women agri-entrepreneurs** in Azerbaijan

Empowering women in Agriculture by:

- ✓ **Technical support**
- ✓ **Training and advisory** services
- ✓ **Support in sales** of produce
- ✓ Forming **women's farmer groups**

Technical support (up to 3000\$) to
200 women entrepreneur in **18 months**

More info: www.afaq.az

“From City to Village ”

Agro-Ecotourism

- Development of **rural tourism**
 - **Diversification of income** in agriculture
 - New **employment opportunities** in rural areas, supporting **family businesses**
 - **Alternative sales channels** for agro-products
-
- **500 agritourism farmers** in **2 years**
 - Min. **200\$ increase** in monthly revenue of farmers on average

More info: tovillage.az





“AMAL”

Decent Rural Employment for Rural Youth

Increase self-employability and entrepreneurship opportunities of **rural young women and men**, by:

- Development of necessary skills,
- Improving access to services and financing
- Mainstreaming green agriculture

Develop Capacities on **improved farming, production, marketing and value addition practices.**

More info: amal.gov.az

Education and Expertise



Training Programs for farmers

- Financial Literacy,
- Export markets,
- Global standards
- Agricultural Marketing
- Packaging and Branding,
- Green Corridor System



Development of Cooperative Farms

Pilot Project
Increase the profitability of farms by using the power of collaboration
In the future, encompassing all the main subsectors of Agriculture.



Experience Exchange Programs

Development of operations and **human capital**

Partnership with **international organizations**

A close-up photograph of a cluster of raspberries and one blackberry. The raspberries are bright red and have a bumpy texture. The blackberry is dark purple/black and also has a bumpy texture. They are set against a blurred background of green leaves and branches, with some light filtering through, creating a bokeh effect.

Thank you

for your attention

att.gov.az