

Improved Promotion and Marketing of Traditional Food Products

Period of implementation: 01.05.2019 - 31.10.2021

EaP countries:
Azerbaijan

EU contribution: € 1 900 000

Total budget: € 2 676 665

Implementing organisation(s):

BSI International Projects SARL, WYG International B.V. (Netherlands), WYG International Danismanlik Limited Sirketi (Turkey), International Development Ireland,



Social media account links:

Project website:

Project description:

The objective of this project is to Support Government efforts in the diversification of the economy while promoting balanced and inclusive growth, decreasing regional disparities and improving rural livelihoods, specifically by contributing to business development, investment promotion and employment generation. The purpose of the contract is to support the development of a better informed, more market-oriented and competitive small and medium sized farming agribusiness sector by increasing sales of traditionally produced agricultural & food products which will contribute to the overall economic development of rural areas.

Expected results:

- More effective enabling legislation in place for facilitating increased trade in traditional foodstuffs;
- Capacities of relevant authorities and farmers associations are enhanced to better develop and promote national and regional brands and product identities for traditional food products;
- Capacities of relevant authorities and farmers associations are enhanced to better understand and develop QA and product certification schemes for traditionally produced agriculture and food products;
- Farmer markets and marketing groups trading and commercial/ value chain linkages operating effectively and increasing sales of traditional agriculture and food products;
- Value chain participants for TFP in at least 3 pilot regions, better understanding of market opportunities and how to exploit them;
- Consumers, including schoolchildren better understanding of domestic food production, nutrition and healthy eating;
- Learning opportunities for men & women made possible by new curricula material on TFP, nutrition and healthy eating.