

FRESH & NATURAL JUICES FROM LOCALLY GROWN FRUITS

A Kosovo company recently began harvesting fresh local fruit into natural juices. MOEA, a private company that cultivates fruits such as apples, sour cherries, apricots, and peaches from 70,000 of its own trees, has begun squeezing its fruits into a new line of natural juices. MOEA expects its new venture to increase profits, create jobs, and waste less fruit.

With support from the Competitive Fund for Innovation (CFI), MOEA purchased juice processing equipment and packaging materials for its new venture. MOEA also arranged for its staff to be trained by a team of Kosovars with several years of juice production experience in Germany. MOEA spent approximately €200,000 on equipment and building; the CFI contributed with a grant of €30,000. The goal of CFI is to motivate businesses to experiment with new ways of working, which, if successful, could become best practice examples for the industry.

MOEA's promoter noted that the "project will have great impact on job creation and economic growth in Kosovo." The company, which owns 140 hectares of land in Gjilan, plans to hire sixteen full-time employees and 50-150 seasonal workers to support the processing. MOEA also expects its juice venture to have a positive impact for growers, who will experience less waste. MOEA estimates that it will make use of 30% of those blemished fruits that are considered unsuitable for individual sale and normally discarded. Growers will have the confidence to plant more orchards, knowing that they will face less risk of waste.



Natural apple juice in 5 litre packs

MOEA also hopes to have a positive impact on the local market, providing its Kosovo customers an alternative to imported products. It will market its juices, sold in 5-litre packaging, to restaurants, hotels, and cafes. The company aims to substitute these customers' reliance on imported products with its own locally produced, natural juices.