

## **KOSOVO MAKERS OF MEDICAL AND AROMATIC PLANT PRODUCTS INCREASE THEIR INTERNATIONAL SALES**

**Five Kosovo Medical and Aromatic Plant (MAP) processors recently expanded into the international market, achieving greater profits for themselves and boosting economic growth in Kosovo. One company, Eurofruti, hired more workers to meet its growing volume of collection, processing, and sales.**

With large regions of forest free of industrial pollution, Kosovo is rich in plants and wild berries with medical and aromatic properties. MAP processors collect these plants for use in health foods like teas and fresh berries. With Kosovo's natural resources, the MAP sector has high growth potential. A lack of adequate production facilities and equipment has kept Kosovo's MAP processors from fully utilizing these resources.



Recognizing where investment and innovation could make a difference, HPK sought to improve the MAP sector with its Competitive Fund for Innovation (CFI). The CFI (from now on CFH) supports industry-led innovation with the goal of creating a more competitive horticultural sector in Kosovo, in turn stimulating economic growth and job creation.

CFI selected five MAP processors to receive financial and technical assistance.

**Collection of linden (*Tilia cordata*) by Agroprodukt - for export to Germany**

CFI's goal for all five was to increase collection volume and improve product quality. Three of the processors, Agroprodukt Syne, Milaim Makolli and Natyra As, focused on improved cleaning, calibrating, and packaging. The other two, Eurofruti and Tiki Kom, invested in cold storage facilities.

Before investing in cold storage, Eurofruti Company was only able to work with fresh products, some of which, like berries, perish easily. With its new cold storage facility, Eurofruti has increased its collection volume from 2-3 tons of blueberries per day to 7-8 tons per day. The company also now collects double its previous volume of mushrooms and rosehips. To support the increase in collection of raw materials, the company has hired an additional 20 seasonal workers and more than 100 new plant collectors.

With increased collection volumes and better quality products, all five MAP processors increased their sales volume. And all five also saw that better qualities of products meant access to international markets, particularly in the EU, which net higher sale prices.