

BULGARIA

Restructuring and
developing physical
potential and
promoting innovation

Location

Burgas

Programming period

2007 - 2013

Axis / Priority

Axis 1 – Improving the competitiveness of the agricultural and forestry sector

Measure

M121 - Investments in agriculture holdings

Funding (EUR)

Total budget 42 410
EAFRD 16 064
National/Regional 3 991
Private 22 355

Project duration

2014 – 2014

Project promoter

“Spektur 76 – Ivan Stoykov”
Ltd.

Contact

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Website

www.spectacherry.com

EAFRD support was used to convert 5.4 ha of abandoned land into organic cherries orchards, thus helping to expand the harvest season and increase the farms profitability.

Summary

An organic farmer near the Black Sea coast, in the district of Burgas specializes in the production of organic cherries. Since 2004 the farmer managed to double the size of his orchards and increased his local sales and even entered international markets.



Out of the 24.6 ha the farmer is currently managing, the last 5.4 ha were added with the help of EAFRD support. The project financed the delivery and planting of the trees, the installation of drip irrigation system and setting up the fences around the orchards.

Results

The new cherry varieties added, allow to extend in the harvest season.

Four permanent jobs were created

180 temporary jobs during harvest time

30% expected increase in exported cherries

Lessons & Recommendations

- ❑ It is crucial to start with a good preliminary marketing study to identify the best varieties and technologies for organic production.

Context

Mr. Stoykov is an organic farmer near the Black Sea coast, in the district of Burgas. His sole proprietorship “Spektr 76” specializes in the production of organic cherries. Mr. Stoykov started agriculture in 2004 with help from SAPARD programme and it was then when his first areas with organic cherries were planted. Since 2004, Mr. Stoykov managed to double the area he uses, he has created cooling and sorting facilities, he also increased his local sales and even entered international markets.

Currently, his cherries are mainly sold locally at a good price on the local markets where the demand from the tourists visiting the recreation centers of Slantchev Briag, Sozopol, Nessebar is high. His cherries are rarely directed to processing and that is only when bad weather conditions related diminish the marketability of the fruits.

Objectives

The project aimed at utilizing abandoned agriculture lands suitable for organic cherry production, diversify the cherry varieties mix, and thus ameliorate of risks associated with weather conditions.

The investment aimed also to extend the harvest and income periods and increase exports to international markets.

Activities

The farmer is currently managing 24,6 ha of organic cherry gardens. The last 5.4 ha were added in 2014 with the help of M121 under the Bulgarian rural development programme 2007-2013. The project financed the delivery and planting of the trees and the installation of drip irrigation system and fences around the orchards.

The project was relatively simple as the preliminary work done had already identified the best offers from suppliers on tree planting material, the irrigation system and land works including fencing. More challenging was the preliminary preparation of the project when the marketing work was carried out and the best varieties were identified to ensure success of the project activities.



Results

The results from the investments are manifold:

- New cherry varieties were added, and this will allow an extension in the harvest season from 20th May to 5th July.
- Four permanent jobs were created, and another 180 temporary jobs during harvest time will be preserved.
- Last but not least, the agriculture holding will be able to increase by 30% the exported cherries, while also gaining better quotes for bulk supplies of fertilizer and pant protection inputs suitable for organic fruit production.

Lessons

The most crucial factor is the quality preparation of the preliminary marketing study to identify the best varieties and technologies for organic production, which will both meet customers’ preferences on one hand, and on the other - to allow the entrepreneur to pursue his strategy for diversifying and reducing weather and market related risks.