



## MAKE SMALL IMPORTANT - IMPROVING SUSTAINABILITY OF SMALL AGRICULTURAL HOLDINGS WITH SMALL-SCALE ADDED-VALUE PRODUCTION AND TRANSPARENT SUPPORT MEASURES

**PROJECT COORDINATOR:**  
*Farmers' Association (Serbia)*



### AIMS

Overall objective was to **contribute to improved position of the small agricultural holders** by improving their statutory position, fiscal status and ability to comply to food safety standards.

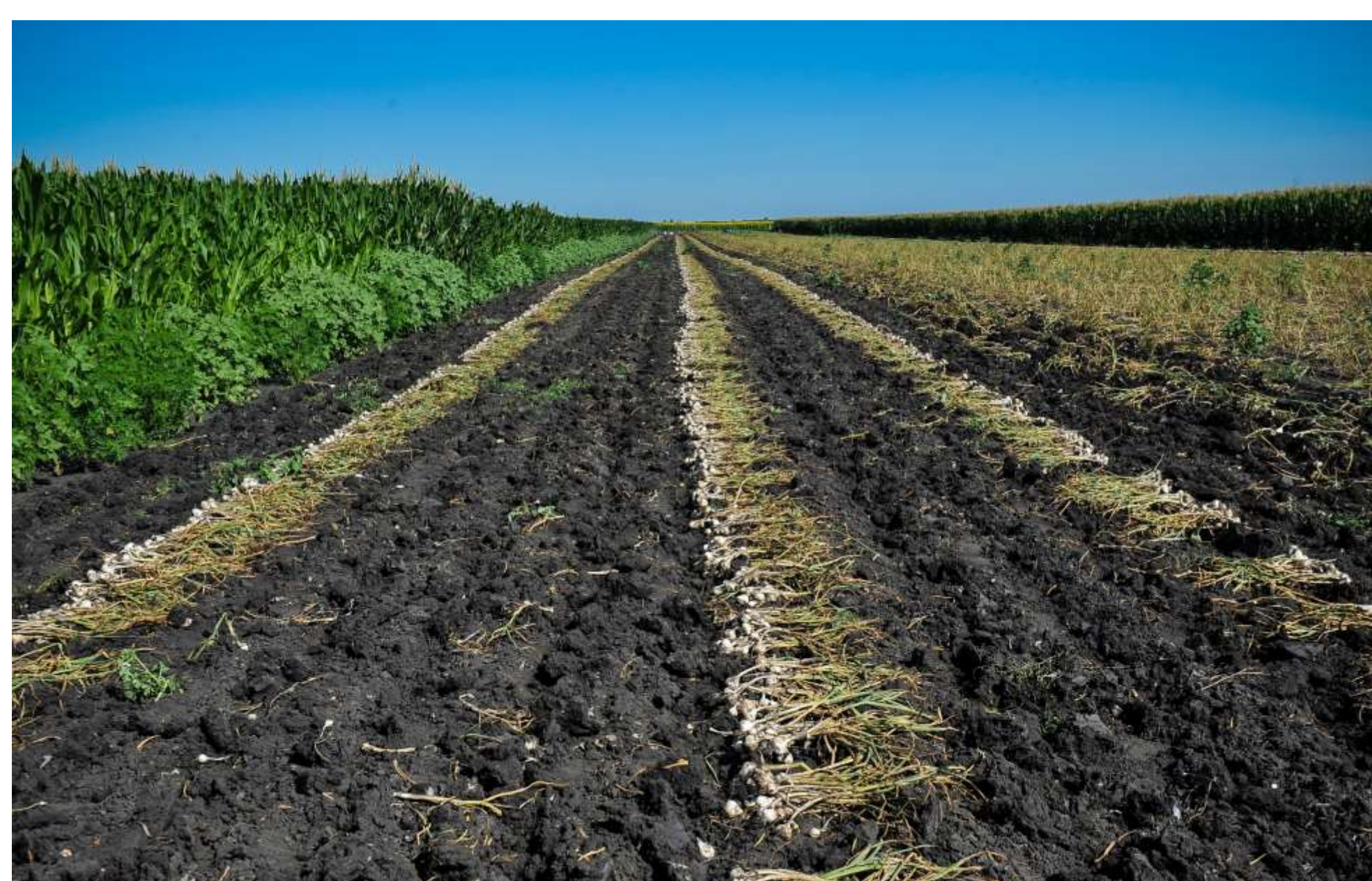
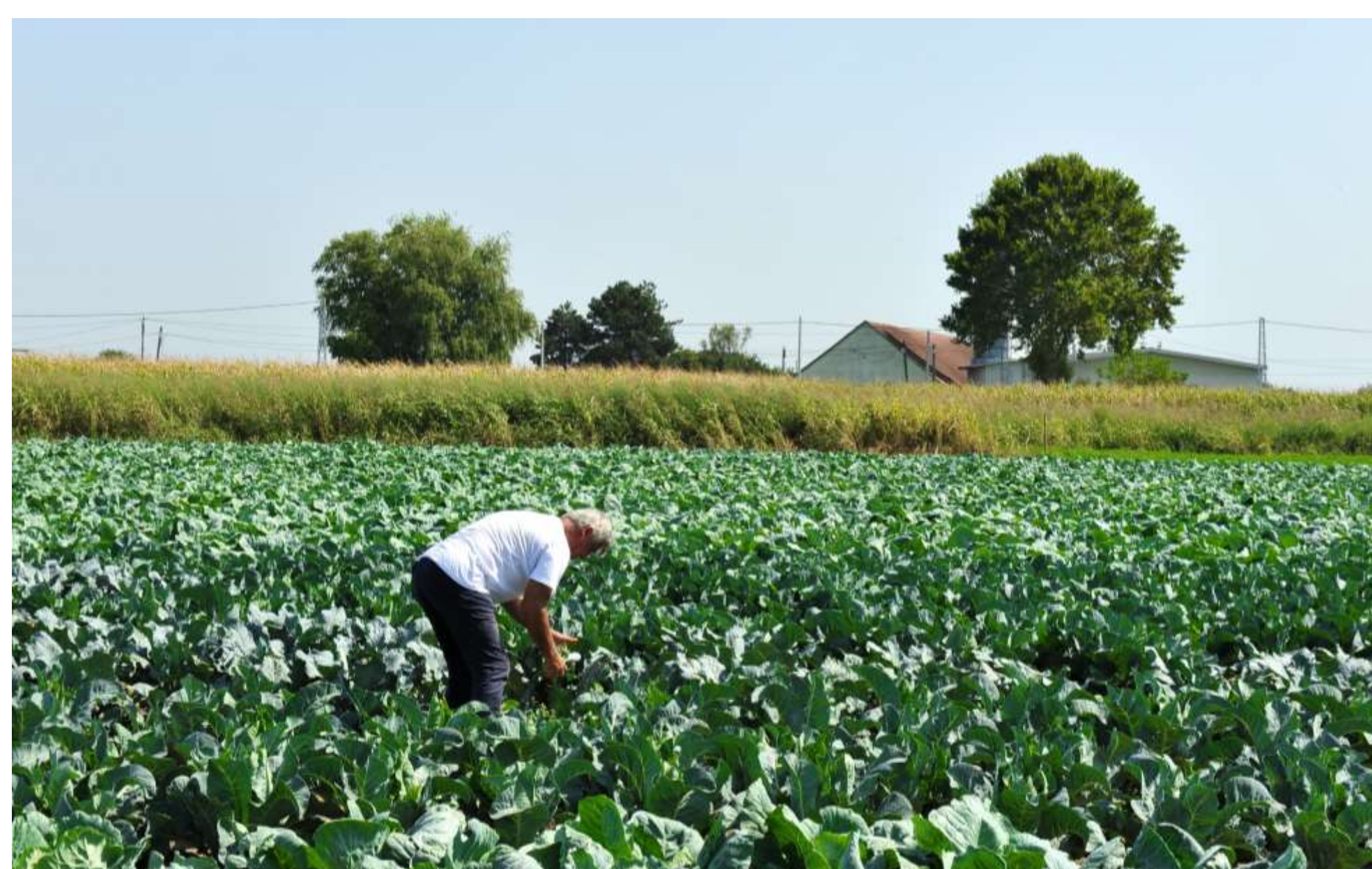
Specific objectives were to:

1. **Facilitate improvement of compliance and control of use of protected indications of origin** as key asset for valorizing quality and origin of products.
2. **Generate awareness of need for introducing flexibility measures** for food safety regulations for small scale and traditional producers
3. **Facilitate understanding of small holders statutory and fiscal position** and advocate for solutions that are taking of financial and administrative burden while allowing for official control and responsibility to consumers
4. **Promote transparency** of information on the spending of agricultural budget.

### ACTIVITIES

- 1.1 **Policy analysis and interviews** concerning producer awareness of geographic indication concept
- 1.2 **Advocating for better control of GI products** with three different Ministries due to shared competences
- 1.3 **Consumers awareness and information campaign**
- 2.1 **Context analysis for flexibility** of food safety regulation for products produced in a traditional manner
- 2.2 **Position paper** for small farmers registration, legal status and compliance to rules for production facilities
- 2.3 **Coordination dialogue** with government officials
- 2.4 **Round table** "Position and perspectives of small and traditional agricultural holdings"
- 3.1 **Development of the Shadow report** on the agricultural and rural policy measures
- 3.3 **National workshop – presentation of the Shadow report** facilitating dialogue between government representatives and farmers

### PARTNER ORGANISATIONS



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### RESULTS

1. **Rulebook for flexibility of food safety rules for animal products** adopted as a result of project's advocacy efforts, improving the position of small agricultural holders.
2. **Comprehensive research related to the control of the use of geographical names** conducted in a participatory manner that identified main problems to be tackled by competent authorities to allow for better valorisation of the added value of higher quality products with geographic indication.
3. **Two position papers created**, in a participatory manner and based on research: one being about steps competent authorities need to make in order to deal with problems related to control of the use of geographical names; other paper dealing with improving position of small-scale and traditional farmers including better conditions for their fiscal and statutory operation.
4. **Shadow report about main problems related to transparency, distribution and effectiveness of agricultural subsidies created and published** in order to increase awareness of the spent funds and to mobilise stakeholders for further policy dialogue for inclusive and efficient measures and targeted agricultural policy measures.

### PROJECT "IN NUMBERS"

- 2 position papers prepared and distributed in 100 copies each
- 97 agro-food producers were interviewed in the process of creating context analysis for flexibility rules
- 28 different stakeholders and strong media coverage at a round table
- 210 copies of Shadow Report on use of agricultural funds for support measures with proposals distributed
- 1 National workshop with 35 participants organized on presenting the Shadow report
- 189 producers of 11 traditional products were interviewed in two questionnaires
- 5 promo events and 7 days campaign at International Agricultural Fair in Novi Sad
- 4000 educational flyers dispersed to general public

### PROJECT SUPPORTED BY

