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EXPORT OF THE ALBANIAN SMALL FARM CERTIFIED PRODUCTS

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ABSTRACT

Albania is heavily dependent on its agricultural sector, which accounts for 20.3 percent of GDP, 49 percent of employment and 8.5 percent of total exports. 24 percent of soil is used for agricultural reasons. South-east of Albania is considered as one of the earliest lands in Europe used for agriculture. However, Albanian producers face many constraints in meeting the rigid and complex demands of the EU market. These constraints can be overcome if there are local actors involved in supporting the whole chain of production of fresh fruits and vegetables and if the important tools such as “product” certification are introduced. To achieve the objective of presenting certified products in the European market is crucial the cooperation with European traders which can guarantee the purchase of the vegetables produced in Albanian. In this process, both standards are well accepted from European traders. To have a smooth cooperation and exporting process an Albanian small size farmer cannot succeed, as such group certification can be a very good opportunity. This paper presented research to determine the potential success of the vegetables in European market. As result were identified internal and external environment condition and detail PEST analyze was done to contribute to the success of the project. Market channels and marketing segmentation were identified as result it seen quite possible the success of certified fruits and vegetables in European market.

Key words: Albania, small farms, GLOBAL G.A.P certification.