



sustainable regional
foodnetwork
with manufactory and innovation-
fruit orchard at its heart
in Sojevë

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Content

- 1. Initial position 3
 - 1.1. Kosovo in general 3
 - 1.2. Sojevë and its surroundings Ferizaji 3
 - 1.3. Switzerland 4
- 2. The idea 4
- 3. Goals..... 5
 - 3.1. Superordinate goals 5
 - 3.2. Main pillars of the project..... 5
- 4. Sustainable regional food-network..... 6
- 5. Budget..... 8
 - 5.1. Cost center budget..... 8
 - 5.2. Origins of equity of the company Sojevë-Manufactory SH.P.K 8
 - 5.3. Financing 9
 - 5.4. Donation account 9
- 6. Funding body/organisation10
 - 6.1. Funding body10
 - 6.2. Partners10
 - 6.3. Organization.....10
- 7. Appendix11

1. Initial position

1.1. Kosovo in general

- 90% of fruits sold in Kosovo are still import articles. But times have changed and within a few years Kosovo will become a major area for fruit growing. For now it proves to be problematic that the processing of fruit is almost exclusively being carried out abroad.
- The building boom during the past ten to fifteen years has resulted in an urban sprawl in major parts of the country and keeps on spreading into the traditional cultivated landscape while large acreages simultaneously lie fallow due to the emigration.
- The unemployment rate is extremely high especially among young people.

1.2. Sojevë and its surroundings Ferizaji

- In the region of Ferizaj there are various small and sideline farmers, who produce fruit and berries, which they can only sell to a limited extent. That is why the price of raspberries has almost halved throughout the past three years.
- Zyki Etemi, who lives in Switzerland, owns 3 ha of underused land directly connected to lots belonging to his brothers and his father. Parts of the land have been claimed by the army of the United States of America. All properties are in close proximity of the camp Bondsteel in Sojevë.
- During the past two years various new fruit orchards have been established. In striking distance there are new hazelnut and aronia orchards. Additionally, various berries such as strawberries and raspberries are being grown.
- The land is well developed for manufacturing facilities.
- Under the condition of creating jobs there is a possibility to obtain the right of use of land from the municipality (for 99 years).
- Naim Shatroli is the motivated and engaged facility manager and co-owner.

From Ferizaj a 10 minute car drive allows you to access fruit orchards with the following products:

Fruit	Vegetables	Mushrooms
apples	chillies	chanterelles (wild)
aronia-berries	tomatoes	boletus (wild)
walnuts (for oil)	onions (various sizes)	others
pears	various beans	
blackberries	zucchinis	
strawberries	countless others	
rose hips (wildly collected)		
huckleberries (wildly collected)		
raspberries		
cherries		
mulberries		
mistletoes		
plums		
quinces		
grapes		
damson plums		

1.3. Switzerland

- The family Etemi lives in Switzerland and has been running a chestnut market stand in Zurich for years. The members of the family also gained experience in other branches as market vendors.
- They have a large and dense network in Kosovo. A key actor is Djemail Hetemi, who is a specialist for accounting and for the founding of enterprises. Additionally, the family has a broad network of potential employees for the manufacturing plant at their disposal.
- Besnik Etemi is currently unemployed and willing to support the set-up. He also has experience as market vendor. His siblings as well as his parents will take a share in the enterprise through a financial contribution.
- The www.foodnetworkacademy.org globally establishes sustainable regional food-networks. Patrick Honauer and Joachim Lichtenhahn support the establishment of a network in Kosovo. The BachserMärt shops www.bachsermaert.ch founded by Patrick Honauer www.patrickhonauer.ch, are important partners regarding distribution and logistics.
- The association Rundumkultur www.rundumkultur.ch, whose goal it is to support sustainable and social initiatives and enterprises, is willing to financially support the project by means of its charitable fund.

2. The idea

From this initial position we collectively developed the idea of a food-network with the manufactory and the innovation-fruit orchard (Punishte) at its heart:

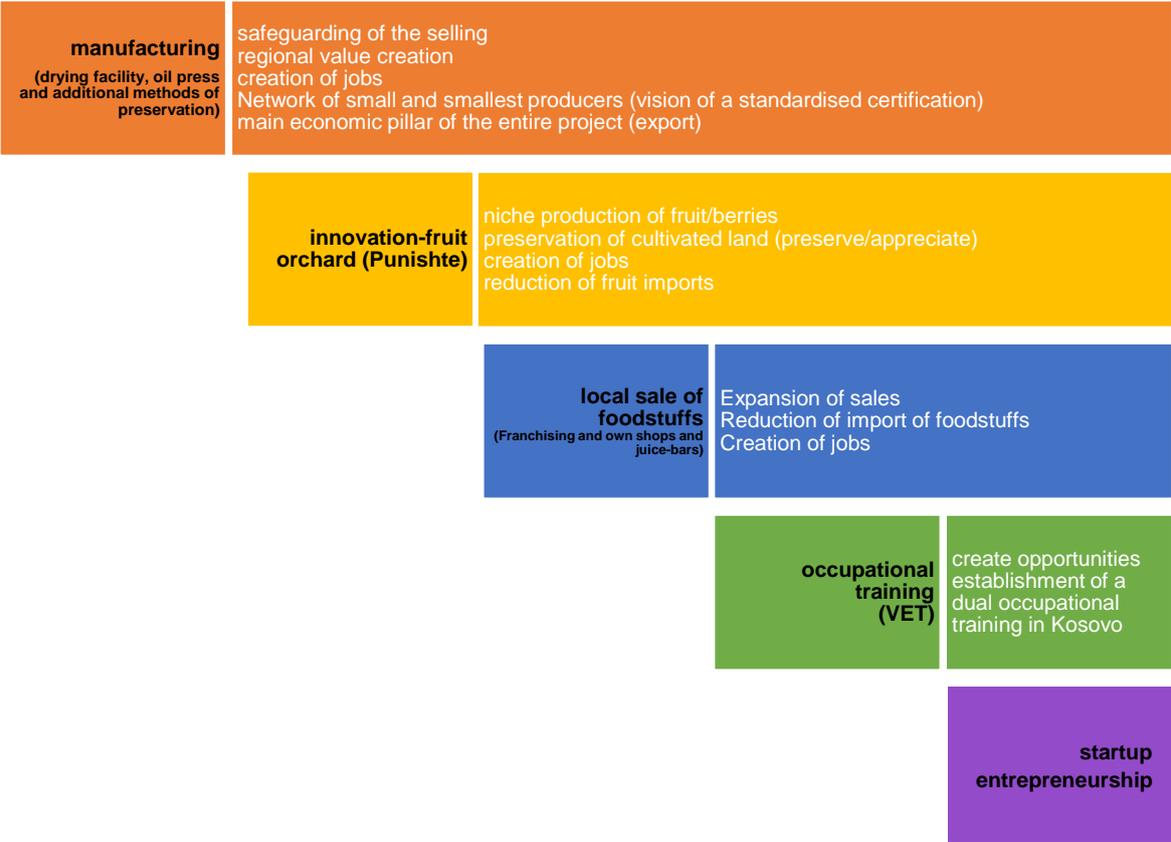
- Establishment of a manufactory in order to refine food and allow regional small producers to sell a secured amount at a fair price.
- Export of dried berries, fruit and vegetables through the network of BachserMärt Switzerland.
- Plantation of crops that were not available until now. Promotion of innovative ideas.
- By means of the facility, the fruit growing shall be promoted and the manufactory shall be extended step by step. Later an oil press and additional methods of preservation shall be added and the drying facility shall be enlarged after its pilot phase.
- Establishment of a regional food-network and the step-by-step certification of the producers.

3. Goals

3.1. Superordinate goals

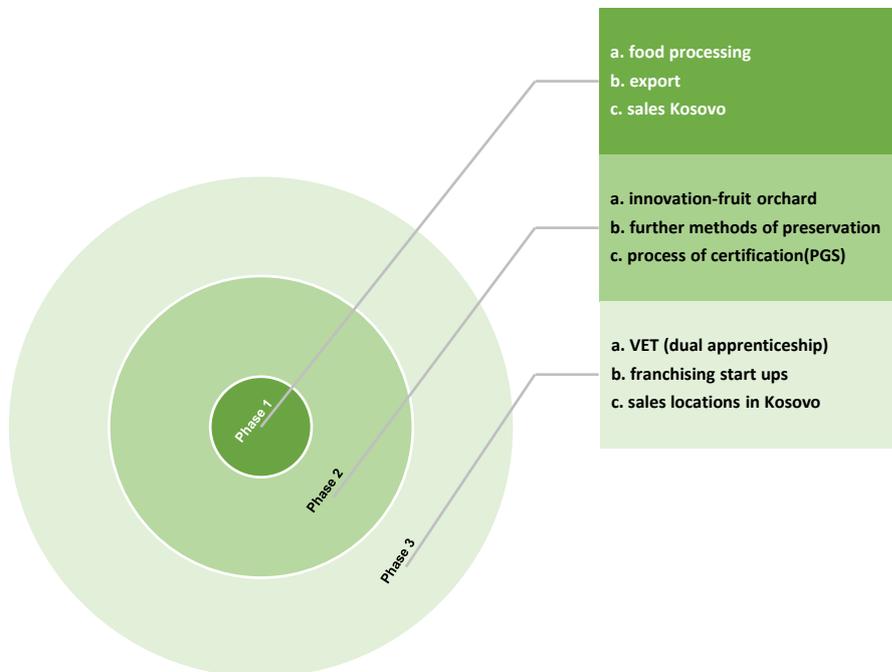
- Promotion of the appreciation of their own agriculture among the people of Kosovo.
- Establishment of processing plants in Kosovo in order to increase the value creation and income of agricultural businesses.
- Inclusion of fruit and vegetables from Kosovo into the food-cycle to decrease the dependence on imports.
- Creation of jobs with salaries above the branch average with insurance benefits included.
- Creation of apprenticeship training positions in order to boost the qualifications within the branches of sustainable fruit-growing, manufacturing and preservation.
- Promotion of startups in the areas of crop growing, processing and preservation and establishment of juice-bars.

3.2. Main pillars of the project



4. Sustainable regional food-network

In three phases we will establish a regional food-network. The core is constituted of a drying facility with an oil press that can be supplemented by juice production.



1. Phase (from June 2017)

- a. **Food processing (drying/pressing of oil)**
- b. **Export**
- c. **Distribution Kosovo**

Phase number 1 aims at the establishment of a small drying facility, which will be the corner stone of the network and which will guarantee a secure sale of products for the farmers in the region. In this year, vegetables, fruit and mushrooms, which are regionally being produced, will be examined according to their suitability with respect to the drying process. Small loads of 20-50 kg of each type are being dried for this purpose. These will be used in order to define the quality standards and in order to evaluate the demand on the sales market (CH/KOS). By means of the results the possible own production of crops, production planning, purchasing and the scaling of the manufactory will be defined. In this phase the first experiences in Switzerland and in Kosovo will be collected, employees will be trained and everything necessary will be initiated in order to allow the project to make a big step forward during the second year. The drying-capacities shall be extended step by step up to 120 kg of fresh products resulting in a yearly output of 6 tons. In order to bridge the time of the year when there is nothing to harvest, the oil press will be used to press around 6 tons of walnuts.

Output/Input:

- ✓ Strengthening of the small and sideline farmers in the region, especially in the area of berry and fruit production.
- ✓ Creation of 3-4 jobs and livelihoods for farmers
- ✓ Potential in Switzerland regarding distribution/sales trade occupation of Besnik Etemi
- ✓ Creation of a stable economic main pillar.

2. Phase (from 2018)

- a. Innovation-fruit orchard (re-cultivation of underused acreages)**
- b. Further methods of preservation (juices/etc.)**
- c. Process of certification (PGS)**

Phase number 2 is dedicated to diversification. On the one hand diversification regarding the crop growing at the innovation-fruit orchard (Punishte) on the private acreages and on the other hand a possible diversification on the land made available by the municipality. On these fields new crops shall be cultivated and not those that have been cultivated in Kosovo until now (see list in appendix). Furthermore, a network-internal process of certification according to the bio-guidelines (PGS – product guarantee system) shall be established in cooperation with the supplying farmers. The manufactory shall additionally broaden their methods of processing. In doing so, they shall produce fruit juices and tinned food.

Output/Input:

- ✓ Preserve traditional cultivated landscape
- ✓ Take root with specialties in the area of Slow Food
- ✓ Set sustainable standards in the region
- ✓ Provide other businesses with inspiration – diversification of crops
- ✓ Create additional jobs directly within the business and indirectly through higher sales of fruit and vegetables

3. Phase (from 2019)

- a. VET (dual apprenticeship)**
- b. Franchising startups**
- c. Distribution locations in Kosovo**

In Phase 3 we want to enlarge our distribution network at the local market (Kosovo), support the intentions of the Ministry of Education and furthermore promote the establishment of the dual apprenticeship system in Kosovo.

We want to launch 1-3 juice-bars in large metropolitan areas and contract mobile traders through franchising, who will sell our juices and other products on the streets.

In coordination with the Ministry of Education we will create apprenticeship-training positions for young people, who will be trained in the sector of food processing.

The Foodnetworkacademy supports the foundations of companies by young entrepreneurs, who tackle the issue of youth unemployment in Kosovo.

Output/Input:

- ✓ Supply of the domestic demand for local high quality food
- ✓ Creation of jobs and apprenticeship positions
- ✓ Reduction of imports through local value creation
- ✓ Stop of migration through the creation of opportunities for young people – engage yourself with others

The detailed plan of the project regarding the education concept will be communicated in 2018. It is our goal to start the implementation of the occupational training by 2019.

5. Budget

5.1. Cost center budget

Investments		Development & supervision		Start-up facility	
<i>Phase 1</i>		<i>Phase 1</i>		<i>1st year of production</i>	
Buildings, fountain	-Fr. 20'000.00	Travel costs	-Fr. 2'500.00	Salaries <small>(securities and food included)</small>	-Fr. 22'000.00
Street	-Fr. 1'000.00	Accommodation	-Fr. 500.00	Taxes	-Fr. 1'500.00
Drying machine 1	-Fr. 5'000.00	Charges	-Fr. 1'000.00	Purchase Fruit	-Fr. 6'000.00
Oil press	-Fr. 8'000.00	Salary 1 st year	-Fr. 25'600.00	Energy costs	-Fr. 3'000.00
Packaging material	-Fr. 1'000.00			Transport	-Fr. 500.00
Packaging machines	-Fr. 3'000.00	<i>Phase 2</i>		Insurance	-Fr. 3'000.00
Small inventory	-Fr. 1'000.00	Travel costs	-Fr. 2'500.00		
Company foundation	-Fr. 1'000.00	Accommodation	-Fr. 500.00		
		Charges	-Fr. 1'000.00	Sales	Fr. 6'000.00
<i>Phase 2</i>		Salary	-Fr. 15'600.00		
Innovation-fruit orch.	-Fr. 15'000.00				
Drying machine 2	-Fr. 15'000.00	<i>Phase 3</i>			
Solar cell electricity	-Fr. 30'000.00	Education proj. ab 2019			
Juice press, Pasteur	-Fr. 15'000.00	Concept to follow			
Total phase 1	Fr. 40'000.00	Phase 1	-Fr. 29'600.00	Costs 1st year	-Fr. 30'000.00
Total phase 2	Fr. 75'000.00	Phase 2	-Fr. 19'600.00		
Total phase 3	open	Phase 3	open		

5.2. Origins of equity of the company Sojevë-Manufactory SH.P.K

Alije Etemi	Fr. 10'000.00	Kosovo – CH
Naim Shatrolli	Fr. 10'000.00	Kosovo
Patrick Honauer	Fr. 5'000.00	CH
Joachim Lichtenhahn	Fr. 5'000.00	CH

5.3. Financing

Fundraising phase 1

Investments:

The investments will be financed through Fr. 30'000 of the company's equity. Starting from June 1st there will be a wemakeit-campaign (crowd funding) in order to collect the remaining amount of Fr. 10'000.

Startup business:

For the startup of the business (coverage of ongoing costs of the business) we aim to achieve Fr. 30'000 through the wemakeit-campaign (crowd funding) with preliminary financing of sales.

Development costs:

We seek funds of around Fr. 29'600 (phase 1) in order to establish the sustainable regional food-network. This amount covers the costs of supervision and support, which are conducted by the foodnetworkacademy (technical and professional support) and the association rundumkultur (fundraising, crowd funding, donation campaigns).

Fundraising phase 2

Innovation-fruit orchard:

We seek additional funds amounting to Fr. 34'600 with Fr. 15'000 being for chaperonage and professional support and Fr. 19'600 being for the innovation-fruit orchard (investments). Funds are still sought-after.

Extension of production / energy generation:

The following follow-up investments are planned:

- Installment of solar cells on the roof of the production building.
- Further increasing the drying capacity by means of an additional facility.
- Putting the juice-press with Pasteur into operation

We want to secure the financing of Fr. 60'000 by means of loans.

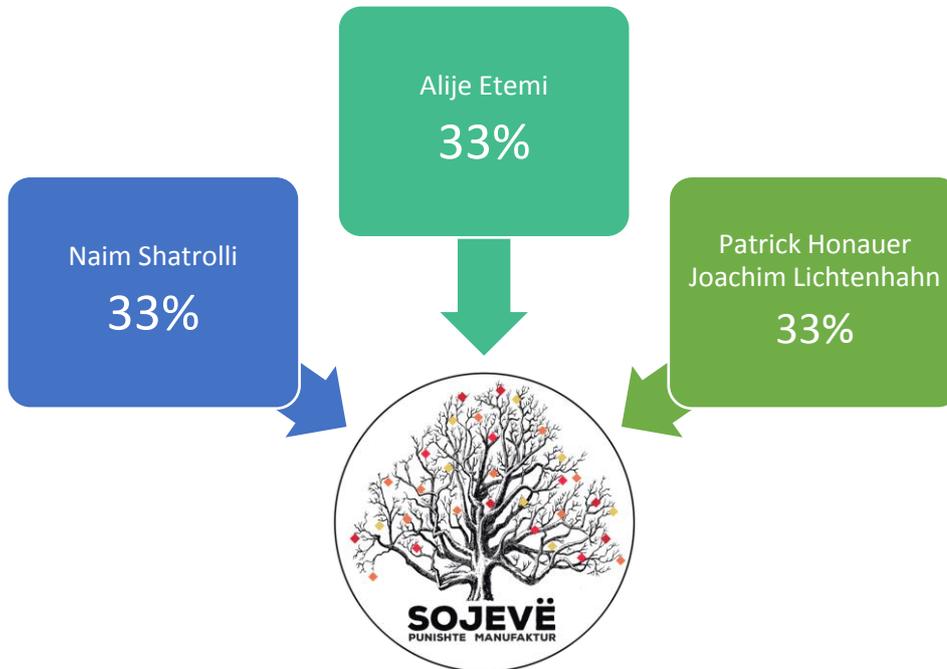
5.4. Donation account

Gemeinschaftsbank Basel, project-fund rundumkultur with annotation „Sojevo“.
Bank account number 40-963-0, IBAN: CH26 0839 2000 0282 2031 5

6. Funding body/organisation

6.1. Funding body

A company with its domicile in Sojevë will be founded according to Kosovar Law. This company will be capitalized by three parties.



The form of organization and the company: Sojevë-Manufactory SH.P.K

6.2. Partners

BachserMärt (distribution and logistics)

Food Network Academy (consultancy and communication)

Association rundumkultur – funds for sustainable regional food-networks

6.3. Organization

Naim Shatrolli (factory manager)

Alije Etemi (land holder)

Besnik Etemi (distribution in Switzerland)

Patrick Honauer (co-originator)

Joachim Lichtenhahn (co-originator)

7. Appendix

List of names (incomplete)

Zyki Etemi (father/land holder)
Alije Etemi (mother)
Besnik Etemi
Naim Shatroli (construction entrepreneur/chauffeur)
Djemail Hetemi (company consultant/accountant)
Ekrem Hetemi (fitter heating/warm water)
Hasir Krenzi (brother of mother/ potential worker)
Lumturie ... (sister of mother)
Zenel... (marketing)
Acquaintance of Zyki Etemi (fruit gathering point Sojevë)
Patrick Honauer
Joachim Lichtenhahn

Collection of ideas

- Cereal panel/bar for BachserMärt
- Food truck for Besnik going to weekly markets and big yearly markets. His mother may possibly bake specialties from dry fruit and dry vegetables (possibly combined in Kosovo with juice bar)
- Flagship store in Pristina (combination of juice bar and dry fruit shop)
- Label OrganicKOSOVO as common brand for dry products, juices and oils from Kosovo for Kosovo.
- Drying of regional herbs, creation of tea mixtures
- Lohn-drying, lohn-juicing
- Aquaponics-facility

Stock of fruit/vegetables

Fruit	Vegetables	Mushrooms
apples	chillies	chanterelles (wild)
aronia berries	tomatoes	boletus (wild)
walnuts (for oil)	onions (various sizes)	others
pears	various beans	
blackberries	zucchini	
strawberries	numerous others	
rose hips (wildly collected)		
huckleberries (wildly collected)		
raspberries		
cherries		
mulberries		
mistletoes		
plums		
quinces		
grapes		
damson plum		

Possible crops

mini-kiwi
goji-berries
custard apple (Pawpaw)
currant
gooseberries
schisandra
may-berries
juneberry (Saskatoon)
kaki
sallow thorn
cranberry
Chinese dates (<i>Ziziphus jujuba</i>)
berberis
pomegranate
honeydew melon
physalis
elder / red elder
akebia