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Central Asia Invest Programme

Project Update

October-December 2014

Development of the Fruit and Vegetable Processing Sectors in Kyrgyzstan and Tajikistan (DFVP)

The project is implemented by British Expertise (UK)

in partnership with

Association of Food Industry Enterprises (Kyrgyzstan)

and

National Association of Small and Medium Businesses (Tajikistan)

January 2015

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1. Introduction

The project “**Development of the Fruit and Vegetable Processing Sectors in Kyrgyzstan and Tajikistan (DFVP)**” is being implemented in the framework of Central Asia Invest Programme III funded by the European Union.

There are three implementing partners of the project: British Expertise (BE), UK (non-profit organisation, the Applicant), The Association of Food Industry Enterprises (the former title as presented in the Full Application Form was “Association of Fruit and Vegetable Enterprises”, the Association changed its name in early 2014 to better reflect new membership), Kyrgyzstan (non-profit organisation, Partner) and the National Association of Small and Medium Businesses of Tajikistan, (non-profit organisation, Partner).

The contract for the project was signed on 1 January 2014 which is considered as the start of the Inception Phase.

The project is a follow-up on the previous project implemented in the framework of Central Asia Invest II by British Expertise in partnership with BIG (NGO “Business Intellect Group”, Kyrgyzstan) in Kyrgyzstan in 2011-2012. The approach to build on results achieved in Kyrgyzstan and to transfer the experience from Kyrgyzstan to the South of Tajikistan remains valid and will be reported during the course of the project implementation.

Important features of the approach developed at the stage of project design are “good coordination among all project partners involved”, “logical sequence of the activities” and “careful reviewing of the activities and flexible adjustments answering the most outstanding needs of the beneficiaries” remain valid and are being applied.

As the project Inception Phase Report was extended by two months, covering months 1-5 of the project implementation, and in order to synchronise internal project reporting with originally proposed quarterly-based project updates (as stated in the Inception Report), two previous project updates were written on a bi-monthly basis.

Now the originally proposed quarterly-based reporting has been synchronised and the present project update report covers months 10-12 of the project implementation.

In line with this approach, the present internal Project Update Report describes activities carried out during this reporting period (months 10-12), major challenges occurred during the reporting period, deviations from the planned schedule (if any) and planning for the next reporting period (months 13-15). Six annexes to the report present all major information and details of the work undertaken during the reporting period.

The Project considers the Work Plan, adjusted during the Inception Phase, as the basis for project implementation and the present report reflects the project progress in line with this adjusted Work Plan.

2. Activities carried out during the reporting period

The following activities have been implemented or are on-going during the reporting period:

Activity group 1: project launch, team mobilisation and work plan finalization

All activities planned for this activity group have been completed.

Activity group 2: Target group selection and needs assessment

All activities planned for this activity group have been completed.

Activity group 3: Analysis of internal and regional/international market opportunities in the SME F&V processing sector

An analysis of internal and external markets (activities 3.1 and 3.2) was completed in Kyrgyzstan in close cooperation between the project international and local marketing experts.

The work on development of a database of the F&V processing sector in the South region (activity 3.1, phase 1) in Tajikistan has been completed and placed on NASMB's website for further update. Activity 3.1 will be continued in Year 2 through phase 2 - analysis of the internal market based on a detailed picture received from the finalized database.

Activity group 4: Capacity building for BIOs in management, business and other client-oriented tools and techniques (ToT)

Activity 4.1 has been completed.

Capacity building in management, business client-oriented tools and techniques started in month 9 as planned (activity 4.2) formed an integral part of the third capacity building session held in months 11-12 (see annex 5 – Marketing expert's report for details).

This approach will be continued in Year 2 and duly reported.

Activity 4.3: The UK study tour was successfully carried out on 19-25 October 2014 and very positive feedback was received from the delegates (see annex 6 for details).

Activity group 5: Capacity building in food safety

The focus of project activities in this activity group has been on preparation, organisation and delivery of the third capacity building session in HACCP. Annex 4 presents the detailed report of the project Food Safety expert on the third capacity building session. Participants' feedback analysis is incorporated in the report.

Activity group 6: Capacity building in marketing

The focus of project activities in this activity group has been on preparation, organisation and delivery of the second capacity building session in marketing. Annex 5 presents the report of the project marketing expert on the second capacity building session. Participants' feedback analysis is incorporated in the report.

The second marketing training session (months 11-12) included degustation panel – testing of F&V processed products produced by participating SMEs with broad discussion on positive and negative aspects of taste and marketing presentations. This tool has proved to be very effective for improving quality and marketing, leading to increased competitiveness of these products at the market. The second marketing training session also included a seminar with market operators – supermarkets (in Kyrgyzstan) and with supermarkets, hotels and restaurants in Tajikistan aimed at linking participating SMEs with market operators thus increasing potential market opportunities and improving SMEs' positions at the market. Such a "business to business" approach has been tested and will be further continued with the project support in Year 2.

Activity 6.2 - "Studying of successful marketing strategies of participating target groups and using them for capacity building as best practices": relevant examples of similar SMEs working in similar conditions in other countries have been used. During the training session participating SMEs provided examples of various elements of their marketing activities contributing to the learning process.

Activity group 7: Advisory services to F&V processing SMEs

Activity 7.1 A "Planning seminars with input suppliers for pilot SMEs": the seminar was successfully held in Bishkek on 3 December 2014 in cooperation with Helvetas and agreements were reached between participating SMEs and input suppliers on future contracts.

Considering the less advanced level of F&V processing SMEs in the South of Tajikistan, a similar activity 7.1B for Tajikistan will start at the beginning of Year 2 but all contacts with inputs suppliers have been already been identified and arrangements were made in months 11-12 of Year 1.

The information on new types of F&V processing equipment (activity 7.2), although this activity was not focused on Tajikistan, was presented in detail during the third training session in Dushanbe following participation of the Project Partner (NASMB) in World Food Kazakhstan" exhibition. All contact information was distributed to interested participating SMEs.

The work is on-going with two pilot SMEs in Kyrgyzstan (activity 7.5). To date the following work has been undertaken in Kyrgyzstan in close cooperation with the project Food Safety expert and volunteers from BIOs participating in the project capacity building programme:

Work is on-going with two pilot SMEs in Kyrgyzstan (activity 7.5). To date the following work has been undertaken in Kyrgyzstan in close cooperation with the project Food Safety expert and volunteers from BIOs participating in the project capacity building programme:

- **Pilot enterprise "Dessert":**

1. Requirements of ISO 22002-1 standard.

- 1.1. The management of "Dessert" adopted a plan of activities to implement. A list of proposals regarding improvement of food hygiene in this enterprise was prepared by the Project. Most of these activities were planned for 2014 but some of them need reconstruction of premises and production lines and thus the deadline for those activities is the end of 2015.
- 1.2. Approximately 30% of the above-mentioned proposals regarding utensils, washstands and pest control have already been implemented.
- 1.3. Drafts of ten pre-requisite programs are ready. Drafts of an additional five pre-requisite programs, which are required by standard ISO 22002-1, are in the process of preparation.

2. Requirements of ISO 22000 standard.

- 2.1. Responsibilities and authorities of all members of food safety team are defined.
- 2.2. Draft of HACCP plan for apple juice is ready.

3. Other issues.

- 3.1. Draft of Food Safety Manual is ready.

- **Pilot enterprise "Kaindy-Kant":**

1. Requirements of ISO 22002-1 standard.

- 1.1. Drafts of five pre-requisite programs required by ISO 22002-1 standard have been prepared.
- 1.2. Renovation of some equipment which influences product safety has started.

2. Requirements of ISO 22000 standard.

- 2.1. Draft HACCP plan for sugar is ready.
- 2.2. Drafts of two key standard operational procedures have been prepared.

3. Other issues.

- 3.1. Draft of Food Safety Manual is ready.

The work with Tajik pilot SMEs will start in Year 2 as more time is needed for them to be trained prior to the start of practical work on development and introduction of HACCP.

Activity group 8: Exchange of best practices and experiences

An exchange visit for selected participating SMEs from the south (the project target region) and representatives of the Tajik Technical University to the North of Tajikistan took place in month 10 (activity 8.1). It was aimed at gaining experience by participating SMEs from the south of Tajikistan from the more advanced and export-oriented northern region, where a number of SMEs (mainly in the dried apricot sub-sector) have HACCP and ISO 22000 certification.

In addition, four Kyrgyz SMEs from the south of Kyrgyzstan which keep close business links with the north of Tajikistan have joined this exchange visit. It is important to mention that this exchange visit is organized with the support of Hilfswerk Austria International, actively working in the north of Tajikistan and is seen as an example of cooperation between relevant donor-funded projects and CAI projects in particular. All participants of the exchange visit highly appreciated this opportunity which has allowed them to gain a lot of useful practical knowledge for the improvement of their businesses.

Degustation panels (activity 8.2) have been held in both countries in months 11-12 in the framework of the second marketing capacity building session, well attended by media. This training tool was aimed at identifying positive and negative aspects of F&V processed products produced by participating SMEs in Kyrgyzstan and Tajikistan and will be further used in the framework of the project and beyond by SMEs for promotion of their products and market expansion.

Relevant exhibitions identified earlier were attended: "PeterFood", Saint Petersburg (Russia) and "World Food Kazakhstan". Representatives of both Project Partners attended these exhibitions in month 10 followed by presentations of contacts established and relevant information collected to all trainees in Kyrgyzstan and Tajikistan. Such a practice has proved to be effective and is being used and followed by both Project Partners. Moreover, this practice is very useful for strengthening both Project Partners and enlarging their contacts and linkages with relevant stakeholders with a view of improving services to their members.

Activity group 9: Support to relevant legislation/regulations development in Kyrgyzstan and Tajikistan

Following a break in the project intervention in legal field described in the previous project update, which was caused by pending decision of Kyrgyzstan to join the Customs Union with Russian and Belarus with consequent changes in formulation of the project legal input, this input was re-started in Kyrgyzstan in months 11-12 of Year 1 with the task adjusted in accordance with the most relevant needs. The new, slightly modified task is "Development of methodological recommendations on introducing HACCP system at enterprises of food industry of Kyrgyzstan". This work is on-going and will be finalized in Year 2.

In Tajikistan important consultations at the national level and the forum of entrepreneurs with the President held in October 2014 have determined the most outstanding need in legal sphere to facilitate harmonization of the national legislation with the legislation of the Customs Union, which is particularly relevant to food safety area. This has allowed the formulation of a precise topic in legal support to be provided by the project in Year 2 (activity 9.4) as "Analysis of correspondence of the key legal acts of Tajikistan to the technical regulation of the Customs Union "On food safety"".

Activity group 10: Promotion, dissemination and visibility actions

These activities are on-going with regular information-sharing with all relevant stakeholders (activity 10.2). It is being regularly updated on the websites of both project partners thus creating a web platform of real value for information sharing. All training materials, project's and experts' reports, press releases, photos etc. are being regularly updated.

Visibility items produced earlier continue to be disseminated to the relevant stakeholders.

The project information is regularly reflected in the bi-monthly Information Bulletins being issued by the Project Partner in Kyrgyzstan.

Press-releases have been produced covering the project events in both participating countries in line with EU requirements (in Russian and in English for Kyrgyzstan and in Russian, English and Tajik for Tajikistan).

Activity group 12: Project management

All activities of this activity group are on-going.

Activity 12.3, "Project database development and update" is being permanently updated.

Regular contacts and Skype conferences are being maintained among all project partners and experts involved. Internal reporting and internal monitoring are on-going. Feedback from all participating stakeholders is being collected and analysed.

The second project Steering Committee (SC) meeting/annual conference was held on 5 December 2014 and was widely attended by relevant stakeholders. Annex 2 presents the agenda of the SC meeting and annex 3 – Minutes of the SC meeting.

3. Deviations from the planning schedule

No major deviations occurred during the reporting period. The previous project update described in detail a few slight deviations which were duly justified. One activity described below has been slightly re-scheduled in order to make it fully consistent with the priorities of the Government of Tajikistan. All other activities not mentioned in this section of the report are being implemented as planned.

Activity group 9: Support to relevant legislation/regulation development in Kyrgyzstan and Tajikistan

The legal input for Tajikistan has been formulated in cooperation with the Ministry of Finance. Although it was planned to start working on it within the reporting period, it will be implemented in 2015 pending the approval of the formulated task by the relevant Ministries in charge. It was expected that the approval would be received during the present reporting period. However, because of delays with the actual start of the working group's activities established under the Ministry of Finance of Tajikistan, the approval of the agreed project task might take some additional time. The project's partner (NASMB) permanently monitors the developments at the national level and the project's input will start as soon as the above mentioned working group will approve it. This is in line with the project flexibility approach and other activities are not affected by this deviation.

4. Challenges experienced during the reporting period

No major challenges were experienced during the reporting period. However, a few minor challenges are worth mentioning, namely:

- The postponement of a formulated legal input in Tajikistan pending the approval of the Ministry of Economy and/or the Ministry of Finance is seen as a slight challenge for the project. However, it is expected that this approval will be received in the next reporting period.
- Although an understanding of the importance to introduce HACCP is growing among the project participants in Tajikistan, the process is still quite slow. It is expected that the progress will be facilitated in Year 2 of the project implementation.

5. Planning for the next reporting period

The major focus of activity during the next reporting period (months 13-15, January-March 2015) will be on:

- ⇒ **Activity group 3:** Analysis of internal and regional/international market opportunities in the SME F&V processing sector: the focus will be on the second stage of market research on Tajikistan (research of the local market) and regular update of the database developed for F&V processing SMEs in the South of Tajikistan. Final assessment of stakeholders' feedback on market research undertaken for Kyrgyzstan will be done in months 13-14.
- ⇒ **Activity group 4:** Capacity building for BIOs in management, business and other client-oriented tools and techniques (ToT): this activity will be continued in session 3 on marketing in the framework of the next session of the project capacity building programme.
- ⇒ **Activity group 5:** Capacity building in food safety will be continued through preparation, organisation and delivery of the 4th capacity building session in HACCP (to be held in month 15). It will include practical exercises and case studies. If the work in progress with development of HACCP documentation by pilot SMEs will require field visits by the project Food Safety expert to them, these visits will be implemented.

- ⇒ **Activity group 6:** Capacity building in marketing will be continued through preparation (based on participants' feedback), organisation and delivery of the third capacity building session as a part of training session 4 of the project capacity building programme (to be held in month 15).
- ⇒ **Activity group 7:** Advisory services to F&V processing SMEs: this activity will be actively continued through permanent work with pilot SMEs in Kyrgyzstan and will be on-going in Tajikistan with two selected pilot SMEs and marketing initiative groups created in the South of Tajikistan (Khatlon region). Field visits by experts to selected pilot SMEs are also planned. In month 13 (January 2015) the meeting between input suppliers, potential market operators and F&V processing SMEs participating in the project will be held in Khatlon region, South of Tajikistan with the project support.
- ⇒ **Activity group 8:** Exchange of best practices and experiences: follow up on exchange visits and participation in two international exhibitions is planned. Exchange visit Tajikistan-Kyrgyzstan is planned in the framework of the 4th capacity building session.
- ⇒ **Activity group 9:** Support to relevant legislation/regulations development in Kyrgyzstan and Tajikistan: these activities have been formulated for both participating countries and will be on-going. Prior approval of the project legal input, formulated in cooperation with the Ministry of Finance, is expected.
- ⇒ **Activity group 10:** Promotion, dissemination and visibility actions: this activity is on-going and will be continued.
- ⇒ **Activity group 12:** Project management: this activity will be continued on a permanent basis. By the end of the next reporting period interim internal project evaluation will take place with detailed questionnaires to be developed for all participating stakeholders. The report will reflect on the work in progress towards the planned project results and objectives in line with indicators established in the logframe.

Annex 1: Agenda of the 2nd project Steering Committee meeting

Agenda

of The Second Project Steering Committee meeting/Annual Project Conference

4 December 2014

**Bishkek, Kyrgyzstan
Dostuk hotel**

10:00 – 10:15	Greeting word from the project	Nigel Peters, Project Director British Expertise
10:15 – 10:30	Greeting from EU Delegation in Kyrgyzstan	Islan Osmonaliev/Mia- Fatima Dubois-Boussaid, Project Manager, EU Delegation to the Kyrgyz Republic
10:30: - 11:00	Presentation of the project work undertaken in 2014, intermediate achievements, challenges. Planning for 2015	Inna Bayda Project Coordinator British Expertise
11:00 – 11:15	Feedback on the project work from the Project Partner, Kyrgyzstan (including feedback on the UK-study tour)	Diliara Alimzhanova, Association of Food/F&V Enterprises of Kyrgyzstan, the Partner
11:15 – 11:30	Feedback on the project work from the Project Partner, Tajikistan (including feedback on the UK-study tour)	Matluba Uljabaeva National Association of Small and Medium Businesses of Tajikistan (NASMB), the Partner
11:30 – 11:45	Summary of the project work undertaken by the project in food safety/HACCP and planning for 2015	Gennadii Kuznietsov/Food Safety expert, British Expertise
11:45 – 12:00	Summary of the project work undertaken by the project in marketing and planning for 2015	Natalya Kozak/Marketing expert, British Expertise
12:00 – 12:30	Questions and answers; feedback from participating stakeholders	Project stakeholders
12:30 - Lunch		

Annex 2: Minutes of the 2nd project Steering Committee meeting

Bishkek, Dostuk Hotel

December 4 2014

Participants:

Project Steering Committee members:

- 1) Nigel Peters, Project Director, British Expertise**
- 2) Inna Bayda, Project Coordinator, British Expertise**
- 3) Gennadii Kuznetsov, Food Safety expert, British Expertise**
- 4) Diliara Alimzhanova, Partner, Head of Association of Food Industry Enterprises of Kyrgyzstan**
- 5) Aijan Adylbekova, Local Project Coordinator, Association of Food Industry Enterprises of Kyrgyzstan**
- 6) Matluba Uljabaeva, Partner, Chairman of the Board of National Association of Small and Medium Business of Tajikistan (NASMB).**

Other relevant stakeholders invited:

- 7) EU Delegation – Johannes Madsen Stenbeck, Head of Section
- 8) EU Delegation – Andreja Koricic, Project Manager
- 9) EU Delegation – Islan Osmonaliev, Project Manager
- 10) Vice Minister of the Minister of Agriculture – Choduev Erkinbek
- 11) Ministry of Energy and Industry- Nuralieva Zamira
- 12) "Dessert" pilot SME - Ahmetov Duishenkul
- 13) "Agroelita"- Klara Primova
- 14) "Kaindy-Kant" pilot SME -Nurila Karabekova
- 15) Ainura Djumanova – the project trainee/BIO representative

At the start of the meeting, **Johannes Madsen Stenbeck** greeted all participants of the DFVP project Second Steering Committee meeting and appreciated the project's invitation to attend the meeting. Mr. Stenbeck made a speech describing the EU support provided to all five Central Asian (CA) countries since these countries became independent.

Since 2007, as a result of the adoption the EU CA strategy, promotion of economic development, trade and investment have become a priority area of this support. In Kyrgyzstan, the EU has provided sustainable development assistance focusing on support of economic growth and poverty reduction. The goal of the CA Invest Programme was to improve the investment climate and to support efforts to promote private sector development and, SMEs in particular.

Mr. Stenbeck also said that the programme works on two levels:

- 1) Through BIOs - to improve their services to SMEs through capacity building process and
- 2) the policy level, to improve business climate/environment in CA countries.

He informed the meeting that the EU provided 12 million Euros to co-finance partnership projects between CA and EU in the framework of the CAI programme.

The following number of projects was selected through three waves of the CAI programme:

- 1) 2008 – 11 projects;
- 2) 2009 – 9 projects;

3) 2012 – 8 projects.

The 4th Call for the CAI programme is under preparation. The Networking meeting of Central Asia Invest III held in September 2014 was a good opportunity for CA Invest beneficiaries to share their experience and exchange their views and knowledge on challenges and opportunities of private sector development and the role played by BIOs as facilitators of the development process.

He indicated that:

- future projects should have a three-year duration, given that two years is considered to be too short
- there should be better coordination between projects
- he recommended equipment supply in future projects.

Mr Stenbeck's speech was followed by a detailed presentation of project achievements, work in progress and some challenges faced by the project in 2014, delivered by Inna Bayda. It was mentioned that all this information would be summarized in the project Interim report covering the first year of project implementation (2014). Both Project Partners confirmed that the presentation fully reflected the actual progress achieved.

Matluba Uljabaeva showed the web-site of their association (NASMB) and the link to the project "Development of Fruit and Vegetable process in Kyrgyzstan and Tajikistan", where all project information, training materials, press-releases and other relevant materials are being placed.

She emphasized three important points:

- 1) The decision reached between NASMB and of the project (DFVE) to focus on the challenging south of Tajikistan was correct; after DFVP project GIZ and USAID started working in the south as well.
- 2) The project has initiated the process of creation of an Association of F&V processors/F&V processors support centre in Hatlon (south of Tajikistan);
- 3) A project seminar with raw material suppliers in Kurgan-Tube is arranged for January 2014 where initiatives groups of F&V processors will be met and supported for the first time in the south of Tajikistan.

Alimzhanova Diliara said that according to the survey undertaken in 2014, 90% of the Association's members expressed a desire to implement HACCP. In January 2013, technical regulations on hygiene were adopted by the Government of Kyrgyzstan. According to these regulations, the HACCP system should be implemented in all food enterprises by June 2014. The Association considered that six months was not enough for this task and took the initiative to establish a working group that developed a draft Regulation on the extension of the grace period until the end of 2015. However, the decision of Kyrgyzstan to join the Customs Union has changed the situation and the technical regulations developed were declared invalid. Ms. Alimzhanova also mentioned that currently the DFVP project is working on developing new methodology/recommendations on food safety technical regulations which is critically important in the new circumstances for Kyrgyzstan. Ms. Alimzhanova showed the web-site of the Association and a new section on the site for Technical Regulations.

Duishenkul Ahmetov highly appreciated the opportunity to learn HACCP through the DFVP project and said that they have created a guide for implementation of HACCP within their enterprise with the help of the project trainers and are currently actively working on development of HACCP documentation for its further implementation. Mr. Ahmetov also highly appreciated the opportunity to visit the UK (study tour) with great learning experience, and that elements will be applied at "Desert" pilot SME.

Nigel Peters presented details of the study tour to the UK and showed photos of participants from Tajikistan and Kyrgyzstan visiting various relevant organizations and food enterprises. The study tour included an introduction to British Expertise (organisation, membership, events, lobbying, presentations from Campden BRI (Food & Drink Safety, Quality, Efficiency & Innovation), the Food & Drink Exporters Association, the Food Development Company, Booth Smith Food Technology, Landell Mills, Cardno Emerging Markets, CATBIG (Central Asia & Trans-Caucasus Business Information Group),

presentations by the Embassies of Kyrgyzstan and Tajikistan in London, the European Bank for Reconstruction & Development. There followed visits to food processing companies in eastern England as well as a company in Wales, Fruitapeel, and dinner with Welsh Government Food and Drink experts and a visit to ZERO2FIVE Food Industry Centre, part of Cardiff Metropolitan University.

Gennady Kuznetsov stressed that experience in Kyrgyzstan in the framework of the previous CAI project implemented by British Expertise in 2011-mid 2012 shows that the level of knowledge of HACCP/ISO 22000 has been increased since that time. Now the project participants are doing a good job and that pilot SMEs will be able to prepare more than 70% of HACCP documents.

Mr Kuznetsov also mentioned that it took 10 years in the EU to implement HACCP at all enterprises. He stressed the importance of extending the project duration to three years, because it takes around three years to implement HACCP at the level of an enterprise.

Nurila Karabekova said that the enterprise "Kaindy-Kant" receives continuous assistance from consultants of British Expertise and they are actively in the process of developing HACCP documents.

Ainura Djumanova expressed her high appreciation for the opportunity to learn HACCP and marketing through the project, which is very beneficial for her future expertise and experience.

Natalia Kozak said that two sessions on marketing have been already held and while it is still early to come to any conclusions, there is generally some reluctance to work directly on marketing issues on the part of selected pilot SMEs in both countries.

Ms Kozak informed that five SMEs/project trainees in Tajikistan concluded to create a marketing group, which is a good sign showing that enterprises have started to pay attention to marketing. In the following year, she plans to work with pilot SMEs and with marketing groups in Tajikistan and on the study tour to Poland.

Klara Primova appreciated the opportunity to learn how to implement HACCP and marketing tools through the project. She said that they started to pay attention to labeling and marketing of their products and this helped to export their dried fruits to the United States. They exported 3 tons for the first time and currently have an order for 20 tons. Ms. Primova highly appreciated exchange visit to Tajikistan held in October 2014, and said that they have learned much from Tajik enterprises in the north. As a result "Agroelita" has signed a contract with the Association of Isfara (north of Tajikistan) on cooperation in the field of new varieties of apricots.

Annex 3: Agendas of the 3rd capacity building session (Kyrgyzstan and Tajikistan)

Annex 3a: Tajikistan

Agenda

3rd capacity building session 25-27 November 2014

Dushanbe, Tajikistan

Time	Topic	Speaker/trainer
25 November, Tuesday		
9:00 – 10:45	Food safety/HACCP training: ISO 22 000 standard, part 1	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
10:45 – 11:00	Coffee break	
11:00 – 13:00	Food safety/HACCP training ISO 22 000 standard, part 2	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
13:00 – 14:00	Lunch	
14: 00 – 16:00	HACCP practical training	Gennadii Kuznetsov
16:00 – 16:15	Coffee break	
16:15 – 17:45	HACCP practical training (continuation)	Gennadii Kuznetsov
17:45 – 18:00	Filling in feedback questionnaires by participants (food safety/HACCP)	
26 November, Wednesday		
9:00 – 10:45	Training in marketing/ management: Business planning at enterprise level	Natalya Kozak/Marketing expert (British Expertise)
10:45 – 11:00	Coffee break	
11:00 – 13:00	Training in marketing/management: Business planning at enterprise level - practical training	Natalya Kozak/Marketing expert (British Expertise)
13:00 – 14:00	Lunch	
14:00 – 16:00	Degustation panel	Natalya Kozak All participants
16:00 – 16:15	Coffee break	
16:15 – 17:00	Presentation on participation in "World Food Kazakhstan" exhibition	Nasiba Aminova, NASMB Executive Director, Project Partner
17:00 – 17:15	Filling in feedback questionnaires by participants (marketing and management seminars)	
27 November, Thursday		
9:00 – 10:45	Training in marketing (continuation): Instruments of effective marketing; branding	Natalya Kozak/Marketing expert (British Expertise)
10:45 – 11:00	Coffee break	
11:00 – 12:00	Training in marketing (continuation):	Natalya Kozak/Marketing expert (British Expertise)

	Business ethics in marketing/management	
12:00 – 13:00	Brief annual project summary/planning for 2015	Inna Bayda/Project Coordinator (British Expertise)
13:00 – 14:00	Lunch	
14:00 – 16:00	Seminar with market operators (supermarkets): Topic: "Access to supermarkets for F&V processing SMEs from the South of Tajikistan: opportunities and challenges"	<u>Introduction</u> : Matluba Uldjabaeva/Head of the Board, NASMB, Project Partner All participants, Supermarkets

Annex 3b: Kyrgyzstan

Agenda

3rd capacity building session 1 – 3 December 2014

Bishkek, Kyrgyzstan
"Dostuk" hotel

Time	Topic	Speaker/trainer
1 December		
9:00 – 10:45	HACCP/food safety training: ISO 22000 Standard, part 1	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
10:45 – 11:00	Coffee break	
11:00 – 13:00	HACCP/food safety training: ISO 22000 Standard, part 2	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
13:00 – 14:00	Lunch	
14:00 – 16:00	HACCP practical training	Gennadii Kuznetsov
16:00 – 16:15	Coffee break	
16:15 – 17:45	HACCP practical training	Gennadii Kuznetsov
17:45 – 18:00	Filling in feedback questionnaires by participants (food safety/HACCP)	
2 December		
9:00 – 10:45	Training in marketing: The Customs Union's (CU) requirements to raw materials, final products and packing	Natalya Kozak/Marketing expert (British Expertise)
10:45 – 11:00	Coffee break	
11:00 – 13:00	Training in marketing: Packing and its role in marketing	Natalya Kozak/Marketing expert (British Expertise)
13:00 – 14:00	Lunch	
14:00 – 16:00	Practical training in marketing: Marking of food products including development of label in accordance with the CU requirements	Natalya Kozak
16:00 – 16:15	Coffee break	
16:15 – 17:00	Presentation on participation in "PeterFood" exhibition	Aijan Adylbekova/Field Project Coordinator, Project Partner
17:00 – 17:15	Filling in feedback questionnaires by participants (marketing and management seminars)	

3 December		
9:00 – 10:45	Presentation of market research results	Natalya Kozak/Marketing expert (British Expertise) and Roman Rogojev/Market Analyst (Project Partner, Kyrgyzstan)
10:45 – 11:00	Coffee break	
11:00 – 13:00	Seminar with market operators (supermarkets): Topic: "Access to supermarkets' chains for F&V processing SMEs: why not and what has to be done to make it yes"	Supermarkets: All participants
13:00 – 14:00	Lunch	
14:00 – 16:00	Marketing degustation panel	All participants
16:00 – 16:15	Coffee break	
16:15 – 18:00	Seminar/meeting with input suppliers	All participants

Annex 4: Food Safety expert's report on the 3rd capacity building session with participants' feedback analysis

REPORT ON MISSION No 3 From 23.11.2014 to 05.12.2014

Gennadiy Kuznetsov
Project food safety expert

I. KEY RESULTS AND CONCLUSIONS

1. Workshops on HACCP held in Bishkek and Dushanbe, were successfully carried out, as confirmed by positive replies from all participants.

2. A combination of practical and theoretical components with emphasis on practical training will be used in the future missions since this approach meets expectations of participants and provides an acceptable level of their knowledge allowing them to develop, implement and use HACCP system or Food Safety Management System (FSMS) in accordance with ISO22000 and ISO22002-1 standards.

II. MISSION TO TAJIKISTAN

1. Summary of the HACCP workshop (Dushanbe, 25 November, 2014)

The workshop was attended by representatives from:

- F&V processing small and medium enterprises (SMEs);
- Business Intermediate Organizations (BIOs) providing consultancy services to these SMEs;
- International technical assistance projects;
- Government regulatory bodies;
- High academic institutions.

The workshop consisted of two parts. The first part was dedicated to theoretical training. The workshop leader discussed with trainees provisions of ISO standards 22000 and 22002-1, namely (references to the paragraphs of the ISO 22000 standard):

- 3 Terms and definitions;
- 4 Food safety management system:
 - 4.1 General requirements;
 - 4.2 Documentation requirements;
- 5 Management responsibility:
 - 5.1 Management commitment;
 - 5.2 Food safety policy;
 - 5.3 Food safety management system planning;
 - 5.4 Responsibility and authority;
 - 5.5 Food safety team leader;
- 7.1 General;
- 7.2 Prerequisite programmes (PRPs).

The second part of workshop was devoted to practical training. The workshop leader proposed to trainees 30 test exercises which almost all participants successfully passed.

2. Summary of participants' replies on questionnaire regarding workshop

Appendix 1 shows a summary of the participants' responses to the questionnaire which was filled in after the workshop. The questionnaire contained a request to answer on the following questions using the five-point scale:

- whether the workshop was useful;
- content of the workshop;
- atmosphere of the workshop;
- style of workshop conducting;
- handouts;
- to comment on these issues.

All participants positively commented on the usefulness of the workshop, the style of its conduction, the atmosphere and handout quality.

3. Plans for the next stage of training

The next stage of training is planned to be held in March 2015 with visits to the pilot SME "Kurgan-Tubinskiy food enterprise" and other SMEs with some elements of Food Safety Management System (FSMS) (if the schedule and arrangement will allow to do so); to continue conducting workshops on standards ISO 22000 and ISO 22002-1 with discussion in details traceability systems as it was proposed by trainees. Practical training is also planned.

Regarding work with pilot SMEs, provision of advice regarding preparation and implementation of pre-requisites programs is planned.

4. Work undertaken between 2nd and 3rd missions

Several training materials concerning different aspects of HACCP development and implementation were sent to trainees and were highly appreciated by them.

III. MISSION TO KYRGYZSTAN

1. Summary of the HACCP workshop (Bishkek, 1 December 2014)

The workshop was attended by representatives from:

- F&V processing small and medium enterprises (SMEs);
- Business Intermediate Organizations (BIOs) providing consultancy services to these SMEs;
- International technical assistance projects;
- Government regulatory bodies;
- High academic institutions.

This workshop consisted of two parts. The first one was dedicated to theoretical training. The workshop leader discussed with trainees the provisions of ISO standards 22000 and 22002-1 namely (references to the paragraphs of the ISO 22000 standard):

- 5.4 Responsibility and authority;
- 5.5 Food safety team leader;
- 5.6 Communication;
- 5.7 Emergency preparedness and response;
- 5.8 Management review;
- 6 Resource management:
- 6.1 Provision of resources;
- 6.2 Human resources;
- 6.3 Infrastructure;
- 6.4 Work environment;

- 7 Planning and realization of safe products:
 - 7.1 General;
 - 7.2 Prerequisite programmes (PRPs);
 - 7.3 Preliminary steps to enable hazard analysis;
 - 7.8 Verification planning;
- 8.2 Validation of control measure combinations.

The second part of workshop was devoted to practical training. The workshop leader proposed to trainees forty test exercises which almost all participants successfully passed. The number of tests and its level of difficulty were higher in comparison with tests which were proposed to trainees in Dushanbe because participants of workshop in Bishkek have more in-depth knowledge of food safety management system principles.

2. Summary of participants' replies on questionnaire regarding workshop

Appendix 1 shows a summary of the participants' responses to the questionnaire which was filled in after the workshop. The questionnaire contained a request to answer on the following questions using the five-point scale:

- whether the workshop was useful;
- content of the workshop;
- atmosphere of the workshop;
- style of workshop conducting;
- handouts;
- to comment on these issues.

All participants positively commented on the usefulness of the workshop, the style of its conduction, the atmosphere and handout quality.

3. Visit to pilot SME in Kyrgyzstan - "KAINDY-KANT", 3 December 2014

On 3 December 2014, the project food safety expert and Ainura Djumanalieva, Local consultant from BIO "Prometheus", LLC. visited the pilot SME "Kaindy-Kant". "Kaindy-Kant" is the only sugar producer in Kyrgyzstan and its products occupy a substantial part of the country's sugar market.

The purposes of the visit were the following:

- to carry out a more in-depth assessment of the enterprises' food hygiene;
- to discuss progress in development of FSMS based on standards ISO 22000 and ISO 22002-1.

The local consultant Aynura Djumanalieva had prepared proposals to improve food hygienic conditions on "Kaindy-Kant" under the supervision of the project Food Safety expert. It is expected that these proposals will be implemented by the pilot SME "Kaindy-Kant" at the beginning of 2015.

4. Work undertaken between 2nd and 3rd missions

Several training materials concerning different aspects of HACCP development and implementation were sent to trainees and were highly appreciated by them.

The trainee Burul Dzumagazieva prepared a short audit report regarding implementation of provisions of ISO 22002-1 standard by the pilot SME "Dessert". This report is a combination of three short audit reports which were prepared by three groups of trainees during practical training within the second mission (June-July 2014). The short audit report was sent to SME "Dessert" and can be used as a tool for further improvement of food hygienic conditions at this enterprise.

The trainee Cholpon Aitbaeva prepared a short audit report regarding implementation of provisions of ISO 22002-1 standard by the SME "Ailana". This report is a combination of three short audit reports which were prepared by three groups of trainees during practical

training within the second mission (June-July 2014). The short audit report was sent to SME "Ailana" and could be useful tool for further improvement of food hygienic conditions on this enterprise.

5. Plans for the next stage of training

It is planned for the next stage of training to organize visits to a few SMEs which have FSMS or some elements of FSMS as it was proposed by trainees, conduct workshops regarding standards ISO 22000 and ISO 22002-1. Practical training is also planned.

With regard to the work with pilot SMEs, provision of advice on preparation and implementation of pre-requisites programs, and also preparation of documents, envisaged by ISO 22000 standard, is planned.

IV. Participation in the project Steering Committee meeting (Bishkek, 4 December, 2014).

The project Food Safety Expert took part in project Steering Committee meeting. He described the current state of HACCP training programme implementation for SMEs and BIOs representatives and development of FSMS by pilot SMEs. He stressed that it would be advisable to increase the duration of future similar international assistance projects' at least up to three years. Such a period is justified by the complexity of the HACCP system, as well as in view of the unequal level of compliance with the requirements on food hygiene among participating trainees.

Summary of 14 replies of HACCP workshop participants

Dushanbe

25 November, 2014

1. The workshop was for me:

Very useful:	8 people
Is quite useful:	6 people
Interesting, but not useful:	0 people
Unhelpful:	0 people

Comments (participants` style and punctuation are preserved), (7 people):

"Material is available in understanding, examples are useful and interesting";
"Had an interesting discussion";
"Very good";
"Have already got enough knowledge on ISO standards - 22000-2005 in the third session";
"I especially liked the practical exercises";
"Very useful because fully understandable for students, which is usually highly appreciated by them";
"Very useful and necessary for learning new clarifications".

2. Please rate on a five-point scale:

A) Content of the workshop:

"5" - 8 people;
"4" - 6 people;
"3" - 0;
"2" - 0.

Comments (participants` style and punctuation are preserved), (3 people):

"Training is very pithy in the sense of the information is fully provided";
"Clear, available";
"Very good".

B) Atmosphere of the workshop:

"5" - 4 persons;
"4" - 10 persons;
"3" - 0;
"4" - 0.

Comments (participants` style and punctuation are preserved), (6 people):

"Not all trainees participate in discussions";
"Everything was very good";
"Warm, cozy, comfortable and light";
"Very lively, cheerful and experienced";
"Good";
"Average".

C) style of conducting:

"5" - 9 people;

"4" - 5 people;
"3" - 0;
"2" - 0.

Comments (participants` style and punctuation are preserved), (3 people):

"Showing short films on advanced engineering and technology in the preparation of F&V canned food will be advisable";

"Professional";

"Average".

D) Workshop materials:

"5" - 9 persons;

"4" - 5 persons;

"3" - 0;

"2" - 0.

Comments (participants` style and punctuation are preserved), (3 people):

"To show photos of enterprises or industries that produce similar goods. Methods of storage conditions, monitoring of sanitary conditions and so on";

"Enough";

"Good".

E) Workshop topics:

ISO22000 Standard:

"5" - 8 people;

"4" - 6 people;

"3" - 0;

"2" - 0.

Practical Training on HACCP:

"5" - 7 people;

"4" - 7 people

"3" - 0;

"2" - 0.

Comments (participants` style and punctuation are preserved) (4 people):

"I really liked practical work in the form of mini-exam; it was clear";

"Everything is OK";

"Practical training on HACCP, ISO 22000 according to the test fixes well participants' knowledge and it`s good";

"Good".

4. What would you like to hear/discuss at the next training?

Comments (participants` style and punctuation are preserved):

"Please continue on the next trainings these methods. I would like to hear or discuss HACCP plan and other topics like "ISO";

"Implementation of HACCP standard in post-Soviet countries";

"The workshop was informative and useful. Thank You!";

"Specific new proposals to improve the cooking";

"To discuss in detail traceability systems."

Summary of 19 replies from HACCP workshop participants, Bishkek

1 December 2014

1. The workshop was for me:

Very useful - 13 people;
Quite useful - 6 people;
Interesting, but not useful - 0;
Not useful - 0;

Comments (participants` style and punctuation are preserved), (2 persons):

"Useful and extensive";
"The question of FSMS is topical and ensures product safety".

2. Please rate on a five-point scale

A) content of the workshop:

"5" - 16 persons;
"4" - 3 persons;
"3" - 0;
"2" - 0.

Comments (participants` style and punctuation are preserved, (1 person):

"It was very interesting, especially practical trainings."

B) atmosphere of the workshop:

"5" - 14 persons;
"4" - 5 persons;
"3" - 0;
"4" - 0.

Comment (participants` style and punctuation are preserved), (1 person):

"Beautiful"

C) style of conducting:

"5" - 14 persons;
"4" - 5 persons;
"3" - 0;
"2" - 0.

Comments (participants` style and punctuation are preserved), (1 person):

"Everything is clear";
"It would be even better if in addition to the lectures some pictures would be shown illustrating drawings for example".

D) workshop materials:

"5" - 15 persons;
"4" - 4 persons;
"3" - 0;
"2" - 0.

Comment (participants` style and punctuation are preserved), (0 person).

3. Please rate on a five-point scale for workshop topics:

"ISO22000 Standard":

"5" - 15 persons;

"4" - 4 persons;

"3" - 0;

"2" - 0.

Practical Training on HACCP:

"5" - 13 persons;

"4" - 3 persons;

"3" - 0;

"2" - 0.

Comment (participants` style and punctuation are preserved), (2 persons):

"Thank you, it was very interesting and useful!"; "Practical exercises reinforce materials, everything is very clearly shown. Thank you very much!"

4. What would you like to hear/discuss at the next training?

Comments (participants` style and punctuation are preserved):

"Would like to know about the assignment to a trainer in ISO 22000";

"All that is connected with the FSMS";

"Practical steps to implement HACCP system and ISO 22000";

"To visit more enterprises";

"To prepare HACCP document as example. That is to formalize one of the results, specifically describe the procedure";

"To discuss the practical application of the implementation of ISO 22000";

"To sit in the warmth and good light";

"Come to us again !!!".

Annex 5: Marketing expert’s report on the 2nd marketing capacity building session with participants’ feedback analysis (Kyrgyzstan and Tajikistan)

REPORT ON MISSION No 2
From 23.11.2014 to 06.12.2014

Natalya Kozak
Project Marketing Expert

MISSION TO TAJIKISTAN

Dushanbe, 26-28 November, 2014

Seven F&V processing SMEs’ representatives and 15 representatives from the business intermediate organizations (BIOs) - companies providing consulting services to SMEs participated in the second session of the marketing training course.

The training participants have been introduced into the following presentations:

- "Business plan development for a company",
- "Tools of efficient management",
- "Business ethics in marketing management",
- "Brand philosophy; brand: unique products characteristics".

The topics of presentations included the history of marketing as a science, the main marketing principles and marketing environment. Special attention was paid to the information on the main tools of efficient marketing (branding, packaging, channels of market information, prices).

In addition, practical workshops were dedicated to the topic of business plan development for a company; practical examples were given with presentation of other companies’ business plans. "Business games" were conducted within "business ethics" topic.

After completion of the training session, the participants filled in the questionnaire and evaluated the information on marketing received during the training course.

Questionnaire feedback was processed and analysed. The table below presents a brief analysis of the participants’ feedback on marketing training presentations by training topics:

Topic	Number of training participants who evaluated the topic as an interesting one	% of total number of training participants who filled in the questionnaire
Topic: "Business planning. Practical workshops on business planning"		
Theoretical planning	5	42
Practical planning	10	83
Topic: "Tools of efficient marketing. Philosophy of brand"		
Tools of efficient marketing	9	75
Philosophy of brand	8	67
Topic: "Business ethics in marketing management; "Warming up" exercises and "business games"		
Business ethics in marketing and management	11	

		92
"Warming up" exercises and "business games"	7	58

Based on the above table it is possible to conclude that the majority of topics were interesting and useful for the training participants, as proved by the questionnaire results. The training participants found practical workshops on business-planning, the study of efficient marketing tools, as well as business ethics elements in marketing management as the most important and practically useful topics.

During this training session a "blind" sampling of canned F&V processed products presented by the following SMEs was conducted: Ziyoratshokh - "Amigo", Aqua Juice - "Amigo", Kurgan-Tuybinskiy food-processing factory - "Zvesda Vkusa" (The Star of Taste), "Navbakhor – 2013", "Sharob". Companies' representatives evaluated products presented for sampling and made their comments and suggestions regarding sampled products' quality, taste and their marketable conditions.

In addition, the meeting between the F&V processing SMEs' representatives participating in the training and market operators ("Shyver" Tajikistan, "Ashan", "Ideal-M", "Food-Master", JSC "Tajikistan Hotel") was organized during the training course. An exhibition of canned products produced by the training course participants and their samples was organized for market operators. Considering the fact that hypermarket "Ashan" will be opened in Tajikistan in 2015, the meeting organized with this hypermarket representatives turned out to be very important for the participating SMEs in a view of new market opportunities for their products.

While filling in the questionnaires, the participants' specified topics and information which they would like to receive during the following training sessions. Suggested topics cover various marketing aspects, but the following topics have been identified as the most important ones:

- a. Quality management in marketing systems;
- b. Labelling as one of the main elements of food products' management. Requirements for food products labelling in the Customs Union;
- c. Packaging and its significance for marketing.

After the previous training session, when Tajik trainees took part in exchange visits to selected SMEs in Kyrgyzstan and had an opportunity to study Kyrgyz experience in using a single "umbrella" brand "Vkus Solntsa" ("The taste of the Sun") for marketing of their F&V processed products, five SMEs located in the south of Tajikistan ("Sharob", "Navbakhor", "Kurgan-Tjubinskiy Food-processing factory", "ALI" and "Bkhubdy") have taken a decision to start working on creation of a single brand and joint products' promotion.

Zafar Anizada, the member of Advisory Council of Khatlon region of Tajikistan volunteered to become a coordinator of this marketing initiative group. A preliminary work plan for a marketing expert who will work with this initiative group has been developed by the project marketing expert, including the development of a joint brand concept.

MISSION TO KYRGYZSTAN

Bishkek, 1-5 December, 2014

Twelve representatives from the F&V processing SMEs, six representatives from BIOs providing consulting services to F&V processing SMEs and nine representatives from other organizations, including Training and Practical Centre of food and processing industry of Kyrgyzstan Technical University named after Razumkov, the Centre of Standardization and Metrology (Kyrgyzstandard), department on consumers rights' protection at Bishkek Mayor's Office, participated in the second marketing training session.

Two topics were presented to the training participants – "Requirements for raw materials, final F&V processed products and packaging in the Customs Union" and "Packaging and its significance for marketing".

The first presentation was dedicated to detailed study of requirements of raw materials quality, final products and packaging specified in the Technical Regulations issued by the Customs Union: #021/2011 "On food products safety", #005/2011 "On packaging safety", #023/2011 "Technical regulations for juice products made of fruit and vegetables", as well as in "The Unified Sanitary, Epidemiological and Hygienic Requirements for the commodities which are the subject to sanitary and epidemiological control", approved by the decision of the Customs Union Commission from 28 May 2010, #299.

Studying these topics was especially important for food producers in the Republic of Kyrgyzstan due to the political decision to join the Customs Union from January 2015 recently made by the Government of the Kyrgyz Republic.

The second presentation on marketing focused the training participants' attention on study of various types of F&V processed products' packaging, as well as study of the advantages and drawbacks of each type of packaging from the point of marketing and customers preferences.

In addition, following the project participants' wishes, a separate part of training was dedicated to the development of label for several types of canned products in compliance with the Customs Union's technical requirements. Labels have been designed for apple juice of direct extraction, tomato paste and canned cucumbers. The training participants worked in groups and after completion of the label design they presented their results for review by other training participants, who made their comments and suggestions.

After completion of the training session, the participants filled in the questionnaire and evaluated information on marketing received during the training session.

Questionnaire results were processed and analysed and the table below presents a brief analysis of the training presentations on marketing by the training participants by topic:

Topic	Number of training participants who have evaluated a topic as an interesting one	In % of total number of training participants who have filled in the questionnaire
Topic: "Requirements for raw materials, final products and packaging in the Customs Union"		
Requirements towards packaging	8	62
Requirements towards raw materials	7	54
Requirements towards finished products	8	62

Topic: "Packaging and its significance for marketing"		
Packaging from a sales person point of view	8	62
Main types of packaging	6	46
Examples of various types of packaging	6	46
Topic: "Design of food product labelling"		
Practical exercise were useful	8	62
Practical exercise were interesting	8	62
Practical exercise were useless	0	0

As seen from the table presented above, all the topics were evaluated by training participants as interesting and useful. This is justified by the fact that the topics were selected in compliance with wishes expressed by the training participants at the stage of previous training. As mentioned before, Kyrgyzstan is going to become part of the Customs Union in January 2015 and the food industry is not quite ready for this process.

The participants were introduced to the particularities of world and European markets, as well as to the apple juice and tomato paste market of Russia and Kazakhstan. These two types of canned products were identified by the participants as the priority ones.

In addition, during this training session, "blind" sampling of canned products presented by some SMEs participating in the training course was organized, as well as sampling of canned tomatoes and cucumbers produced by the Ukrainian company "Veres". The products of SMEs: JSC "Dessert" (brand "Vkus Solntsa"), "Raduga" (Rainbow), "Tursunbayev", "Ailana" Ltd., "Agroelita" were presented for the colleagues' discussion.

Seminar participants agreed that such events were very useful as they allowed comparing quality, taste, market conditions of F&V processed produced by various SMEs, and identifying drawbacks and advantages of various types of canned products, as well as colleagues' comments regarding further improvements.

During the third session, the meeting between the representatives of the Trade House (TH) "Narodny" (composed of 48 shops with 3 more shops opening at the beginning of 2015) and representatives from various processing enterprises of Kyrgyzstan took place. This meeting was important for the participating SMEs as only a few of them supply their products to the shops of this Trade House. It is explained first of all by the fact that companies are not aware of this trade network's requirements and are not ready to supply their products and to correspond to strict requirements and supply schedules established by "Narodny". They also do not have sufficient volumes of products and are not ready to fulfil the Trade House's "Narodny" marketing requirements. Representatives of the Trade House "Narodny" provided precise answers to all questions of the training participants and explained their requirements to food products' suppliers.

Taking into account that the pilot SME "Dessert" supplies its products to the Trade House "Narodny" but does not undertake any marketing activities envisaged by "marketing contract" signed with the TH "Narodny", namely, promotion of their products in the Trade House market outlets, a preliminary agreement has been reached with the TH representatives about the development of various marketing options/tools which can be implemented by "Dessert" as a part of their marketing contract with the TH "Narodny".

While filling in the questionnaires, the participants' specified topics and information which they would like to receive during the next training session. Suggested topics cover various areas, but the following topics have been identified as priority ones:

- a) Methods of product marketing/promotion;
- b) Practical workshops on promo activities development;
- c) Logistics in company's marketing.

The following materials were used in the presentations:

1. TR CU 021/2011 "On food product safety".
2. TR CU 005/2011 "On packaging safety".
3. TRCU 023/2011 "Technical regulations for juice products made of fruit and vegetables".
4. The unified sanitary and epidemiological and hygienic requirements which are the subject to sanitary and epidemiological control", #299 from May 28, 2010.

Prepared by Natalya Kozak/Marketing Expert (British Expertise)
15 December 2014

Annex 6: Post UK study tour questionnaires

Annex 6a: Dilbar Alimzhanova, Head of Association of Fruit & Vegetable Enterprises, Kyrgyzstan

Post-study tour questionnaire CAI DFVP project

Diliara Alimzhanova, Kyrgyzstan

1. (A) What is your overall assessment of the organization of the UK study tour programme?

"5" – excellent

"4" – good

"3" – satisfactory

"2" – not satisfactory

Comments: n/a.

2. (B) What is your overall assessment of the content of the UK study tour programme?

"5" – excellent

"4" – good

"3" – satisfactory

"2" – not satisfactory

Comments: n/a.

3. Which meetings/field visits/presentations were the most interesting for you and why?

Very interesting presentations of Landell Mills and FDEA. The meeting with Food Institute in Wales was particularly interesting in terms of their work with supermarket chain, producers and creative ways of new products promotion.

4. Which tools and methods learnt can be useful and applicable for your organization/enterprise?

The methods of the Food Institute (presentation and promotion of products) can be used for the Association's marketing division.

5. What contacts you have established and how you are going to use them?

Interesting contacts have been established with equipment suppliers, mineral fertilizers suppliers and with consulting firms.

6. Which ideas you have got for development/management of your organization/enterprise due to the UK study tour?

Necessity to develop and promote new products using creative innovative methods, professional work with supermarket chains and customers.

Thank you for your cooperation!
Your feedback is very important for us!

**Post-study tour questionnaire
CAI DFVP project**

Duishenkul Ahmetov, Kyrgyzstan

1. (A) What is your overall assessment of the organization of the UK study tour programme?

"5" – excellent
"4" – good
"3" – satisfactory
"2" – not satisfactory

Comments: n/a.

2. (B) What is your overall assessment of the content of the UK study tour programme?

"5" – excellent
"4" – good
"3" – satisfactory
"2" – not satisfactory

Comments: n/a.

3. Which meetings/field visits/presentations were the most interesting for you and why?

Visit to Eastern England was the most interesting, "Wilkin" company.

4. Which tools and methods learnt can be useful and applicable for your organization/enterprise?

New technologies of apple juice production which are applicable to our enterprise.

5. What contacts you have established and how you are going to use them?

Good contacts have been established with participating Tajik SME and we have agreed to carry out exchange visits.

6. Which ideas you have got for development/management of your organization/enterprise due to the UK study tour?

Cold storage for fruits (to ensure all-year production).

Thank you for your cooperation!
Your feedback is very important for us!

**Post-study tour questionnaire
CAI DFVP project**

Matluba Uljabaeva, Tajikistan

1. (A) What is your overall assessment of the organization of the UK study tour programme?

"5" – excellent
"4" – good
"3" – satisfactory
"2" – not satisfactory

Comments: n/a.

2. (B) What is your overall assessment of the content of the UK study tour programme?

"5" – excellent
"4" – good
"3" – satisfactory
"2" – not satisfactory

Comments: n/a.

3. Which meetings/field visits/presentations were the most interesting for you and why?

Meeting at British Expertise office, on farm, at an enterprise "Tip Tree" and at enterprises of Wales.

4. Which tools and methods learnt can be useful and applicable for your organization/enterprise?

Collaboration with partners and members, technologies of production enterprises, quality systems working in practice.

5. What contacts you have established and how you are going to use them?

A lot of contacts are established but no replies as yet.

6. Which ideas you have got for development/management of your organization/enterprise due to the UK study tour?

New ideas on improvement of technologies at enterprise level.

Thank you for your cooperation!
Your feedback is very important for us!

**Post-study tour questionnaire
CAI DFVP project**

Davlatali Boyakov, Tajikistan

1. (A) What is your overall assessment of the organization of the UK study tour programme?

"5" – excellent
"4" – good
"3" – satisfactory
"2" – not satisfactory

Comments: n/a.

2. (B) What is your overall assessment of the content of the UK study tour programme?

"5" – excellent
"4" – good
"3" – satisfactory
"2" – not satisfactory

Comments: n/a.

3. Which meetings/field visits/presentations were the most interesting for you and why?

Research Centre and production sites.

4. Which tools and methods learnt can be useful and applicable for your organization/enterprise?

Sanitary conditions at enterprise level and job security.

5. What contacts you have established and how you are going to use them?

N/a.

6. Which ideas you have got for development/management of your organization/enterprise due to the UK study tour?

The culture of production, to be applied.

Thank you for your cooperation!
Your feedback is very important for us!