



Purchase of Agricultural Machinery for Sorting and Preparing Potatoes for Sale

Background

Ventsislav Kaymakanov has been engaged with the production of potatoes for ten years and has earned the national reputation of being a very good farmer. He cultivates 15 ha with potatoes grown in accordance with good agricultural practices. The farm is organized as a family business and produces potatoes for fresh consumption which are sold on the domestic market.

Potatoes are one of the few crops that can be cultivated in the mountain areas and are not influenced by weather conditions and landscape. However the production costs are quite high. The market environment in which the farm operates may be defined as extremely intensive. This is due to the competition from the plain areas in the local, national and international market.

The farmer tries constantly to increase his market share by using modern, high-quality machinery and equipment, improvement of marketing of his products and their final shape.

Objective:

The project goal is to ensure the processes of sorting and preparing for the sale of potatoes grown by the company in accordance with good agricultural practices, requirements on work safety, environmental quality and safety of the final output. The project aims at closing the production cycle and improving the final product

Main Activities:

The main activities of the project consist of purchasing and installing new equipment on the farm for the calibration and sorting of harvested potatoes. A new potato packing unit is also included in the project.

The strategy of the farmer is to achieve full mechanization of the process of calibrating and sorting of the potatoes together with the introduction of new technologies available for improving the "look" of the final product, thereby increasing the market competitiveness of the harvested crop.



At a glance

Theme:

Competitiveness of Agriculture and Forestry

Sub-theme:

Restructuring and developing physical potential and promoting innovation

Keywords:

Agricultural product quality
Information technology
Machinery
Mountain area
Vegetable

Country/Region:

Bulgaria / Samokov

Beneficiary Type:

Individual farmer

Project Cost:

€100,000 - €500,000

RDP Measure:

121 – Modernisation of agricultural holdings

Duration:

Start date: November 2009
End date: November 2010

Last updated:

14 November 2010

Results and Benefits:

Implementation of the project will:

- a) assist the owner in his efforts to add value to his product and to achieve a competitive position in the domestic market for fresh potatoes;
- b) significantly increase the efficiency of potato production on the farm;
- c) help improve product quality and achieve the 'look' of the product sought by wholesalers and final customers, and;
- d) play a key role in ensuring the success of the short- and medium-term strategy of the company.

Lessons Learnt:

Investment in new equipment and technologies is an important part of improving the competitiveness of staple agricultural products such as potatoes. In this case, the EAFRD funded project aims to fully mechanise the calibration and sorting of the harvested potatoes in order to improve the 'look" of the final product demanded by wholesalers and consumers.

Project Cost

EUR 109 863

Contact Information:

Project website: n/a

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