

# SUCCESS STORY

## Gaining Competitive Advantage by implementing Food Standards



Filling jars with pepperoni

*“Our goal is continuous growth through application of quality and food safety standards such as ISO22000, and achieving high customer satisfaction. We will continue to adapt to our customers’ needs in our desire to remain a top quality producer. Now, having USAID and its Agribusiness Program support our vision will be accomplished sooner!”* said Mr. Momchilo Ivanovski, owner of Bonum Plus.

**Acknowledging the past history of this leading vegetable processing company and exceptional potential for further expansion, AgBiz is providing continuous support to Bonum plus in enhancing its capacity for competition. To date, AgBiz supported Bonum to participate in several study tours to increase knowledge of EU market requirements regarding packaging, quality, declaration and food-safety standards at “Tutto Foods” in Italy; to enhance understanding of ways to utilize EU funding in Bulgaria; to improve knowledge of advanced processing technologies in Turkey; and to find new markets in Sweden.**

**In addition and again with AgBiz support, Bonum Plus exhibited their products in the US on the Chicago Fancy Food Show and Anuga and Novi Sad Trade Fairs in Germany and in Serbia respectively, to boost international sales. The latest presentation of their products was in Croatia to HORECA markets.**

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Photo: AgBiz Program Staff

Bonum Plus was founded in 1992 as a small family based private enterprise for production and processing of mushrooms and vegetable processing. Today, Bonum Plus has the largest facilities for production and processing of mushrooms in Macedonia. In addition to the largest production line in Macedonia for roasted peppers, homemade ayvar and lutenica. Annual output of the enterprise amounts to 3,500 MT of final processed mushroom and vegetable products.

The company is committed to permanent development of new products as well as processing facility and product quality improvement due to increasingly stringent foreign and domestic market food safety requirements, the need for increased productivity and cost competitiveness and the need to improve marketing and management practices.



Bonum’s products at Delta Maxi Market supermarket in Serbia

Bonum Plus is one of the five vegetable processing companies that receives support for its proposed business expansion project and has been awarded a grant from USAID’s AgBiz Program. AgBiz has been helping Bonum Plus to enhance its export competitiveness for more than two years.

During this period Bonum Plus successfully implemented HACCP system and accelerated progress in receiving ISO22000 certification for the company’s processing and storage facility.

The strong commitment in practicing strict quality control, good manufacturing practice was essential for Bonum Plus to sustain its market share on the Serbian market and enabled

the company to achieve new distribution and increased exports up to 15% in Serbia. AgBiz contributed towards this process by co-funding market entry into various regional and international chains in Serbia, such as Delta and by supporting Bonum Plus marketing activities aiming for better visibility and shelf positioning of their branded product. In 2009 Bonum initiated the development of an investment plan for building a cold store facility with an objective to further expand export capacity on both regional and international markets.

As a result of the successful implementation of the business expansion project Bonum increased employment opportunities in the Staro Nagoricane municipality by opening 90 new permanent employment opportunities.