

# SUCCESS STORY

## Vegetable Specialties Processor Expands their International Distribution



Photo: AgBiz Program's Staff

Preparing pepperoncini for export



Dentina's seasonal ad in Kaufland's flyer

***Dentina is one of the five vegetable processing companies out of the 19 Macedonian agribusinesses that received business expansions grants from USAID's AgBiz Program. The total projected export sales growth resulting from these projects is US\$26.6 million, and they will benefit 2,651 rural Macedonian households with increased income.***

Dentina, a 100% private enterprise, was founded in 1993 and today has sixty full time and seasonal employees. It is located in the south-eastern part of the country in Strumica, a town in the center of a major vegetable production area. Dentina is specialized in fruit and vegetable processing, exporting and international transport. 90% of their products are exported to European countries, Canada and Australia.

Dentina stands for healthy and fresh fruits and vegetables that meet or exceed international standards. The objective of high quality food processing is not new, but what gives Dentina the potential to achieve their quality and competitiveness objectives is the Strumica region itself. This part of Macedonia is well known for its tradition of high quality food production, and having a very clean environment. These factors provide exceptionally good conditions for healthy food production and processing. Dentina's history of utilizing traditional recipes and attractive packaging were recognized by AgBiz as good assets for accelerating the companies' regional and international exports.

To enhance the competitiveness of Dentina's processed vegetables exports, and thereby stimulate significant increases in export sales, USAID's AgBiz Program provided a \$40,000 grant to increase the companies' marketing programs, and processing productivity and capacity. The grant was used to acquire additional equipment, including a line for roasting peppers, a pasteurization line, and most importantly a steam boiler. These equipment investments increased productivity by more than 15%, and raised output to 1,200 tons in 2008. New investments also included designing and launching additional marketing activities. The awareness and visibility of Dentina's products was improved in target export markets, particularly in the German-owned Kaufland retail chain in Croatia. This was achieved mainly via in-store promotions such as including Dentina advertising in Kaufland's promotional materials. In the six months since AgBiz awarded a grant to Dentina, \$134,302 worth of processed vegetable products were exported to Kaufland alone, and Dentina is becoming an even more serious international competitor, particularly in Balkan region.

*"Thanks to this project with AgBiz, we were able to expand our production lines by purchased new equipment. This allowed us to increase our export sales volume, and add new products such as homemade ajvar that is in demand in European markets"* said Mr. Trajche Karadakovski, General Manager of Dentina.

As result of AgBiz's support, Dentina succeeded in positioning their products in more than 30 Serbian supermarkets, increased consumers' awareness of their products through substantial in-store promotions and is planning a series of in-store sampling for Slovenian consumers in the largest supermarkets of the Merkator Group.