



Americans want the Macedonian “Ajvar”

“Ajvar” and the “Lutenica” were the most attractive products at the Macedonian stall on the Global Fair for Food and Style in Chicago. American distributors and consumers have shown great interest for importation of these products from the country. Due to this, the program “Agbiz” of the American agency for international development (USAID) will help the domestic firms to agree on cooperation with partners from USA. “Agbiz” announced the firms’ participants on this fair, and they are “Altra”, “Uneverzal promet”, “Bonum”, “Trgoprodukt”, “Lars” and “Intermak”.

“After this first direct contact of the Macedonian manufacturers of food products with the

North American market, the program “Agbiz” will help the Macedonian small-size and middle-size companies for manufacture of vegetables and wild fruits to utilize the experience, the new opportunities and contacts established on the fair. This will also include help for preparing strategies for marketing and support for efficient representation in front of the American buyers,” announced “Agrobiz”. According to “Agrobiz” these firms export 80 % to 90% of their production. Large quantities of Macedonian food products, such as mushrooms and grain products have entered the American market as raw material for the European companies’ products.