



**USAID | MACEDONIA**  
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## MEDIA ADVISORY

### **Focus Groups Discussions on Fresh Fruits and Vegetables Value Chain Issues and Challenges**

With USAID AgBiz Program support in Strumica (March 29), in Resen (April 3) and in Kavadarci (April 5), all relevant participants in the Fresh Fruits and Vegetables Value Chain including primary agricultural producers, processors, university professors and representatives from Federation of Farmers of Republic of Macedonia and other farmers associations will held second round of focus group discussions on fruits, vegetables and table grapes.

The main objective is to create a forum for open and constructive discussions and information exchange on the specific constraints, challenges and opportunities. In addition, given the identification of access to finance as one of the major constraints in agriculture, representatives of leading Macedonian banks and institutions, including the Macedonian bank for Development Promotion (MBDP), Agricultural Credit Development Fund (ACDF), Crimson development Foundation and ProCredit Bank will present their corporate financial products and services to the focus groups participants.

USAID AgBiz Program supports economic growth in Macedonia through activities that strengthen and improve competitiveness of Macedonian agribusiness. The aim is to increase incomes for all participants in selected agricultural value chains in Macedonia by increasing exports and enhancing the agricultural business environment.