

## Informative note

### on the project: “**Beekeeping – a successful model for the development of rural areas in the northern region of the Republic of Moldova**”

*The Applicant:* North Regional Development Agency.

*Priority 2:* “Supporting the development of the private sector, in particular in rural regions”

*Action 2.2:* “Strengthen the information, advice, and support capacities of institutions”

*Action 2.3:* “Development of cooperative structures for marketing agricultural products and their integration into clusters”,

*Action 2.4:* “The development of implementation programs to meet international standards of quality and food safety”.

#### I. General project data

**The overall objective of the project:** Poverty reduction in rural localities of the Northern Development Region of the Republic of Moldova through the improvement of the business environment and increase of trade capacity and export promotion for apiculture products.

**The project it is expected to achieve the following major objectives:**

1. Launch of the regional development project;
2. Creation, accreditation, and authorization of the Business Support Center in the municipality of Balti and of the information and marketing center of apiculture products in the city Edinet;
3. Provision of technical equipment, production spaces, and offices within the created centers;
4. Selecting and hiring staff who will work within the created centers;
5. Upgrading the biological material of the apiary breeding model;
6. Organizing seminars aimed at developing the capabilities of district associations of manufacturers of apiculture products as well as young people (women) interested in the field;
7. Organizing an awareness campaign for healthy way of life by eating honey and promoting visibility of the project.

#### 1. Partner (partners):

1. District Council Edinet.
2. District Council Singerei.
3. The Ministry of Agriculture and Food Industry

**2. The location of the project:** The North Region.

**3. The total amount of the project:** – 4,975,619.00 MDL, **amount requested from NFRD** – 4,975,619.00 MDL, what constitutes 100% of the total cost of the project.

**4. Duration of project implementation:** 24 months

#### II. Conceptual note

##### Explanation

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The successful implementation of the project will allow its replication in other regions of the Republic of Moldova. Effective training and presentations in the territory will attract more people to the field of beekeeping. The implementation of a quality communication system will attract investors to the agribusiness sector. The successful implementation of the project, through the organic production of apiculture products will allow the creation of new services in the northern region, for example: subsequent processing of apiculture products, getting a new range of products, development of services that use apiculture products. Training activities under the project will also lead to more beekeepers accessing new business development funds. Also, by accessing funds, beekeepers in the North

development region will obtain the financial capital necessary that will allow them to approach the economic performance of their counterparts from the European Union (Romania, Spain, France, Italy).

### **Potential beneficiaries of the project/target group**

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**Target groups** are: existing and potential producers of bee products, as well as the District associations of producers in the North development region.

**Final beneficiaries** of the project are:

- 12 territorial associations of bee-keepers;
- about 1,000 beekeepers existing and potentially trained and involved in the various activities of the project
- about 15 certified instructors/trainers;
- about 300 civil servants within the Local Public Administration and professionals of sanitary-veterinary District Agencies trained to track and monitor the health of bee families;
- about 30 persons employed and trained in Business Support Center of Balti and informational and marketing Center in the city of Edinet;

### **Project products.**

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- 1 Informational and marketing Center of apiculture products in the city Edinet;
- 1 Business Support Center in the city of Balti,
- Upgraded apiary breeding model of the biological material (Queens), about 500 m<sup>2</sup> of total area rehabilitated,
- at least 150 new jobs created, at least 2,500 people trained.

### **Results of the project**

A favorable environment for investment in agriculture, new services in the north region of Moldova (storage, processing, packaging of apiculture products, services of pollinating directed by entomophily crops), core infrastructure created for business services in beekeeping and breeding of the biological material, 12 district groups of apiculture producers (with a total number of more than 1,000 beekeepers) will benefit from the services created.

### **Multiple effects**

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The practice of beekeeping result in a number of valuable products, both for food and for health. Apart from products harvested, the bees bring a considerable contribution to agricultural production as a result of pollination of agricultural crops. The process of pollination increases agricultural production and is a determining factor in obtaining the maximum yield, both quantitatively and qualitatively.

Thus, the beekeeping society is of crucial importance both by the contribution that that leads to the maintenance of ecological balance, as well as through the direct products of the hive.

### **III. Social and economic impact of the project**

The implementation of the project will achieve several objectives with regional impact:

- Setting up producer groups at local and regional level for training in the following areas; products for sale on the domestic market, export markets in order to increase revenue, reducing costs, and ensure the competitiveness of products;
- Creating a system of procurement, storage, processing, packaging, and training for groups of bee producers at a regional level;
- Ensuring the beekeepers in the North development region have quality biological material (selected Queens) for the establishment of new hives in the region;
- Ensuring the pollination of orchards, entomophilic crops, and spontaneous flora in the region;
- Implementation of systems of quality monitoring, traceability, and food security of apiary product producer groups with regional impact.