

**'Strengthening of agricultural co-operatives'
management for improving the competitiveness in the
agriculture sector, (Competitive Agri-COOPs)****Duration:** 01.02.2023 - 30.04.2025**Countries:**
North Macedonia**EU contribution:** € 450 000**Total budget:** € 500 000**Implementer:**ZDRUZHENIE ZA Kreacija Association of Business and
Consultancy –ZBK Kreacija Skopje NA
ZEMJODELSKITE ZADRUGI MAKEDONSKA**Social media:**facebook.com/konkurentni.zemjodelski.zadrugi**Project description:**

The 'Strengthening of agricultural co-operatives' management for improving the competitiveness in the agriculture sector (Competitive Agri-COOPs) project focused on improving the performance and sustainability of agricultural cooperatives in North Macedonia. It supported farmers in working together more effectively, enhancing production quality, and strengthening their position in the market.

Through the development of cooperation models, the project facilitated the creation of new agricultural cooperatives and strengthened existing ones. It introduced quality labels and geographical indications to improve product recognition and competitiveness, while also supporting farmers and cooperatives with targeted training in management, marketing, and branding.

In addition, the project provided financial support through a sub-granting scheme and introduced structured advisory services covering key areas such as business planning, quality management, and access to finance. By combining capacity building, financial support, and market-oriented approaches, the initiative contributed to stronger rural economies and more competitive agricultural production.

Expected results:

- Established and promoted cooperation models supporting the growth of agricultural cooperatives.
- Improved production capacity and stronger market positioning through the use of quality labels and geographical indications.
- Enhanced management and business planning capacities among cooperatives and farmers.
- Operational advisory services supporting cooperative development, including access to finance and market opportunities.
- Strengthened overall competitiveness of agricultural cooperatives in targeted regions.