

The Albanian Agricultural Services Project (ASP)

The Albanian Agricultural Services Project is funded by the World Bank through a soft loan

The Marketing Component of this Project aims to develop the selected wholesale market infrastructure for the agricultural products and the increasing access of the rural communities in those markets.

The Albanian Agricultural Services Project (ASP)

- Lushnja Market was built by the Agricultural Services Project and is currently operating under the assistance of the Project
- Market activities started on 14 June 2003

The Albanian Agricultural Services Project (ASP)

Building this market the ASP aims to promote:

- Facilities, established of the contacts and colaboration between producers, (grups, associations etc.) fermers and wholesale treders or export organization and companies for agricultural products;
- Colection and distribution of nececary information about market requests for agriculture products and also their prices in domestic and regional markets;

....Continue

- Production orientation according market demand like types, quantities, packages, standarts and proper season for any product accession to market;
- Export promotion;
- Creating all possibilities and support for participation into the market of large specter of producers and traders;
- Possibilities and facilities for sell-buying areas, perspectives for packaging, refrigerator etc.

MARKET COMPANY

- Market is Joint Venture Company
- Municipality has 100 % of share
- All incomes for first 5 years will be invested for extension of the market and other facilities
- After 5 years the Municipality could sell 49% of share. So, the Municipality will have control of the market

ORGANIZATIVE STRUCTURE OF MARKET

- **Supervising Council**

- 6 members

- 3 from Municipality

- 3 from PMU (for first 5 years)

- ASP / PMU

- └ Ministry of Agriculture and Food

- └ Ministry of Local Government

ORGANIZATIVE STRUCTURE OF MARKET

- **Market Consultative Committee**
 - 9 members
 - Municipality
 - Wholesale Traders
 - Farmers and their Associations
 - Retail Traders
 - Consumer Protection Organizations
 - Hygiene and Health Public Institutional
 - Agricultural Services Project

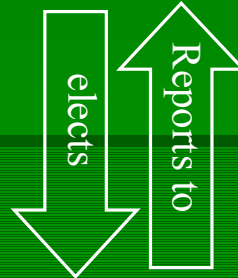
ORGANIZATIVE STRUCTURE OF MARKET

- **Market Management**

- Director
- Marketing Specialist
- Financial Specialist
- Inspectors

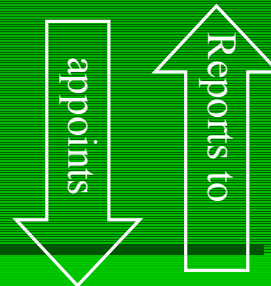
Assembly of Shareholders

- representatives of shareholders
- first 5 years veto by PMU



Supervising Council

- 6 members, (3 PMU for first 5 years
- 3 year team

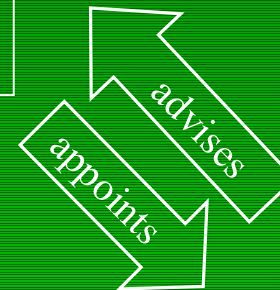


Market Management

Director

Managing assistants

Market Chart



MARKET
CONSULTATIVE
COMMITTEE

- 9 members
- 3 year team





Fruit and Vegetables Lushnja Wholesale Market

Location of the Market is :

- About 80 km from Tirana (Capital of Albania)
- 500 m from national road
- 2 km from center of Lushnja Town.



Fruit and Vegetables Lushnja Wholesale Market

- Investments: 680,000 USD
- Incomes for 2003: 130,000 USD
(167.9 %)
- Expenditures for 2003: 65,000 USD
- Average volume of goods: 170 – 200
ton/day for 2003



Fruit and Vegetables Lushnja Wholesale Market

Incomes for 2004:	148,000 USD
Jan - Aug	(133 %)

Expenditures for 2004:	50,000 USD
Jan – Aug	(78%)

Average volume of goods:	250 – 300
ton/day for 2004	

Average trade value	56,000 USD
\$/day for 2004	



Fruit and Vegetables Lushnja Wholesale Market

- Market size: 1,5 ha
- (an extension of the market size of 2 Ha has been required due to rapid growth of market activities and increasing demand)
- Covered Stores 9 x 5,5 m: 8
- Trading Space from Trucks: 69
- Parking for Trucks: 82
- Inputs Store: 2
- Fast food & Bar: 1
- Sanitary Facilities
- 24 hours electric power and supply water

Lushnja Wholesale Market for Fruit and Vegetables



Lushnja Wholesale Market for Fruit and Vegetables







Entities/Individuals frequenting Lushnja Market facilities during 2003

Market Users	June	July	August	September	October	November	December
Buyers	157	103	85	82	118	108	80
Sellers	85	182	97	103	127	114	95
Traders by contract	15	30	19	41	46	51	41
Total	257	315	201	226	291	273	216

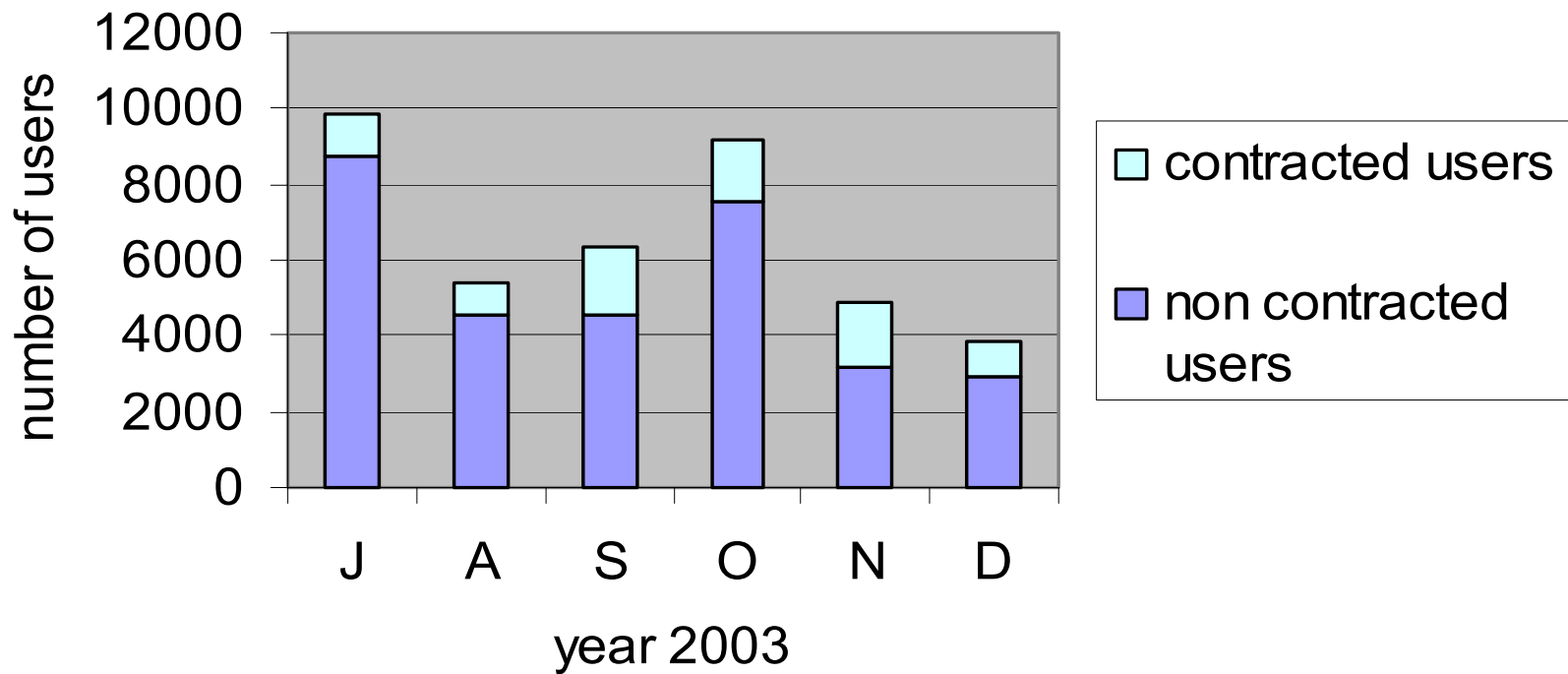


Entities/Individuals frequenting Lushnja Market facilities during 2004

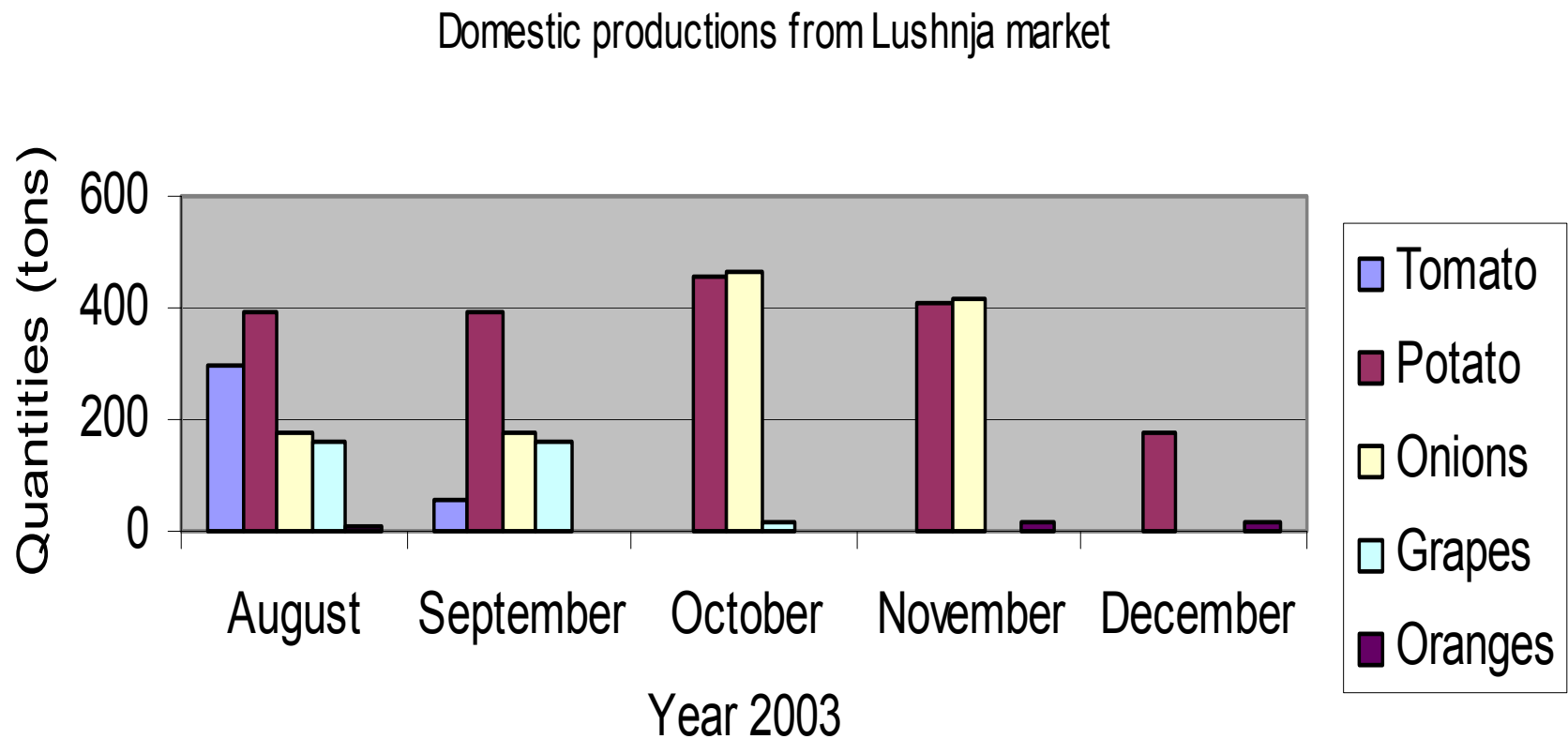
Market Users	January	Februry	March	April	May	June	July	August
Buyers	51	41	56	132	180	175	163	137
Sellers	41	21	33	181	158	161	142	112
Traders by contract	30	32	29	44	74	78	35	34
Total	122	94	118	357	412	414	340	283

Buyers and Sellers that have used Lushnja Market facilities

Lushnja market users

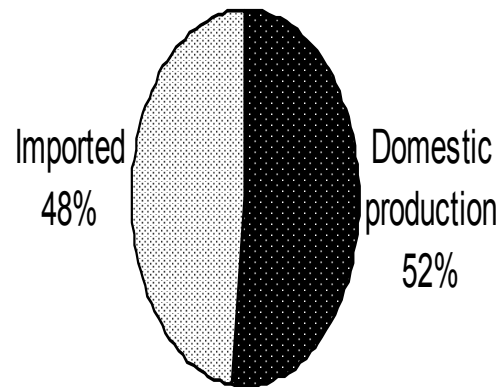


Quantities of some products sold

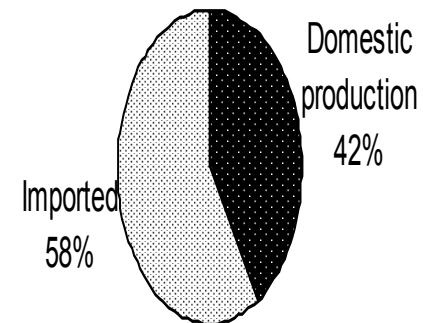


Origin of Grape and Orange trade in Market

the origin of grapes August-December 2003 in Lushnja market



the origin of oranges August-December 2003 in Lushnja market



Explanations

- The domestic production of grape represents about 52% while imported one represent about 48% of the total grape production sold at Lushnja market.
- Almost 60% of the orange production sold at Lushnja market comes from imports most of which happening during December. The significant increase of imported orange sold in December is directly linked with the traditional rapid increase of the consumption of this product during the Christmas and New Year event. Almost every year this phenomenon of increased consumption is campaigned also by increased unit prices.



Fruit & Vegetables Wholesale Market of Korca

- Investment 700,000 USD
- Surface: 1,28 ha
- Covered Stores 54,113, 178 m2 34
- Trading space from trucks 20
- Parking for trucks 82
- Input store 1
- Fast food & Bar 1
- Sanitary facilities
- 24 hours electric power and supply water

TREGU ME SHUMICE I FRUTA PERIMEVE KORÇE









Thank you
for your attention