

# UKRAINE – UHBDP



"We work directly with suppliers, so they're more accountable to us. We saved 50% buying seeds as a group! We've grown our business substantially: Our farmed area has gone from 1000m<sup>2</sup> to 5000 m<sup>2</sup>; we replaced our small tunnel

greenhouses with large, high-quality greenhouses, and our income has increased nearly five times!"

– Tatiana, Ukraine Horticulture Development Project (UHDP) client

In phase two, MEDA plans to help other farmers do the same...



*Creating business solutions to poverty*

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QUICKFACTS

- Agriculture – 3rd largest economic sector
- SME farmers cultivate 65% of agricultural land
- 25% of the world’s topsoil
- Underemployment, in part due to subsistence agriculture
- Arable land 54%
- 24% below poverty line
- Population 44.3
- Urban population 69%

## Background

In Ukraine, farmers struggle to build strong livelihoods for their family while tending to small plots of land created from the old Soviet collective farms during privatization.

Small and medium farms produce the majority of the country’s fruit and vegetables, yet remain disconnected from markets and isolated from supply chains. Several barriers prevent these farmers from participating in markets.

They lack access to traders who provide linkages to markets, and lack

access to capital to develop or expand their business.

These challenges leave them on the margins, selling produce in local and roadside markets at lower prices and with high loss due to waste. When small farmers modernize production, consolidate their crops and use lead farmers to contact traders, they gain better access to markets, new skills and an increase in assets as their revenues rise. And Ukraine could significantly boost agricultural economy and rural employment.



## MEDA’s Assessment

MEDA (Mennonite Economic Development Associates) aims to strengthen the horticulture value chains between small farmers and small-to-medium enterprises (SMEs) in four oblasts – Zaporizhzhia, Kherson, Mykolayiv and Odessa.

The Ukraine Horticulture Business Development Project (UHBDP) builds on MEDA’s success in phase one of our

work with farmers in Ukraine. The main goal is to increase incomes of poor farmers by...

- Expanding access to markets
- Providing equipment, training and technical assistance on better agricultural practices
- Improving access to finance, allowing farmers to invest in business growth
- Strengthening existing agricultural

SMEs, particularly those led by women, to spur market expansion

- Promoting business alliances and developing supply chain logistics to ensure cooperation between SMEs

MEDA and its partners will train, build capacity and develop an apprenticeship program for agricultural college students to better prepare them for the workforce.

## Outcome | 7-Year Project Budget

- 44,000 SME farmers link to higher value markets, improve their production techniques and building relationships with suppliers
- 140 university students benefit from internships and short-term work
- Small farmers’ gross incomes increase 33-75%
- Improved production, harvest and post-harvest handling practices
- Increased volume of commodities to markets

