

DEVELOPMENT OF BIO PRODUCTS IN KOSOVO**Zelfije Abdylj, ecc. dipl.**

MA student at the Faculty of Economics - Prishtina

E-mail: zelfije.abdylj@uni-pr.edu**Prof. ass. Dr. Sadete Pllana**

University of Prishtina, Faculty of Economics

E-mail: sadetepllana@hotmail.com

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Abstract

In this paper an analysis of the importance of Bio-products was carried out with a focus on Kosovo, which are very healthy for human life, regardless of the age of the population. Kosovo has a real opportunity for the cultivation of Bio-products. Meeting the customer needs with fresh products is of significant importance. The cultivation of Bio-products in Kosovo will reduce unemployment, will affect the economic development and will be competing products on the EU market.

Keywords: Bio-products, Kosovar products, management of Bio-products, healthy products.

Introduction

There are many theories, research and scientific data which show that the Bio-products are very healthy for the human life and health. Bio-products are 100% natural, cultivated in a natural way without using any chemical element like herbicides, pesticides, fertilizers or any other vitamins that are used for the growth of plants and animals, as well as any ingredients, such as preservatives and other substances used in the processing and preservation of food products. Even during the growth of plants, the watering should be made by terrestrial sources and not from the water supply, which contains chlorine and reduces the growth of plants by 20%. When it comes to products of animal origin, animals and poultry should be fed with natural food and not with industrially produced food in the form of various types of concentrates, containing various chemical substances. Therefore Bio-products are very healthy, safe and do not cause any disease. Economically speaking, they are highly demanded products on the European market and beyond. High quality products are, however, at very high prices.

Reason and purpose of the paper

This aims to increase the awareness of the population in rural areas, not to abandon their lands, an evident phenomenon in the country, but to stay in their places and develop their family economies or small businesses by using the opportunities offered by Kosovo's climate conditions and geostrategic position as well as its fertile land. Starting with the cultivation, processing, preservation, storage, distribution and export of fruits and vegetables, the people from rural areas will become aware to deal with such activities, to ensure thus their existence and solve the problem of employment for themselves as well as their family members, but also for other people. This is a fact, which would prevent the rural residents from leaving their homes and move to bigger centers or cities. The importance of micro businesses, relevant to the cultivation and production of Bio-products, would affect the current Kosovo phenomenon of leaving the villages and moving to the cities or even migrating abroad.

Evaluation of the situation in Kosovo

The postwar Kosovo with a completely destroyed economy, but with natural resources and fertile agricultural land and with a very healthy and well educated youth, needs new initiatives for the creation of micro businesses aiming the creation of new working places, reducing the number of unemployed people and put thus special emphasis on economic development. Therefore, taking into account the geostrategic position of Kosovo and the very favorable climatic conditions for the cultivation of crops and the development of livestock, having more pasture for their growth, there is an immediate need to implement the new plans and ideas for the way of doing business.

The expected contribution

Considering the benefits after the practical implementation of this plan, the expected contribution is:

- The implementation of this plan in every corner of Kosovo, of course wherever possible.

The objectives of the paper are:

- Realization of a real business,
- Decrease of unemployment,
- Expansion to the EU markets,
- Economic development competitive with EU countries,
- Raising the awareness of the population in rural areas for micro businesses,
- Positive effect on the prevention of rural exodus, moving to towns or even abroad.

Realization of a real business

The postwar Kosovo with a completely destroyed economy, and lost markets, as well as outdated technology should have a completely new approach in terms of economic development and economic policy of the country, in order to adapt to the fast developments which are taking place every day in world economies and markets. Therefore, Kosovo cannot survive only by the trade and exportation of cash abroad, but money should circulate within the country with the aim of sustainable economic development. This development would mean that the new products meet the needs of the country; they could access to foreign markets and distinguish themselves from the competition in terms of quality.

Decrease of unemployment

The opening of manufacturing SMEs would have an impact on decreasing the unemployment rate as well as on a sustainable economic development; it would lead to a competition with the EU countries and of course produce quality products, tailored to the needs of market and customers.

Expansion to the EU markets

Such products are developed in accordance with the provisions and regulations that cover this area. The advantage of the “BIO” logo is that it represents a kind of commercial advantage for the goods to be launched into the EU market and beyond, since these goods are in high demand in developed countries and all over the world. The products that bear the BIO logo are very profitable in terms of high quality and higher price. For example, one kg peppers that would cost one Euro in Kosovo, in Western Europe it would be sold for a minimum of five Euros.

Unlike Kosovo and the region, the European Union puts emphasis on the protection of the citizens' health but also of the environment.

Therefore, it has set high standards of public interest such as:

- Protection of human health,
- Protection of the environment and
- Protection of plants and animals.

The purpose of these standards is that goods, circulating in the domestic market, are safe and do not endanger human health. The identity and image of each state depends on the values it provides. A not quality product followed by a creative and quality publicity, will still be stuck on sale. Flexibility of production according to customer needs and optimal utilization of the season and production capacity:

- Possibility of planting two crops per year,
- Adapting to market demands,
- Possibility of expanding capacities.

Quality and freshness

- Bio-products,
- Fast selling on points of sale,
- Selling directly from plantations,
- Continuous quality control,
- Qualitative packaging,
- Distribution with refrigerated trucks.

Customer needs

- High demand for fresh products on the market,
- Geographical location,
- Fast delivery.

Marketing plan

It is necessary to create a consumer demand for local Bio-products as well as to create opportunities that local Bio-products become the most favorite ones in Kosovo, along with the growth of the average annual turnover for the coming year.

Marketing objectives

- Informing the consumers about the personal and national benefits of purchasing Kosovar Bio- products,
- Introducing the Kosovar Bio-products as partners in the consumers' lives,
- Creating a good image for local Bio-products,
- Establishment of loyalty to local producers,
- Creating an emotional connection with local consumers,
- Expanding the market with direct customer acquisition from regional and international competitors;
- Increasing the amount of purchase by means of ongoing communication with all target groups,
- Proposing powerful promotional activities.

Conclusion

Bio-products as a brand do exist in the EU for years, whereas in Kosovo they used to exist at the time of our grandparents, when no herbicides and pesticides were utilized for spraying the fruits and vegetables. At that time, there was no major environmental pollution and each food was much healthier than it is today.

The advantages of Bio-products are:

- Quality and freshness,
- 100 % ecological natural products,
- Meeting the needs of customers with fresh products,
- Their impact on improving public health,
- Highly demanded products on the EU market,
- Replacement of imports by exports.

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