



# Project CB784 „BreedExpo“

Meta cluster for exporting breeding animals to  
new markets

# Main objectives and results

## **Main objective:**

The main objective is to support agricultural producers from CB area, who are interested in exporting breeding animals, to enter into new markets. Target group members will be involved to the development of processes related to breeding and the export of breeding animals. Markets: Kazakhstan, Ukraine, Georgia

## **The results of the project are:**

- a strong cluster cooperation involving farmers and breeding associations from Estonia, Latvia and South-West Finland
- a sustainable and commercially successful transnational cooperation between national/sectoral breeding associations and cooperatives from three countries
- strong cooperation networks in target markets, which will be used in the future for the benefit of a larger number of farmers from 3 countries.

It is expected that by the end of the project or during 1 year after the project at least 1 sales transaction has been taken place in each target market.

# WP T1 «Enhancing export of breeding animals in target markets“ content and time plan

1. Creation of expert team responsible for communication with potential clients in target markets (May 2019)
2. Analysis of 3 target markets, composing detailed contact and events list (May-September 2019)
3. Arrangement of 2-3 days contact visits to each target market, incl. visit of local exhibition/fair (October 2019-March 2020) (ca 8 persons)
4. Arrangement of 5-6 days road-shows for delegations from target markets (April – December 2020)
5. Arrangement of 4-5 days contact visits to target markets, incl. participation in local exhibitions/fairs (ca 15 persons)

## WP T2 «Capacity building of farmers interested in export of breeding animals“ content and time plan

1. Arrangement of local seminars for farmers and sectoral farmers associations, ca 25 participants in each seminar, 6 1-day seminars in each country (October 2019 – March 2021). 2 target groups: dairy and beef farmers
2. Organizing mutual exchange of experience visits of farmers and sectoral associations to Estonia, Latvia and Finland, ca 40 persons in each group, ca 3 days each visit (December 2019 – January 2021)
3. Joint visit one of the biggest animal exhibition in Europe Space 2019 in France + farm visits, ca 45 participants from 3 countries, ca 4 days (September 2019)
4. Arrangement of 1-day joint seminars of farmers from 3 countries + visiting local animal exhibition, ca 45 participants in each event (October 2019 – January 2021)
5. Participating in organizing local animal exhibitions in Estonia and Latvia in cooperation with national/sectoral farmers associations (October 2019 – September 2020)

## WP C «Communication“ content and time plan

1. Preparation of communication strategy (May 2019)
2. Project sections created in partners websites (May 2019)
3. Project logo design (May 2019)
4. Project roll-ups (May 2019)
5. Info seminars for target groups for introducing the project and target markets (October - November 2019)
6. Project forums in Finland (2020) and Latvia (Decemer 2019)
7. Closing conference in Estonia (March 2021)
8. Dissemination of information in partners newsletters and magazines
9. Articles about the project in online and paper media (newspapers, magazines)

## WP M «Management“ content and time plan

1. Project working group meetings (9)
2. Project steering group meetings (5)
3. Sub-contracting project coordinator/fin.manager
4. Appointing local coordinators of partners (3)
5. Composing partner reports (5)
6. Composing progress reports (5) and final report (1)

Time plan of meetings for 2019:

- 1) SG: August 2019 (Finland)
- 2) WG: August 2019 (Finland), November 2019 (Latvia)

# Period and budget

Project period: 01.04.2019 – 30.06.2021

Activities: 01.04.2019 – 31.03.2021

Budget:

Partner		Programme co-financing			Contribution			Total eligible
Partner abbreviation	Country	ERDF	ERDF co-financing (%)	Percentage of total ERDF	Public contribution	Private contribution	Total contribution	
ECAC	EESTI	182.273,98	81,40 %	31,23 %	0,00	41.649,84	41.649,84	223.923,82
Zemniekusaeima	LATVIJA	187.146,74	81,40 %	32,07 %	0,00	42.763,26	42.763,26	229.910,00
MTK Varsinais-Suomi	SUOMI / FINLAND	214.168,50	75,00 %	36,70 %	0,00	71.389,50	71.389,50	285.558,00
Sub-total for partners inside		583.589,22	--	100,00 %	0,00	155.802,60	155.802,60	739.391,82
Sub-total for partners outside		0,00	--	0,00 %	0,00	0,00	0,00	0,00
Total		583.589,22	--	100,00 %	0,00	155.802,60	155.802,60	739.391,82

# Steering Group

The Steering Group should:

- ❖ Monitor and steer the project in order to meet the targets/objectives set in the project application. If necessary, the Steering Group can propose changes to the implementation of the project. The Lead Partner then makes the official change requests to the JS.
- ❖ Handle official changes in the project budget and approve them before the Lead Partner submits the material to the Joint Secretariat/Managing Authority
- ❖ Approve the Final Report before it is submitted by the Lead Partner to the Joint Secretariat
- ❖ Participate in the planning of information activities and spreading information about the project and its results



# Steering Group

- ❖ The Steering Group should **consist of representatives of project partners and especially key stakeholders or end users** (who are not necessarily project partners).
- ❖ The Steering Group doesn't need to focus on project administration, but should facilitate the success of the project
- ❖ The Steering Group should literally steer the project towards the best possible achievement of the objectives and doesn't need to spend much time on administration or day-do-day management. Thus the Steering Group meetings can be used as an innovative and inspirational support forum for the project.

# Steering Group

## Partner 1:

- ❖ ECAC Council, Estonian Breeding Association- Tanel Bulitko
- ❖ Estonian Beef Farmers Association- Jane Mättik
- ❖ Ministry of Rural Affairs- Siim Tiidemann
- ❖ Veterinary and Food Board- Anneli Härmsen
- ❖ Estonian Dairy Cluster- Hardi Tamm

## Partner 2:

- ❖ Representative of the Board- Kaspars Adams
- ❖ Latvian Holstein Association- Ieva Rutkovska
- ❖ Beef cattle breeders Union- Ieva Freidenfelde
- ❖ Ministry of Agriculture- Gita Jansone
- ❖ Veterinary Board- Armands Dauburs

## Partner 3:

- ❖ Representative of the Board- Tuomas Levomäki
- ❖ FABA
- ❖ Sectoral farmers association- Michael Hornborg
- ❖ Ministry of Agriculture and Forestry– Eero Rautiainen

# Budget modification

Removing 26 880 euros from Lead partner's budget to Staff costs (16 417 euros), Office and administration costs (2462,55 euros) and Travel and accommodation costs (8000,45 euros)

Updated budget:

Budget line	Approved project budget	New applied project budget	Change
Staff costs	230 076,00 €	246 493,00 €	16 417,00 €
Office and administration	34 511,40 €	36 973,95 €	2 462,55 €
Travel and accommodation	235 064,42 €	243 064,87 €	8 000,45 €
External expertise and services	239 740,00 €	212 860,00 €	- 26 880,00 €
Equipment	- €	- €	- €
Infrastructure and works	- €	- €	- €
Net revenue	- €	- €	- €
<b>TOTAL</b>	<b>739 391,82 €</b>	<b>739 391,82 €</b>	<b>- €</b>