





## Vision:

CERD – leading organisation in rural and economic development of the region

### Mission:

Supporting economic activities and sustainable development of rural areas; Bringing good practices and innovative solutions; Extending views and spreading knowledge



# **Economic and Rural Development** Civil Society

**Environment and Climate Change** 

## **CERD Activities**













Organization of study tours for farmers and SME's













Standards in agriculture









# CERD – focal point for improvement of knowledge and (agri)business development













## Short supply chains

The EU's rural development regulation (1305/2013) defines a "short supply chain" as a supply chain involving a limited number of economic operators, committed to cooperation, local economic development, and close geographical and social relations between food producers, processors and consumers.

Such a food system is of considerable interest since it responds to a number of needs and opportunities, both of farmers and consumers and it can include different types and approaches such as: direct sales by individuals and/or collective direct sales, partnerships – community supported agriculture, farmers market, farmers stores, etc...

## Short supply chains

- Local debate organised on June 22
- Various forms of short supply chains were presented
- Domestica example was explained and discussed







Example concept in short supply chain





## Brand - Concept - Biodynamic Farm

- Domestica® legally registered brand owned by CERD,
- Modern marketing model (standardized production and technology, technical advices, new marketing channels..),
- Domestica® farm biodynamic agriculture ecological production systems - a place where people are educated and acquainted with new skills,
- Marketing and Export Center a social enterprise established by CERD to manage *Domestica®* brand and farm
- Production of organic / biodynamic food and environment protection is part of the MEC image







#### **Committed to Cooperation**

- Domestica® cooperates with with other producers and groups (fruit cooperative and with vegetable producers) to enable joint sale of products
- Standardised production techniques (organic, biodynamic or integrated with certificate)
- Joint branding and marketing
- Direct sale to market through direct delivery to home, organic market in town and through specialised stores
- Introduction of CSA (Community Supported Agriculture) on Domestica<sup>®</sup>



















#### **Local Economic Development**

- Sustainable development based on organic/biodynamic production and economic interest of stakeholders
- Processing to get added value products (organic cold pressure sunflower seed oil, flour, tomato juice, etc..)
- Usage of renewable energy source (solar power plant) to decrease costs and take care of environment













# Close geographical and social relations between food producers and consumers.

- Domestica location is close to Banja Luka which is largest market in this area
- Organisations of Farm Party to get closer to consumers
- Organisation of intensive education and visits to Domestica farm
- Organisation of "Organic Saturdays" organic market in Banja Luka town for direct sale of products











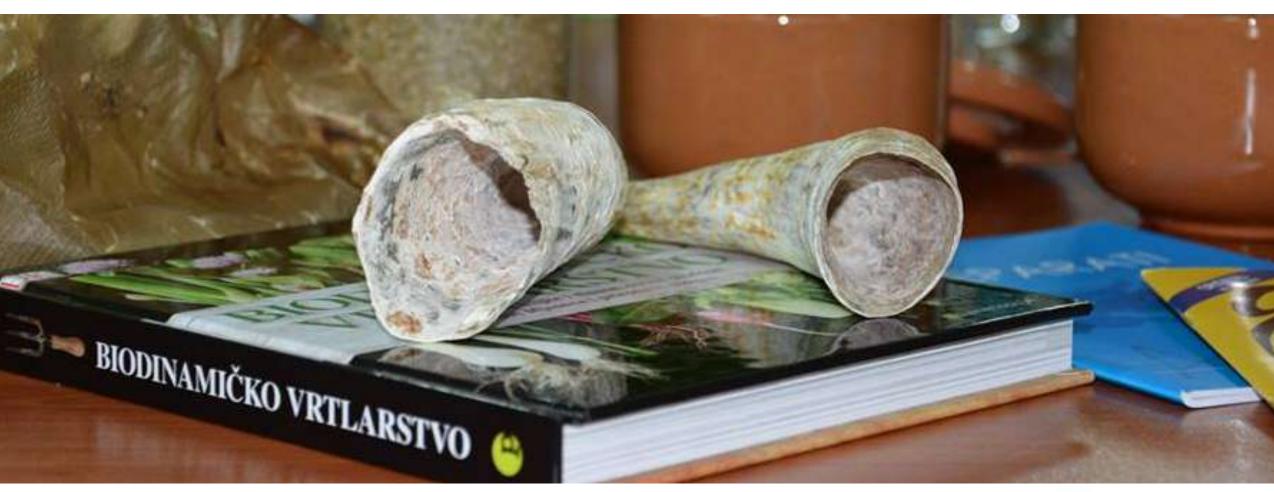
# Community Supported Agriculture – CSA

- All living organisms including soil, plants and animals are interdependent.
- The CSA is a model that incorporates the economic and social components of the idea of interdependence.
- Domestica® are delivered directly to the customer's address in Banja Luka.
- Connections between producers and consumers and overall connection with nature.
- The social sphere is manifested in the creation of trust and solidarity who produces food, in what way, do they get a fair price, ..... who buys
  food and are they satisfied with it.
- Local partnerships between Dometica producers and our consumers, which ensure the well-being of all and encourage the reconnection of people with the land that feeds them.

# Community Supported Agriculture – CSA

- Solidarity and trust are developed through the CSA model the effort to get the food system back in our hands.
- Domestica® CSA purchase of our products and payment in advance ensures security of production and placement - avoiding competition from large manufacturers and corporations - at lower prices for members of Domestica® CSA
- Direct participation in food production, assisting through work during the production and payment through food compensation.
- Development of tourist services and potential of Domestica® estate.
- Involvement of members in trainings and other events organized by Domestica®.
- Inclusion of other agricultural producers in the Domestica ® CSA system - expansion of biodynamic agriculture

#### **BIODYNAMIC AGRICULTURE**













# PREPARAT 500 Biodinamička radionica



























### Resource self-sufficiency

- Ensure appropriate energy and water supply for Domestica farm
- Protection of environment through CO2 emission reduction
- Efficient usage of water resources for irrigation















