

Activities of the NTG project - organic agriculture component

/for period of 01.01.2012 - 31.12.2012/

AREAS OF INTERVENTION	Activities	Months, 2012											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PROJECT MANAGEMENT	1. Financial reporting and planning 2012 - quarterly.												
	2. Administration of project documents, procurement procedures, financial documents, accounting, etc.												
	3. Connections and coordination with certification bodies, research organizations, NGOs, consultancy firms, etc.												
EDUCATION AND TRAINING	1. Training seminar 10: „How to successfully apply for measure 214 and direct payments”												
	2. Video-film on org.agriculture - part 1 general methods & practices, part 2 - experience of NTG target farmers.												
	3. Wheat /Spelta training/demo-day for NTG farmers at Model-farm 1 - Topolovo village, plus bio plant protection.												
DEMONSTRATION	1. Avalon/NTG stand and presentation at the International Agricultural Exhibition „BioAgra 2012” in Plovdiv												
	2. Avalon/NTG stand and presentation at the FoodTechVinaria 2012 International Exhibition in Plovdiv												
	3. Cooking days-1 in Eastern Rhodopes - by NL fruit cooking expert Erik van Veluwen and ‘health restaurant ‘Soul Kitchen’, supported by the NL Embassy-Sofia												
	4. Cooking days-2 in Eastern Rhodopes - by NL fruit/vegetable preservation expert Carolina Verhoeven and the ‘Wild farm’, and Dirk Hein Montagne - a Dutch expert in hygiene and processing standards.												

	5. Presentation of NTG-organic component and organic farmers at Regional Agr. Council at the Regional Governor of Kardjali - 23.05.12												
	6. Presentation of NTG-organic component and organic farmers by V. Popov at a round table organized within the 7th EUROPEAN ENVIRONMENT FESTIVAL "GREEN WAVE - 21st CENTURY". from 27 to 29 September 2012 in Kardzhali, organized by the European Environmental Festival Foundation in partnership with the Municipality of Kardzhali.												
	7. Presentation of NTG organic farmers, organic produce, dishes and the NTG Recipe Book at the Festival of traditional foods, crafts and living "Culinary heritage of Thrace" on 1-2 Sept. in Ivaylovgrad.												
	8. Presentation of NTG organic farmers, organic produce, dishes and the NTG Recipe Book at Exhibition „AGRICULTURE IN RHODOPEs - SOURCE OF QUALITY AND HEALTHY FOOD" ON 18 October in Kardjali town												
CONSULTANCY	1. Agro-technical consultancy to the NTG org. target producers/processors (also from EU experts) on machinery and equipment proper use.												
	2. Consultancy, know-how, monitoring and support to organic Model-farm 1 and 2 in Topolovo and Gorno pole.												
	3. Consultancy on cooking with organic ingredients and their preservation.												
	4. Consultancy on processing of organic raw produce - storage, setting up processing factory, hygiene and processing requirements, etc.												

PRODUCTION - AGRO- TECHNICAL ASSISTANCE	1. Utilising planned investments for supporting cooperation among organic farmers and improving production volumes thus creating a better market: - organising supply and installment of machinery for grape, sesame & cereals production and equipment for tahini processing in Stambolovo and Ivajlovgrad region.												
	2. Start tahini processing and selling												
	3. Organising supply of org.fertilisers to NTG target producers, monitoring results.												
MARKETING ASSISTANCE	1. Organise farmers with guest-houses and tourist attractions to accept guided tour - compiling survey, issuing a brochure and media coverage.												
	2. Compiling and distributing a CD with an extensive PowerPoint presentation (photos) on NTG and organic farming development in the Eastern Rhodopes - for the NTG organic farmers/guest-house owners.												
	3. Organise NTG organic stand at Open market Kardjali - Georgi Koychev												
	4. Link org.producers with buyers from Sofia ('Zelena zemia' and 'Sun and Moon'), shops, restaurant in Plovdiv (for Yonko's wine), etc.- a list supplied at the Seminar in March in Kardjali and contacts established at BioAgra 2012, Seminar in Sofia on 18 th of Sept. with Austrian companies, German traders, etc.												
	5. Marketing research on buyers and consumer interest to NTG produce and sales opportunities												
PROMOTION	1. Participation at AGRA Fair in Plovdiv: PR materials, tasting org. products, NTG at a BioAgra Conference on 'Marketing in organic farming', etc												
	2.Participation in May Festival in Kardjali (organized by the Regional Governor) - presentation of 7 NTG producers of grapes/wine, sesame,/tahini, honey, herbs, cereals, traditional dishes, etc.												

	3. Participation at Biozone in Food & Drink Expo in Sofia – stand with org.products, PR materials, conference, etc.													
	4. Participation of Day of Traditional bread - III in Rabovo village, Petko Angelov													
	5. Organising org.farmers' participation at Opening Day (Betí's farm) and Open Day 3 (Tarpan Days) in Sbor – provide organic produce for tasting and demo.													
PUBLICITY	1. Recipe Book with traditional dishes from NTG target region													
	2. Biodiversity research on NTG organic farms – results to be published in intl. journals and covered by the media.													
	3. New Web-site specialised in the NTG Organic Agriculture													
	4. NTG Project Web-site - collect, compile, update and upload data-bases and information on org.faming													