



# What is **EastAgri**?

EastAgri is an informal platform for sharing information, best practices and lessons learned on agricultural investment in Eastern Europe, Central Asia and the Caucasus. EastAgri was created in 2002 by the Food and Agriculture Organization of the United Nations (FAO), the European Bank for Reconstruction and Development (EBRD), the World Bank, and the Central European Initiative (CEI). Other members include private banks, international financial institutions and development organizations, the European Commission, the Organisation for Economic Co-operation and Development (OECD), and bilateral institutions.

# What does EastAgri do?

## Three ways to share:

**Website:** EastAgri's website ([www.eastagri.org](http://www.eastagri.org)), hosted and managed by the FAO Investment Centre, provides:

- Data on more than 1 000 agricultural/agribusiness projects, mainly carried out by international financing institutions
- Information on 30 agricultural and agribusiness sectors
- Current news from the EastAgri region
- Agricultural profiles of more than 30 countries
- Relevant FAO and partner publications
- Project videos

The website is updated and news is dispatched on a bi-weekly basis. The EastAgri mailing list reaches users from our 26 member institutions.

**Biannual meetings:** EastAgri biannual meetings are an occasion to draw attention to the most recent agricultural trends and best investment practices in the region for debate and discussion. These informal events enable members to build relationships, reflect on lessons learned, avoid duplication of activities and identify joint approaches for agricultural investment.

**Thematic workshops and study tours:** EastAgri sponsors ad hoc thematic workshops on cutting edge topics in agriculture and agribusiness as well as occasional study tours, a proven capacity development tool for practitioners to gain hands-on experience with specific agribusiness issues.

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## Innovative agricultural financing instruments

### Exchange of knowledge on pre-harvest financing

A number of EastAgri countries are taking steps toward establishing pre-harvest financing instruments in the form of agrarian receipts. Farmers often face difficulties obtaining working capital financing before harvest because they are unable to satisfy the demands of lenders for collaterals. An agrarian receipt is a pledge on one's future crop in return for a loan or inputs. This instrument is very successful in Brazil where it has enabled large amounts of financing to flow in the agricultural sector. Delegations from Serbia, Ukraine and the Russian Federation visited Brazil to get acquainted with the instrument and see how it could be introduced in their own countries. EastAgri is supporting these efforts through its dedicated page on pre-harvest financing through agrarian receipts, which contains reference documents on this instrument, and by disseminating lessons learned through study tours and roundtable sessions.

## High-level events

### Private Sector for Food Security Conference, September 2012

The objective of the Conference was to identify areas for private investment and private-public policy dialogue on food security issues. The high-level event, co-chaired by FAO's Director-General and the EBRD's President, brought together the CEOs of 76 leading regional and global agribusiness companies as well as policy-makers, including Ministers and Deputy Ministers of Agriculture from EastAgri countries. The Conference resulted in the establishment of private-

public agricultural policy platforms in Ukraine and Serbia, and the first steps toward introduction of pre-harvest financing instruments in a series of countries including the Russian Federation. EastAgri hosted the Conference website and was instrumental in mobilizing participants, disseminating information before the Conference and sharing conclusions and next steps.

## Improved food safety and quality standards

### Best practices in the development of geographical indications

Joining forces to develop Geographical Indications (GIs) is an ideal occasion for local farmers to focus on quality while increasing the market potential of their products. Registered GIs act as collective brands, with protection and promotion responsibilities shared by their producers. GIs distinguish products based on characteristics attributable to their place of origin and/or traditional methods of production. FAO and the EBRD have been working together with Croatia, Georgia and Macedonia to facilitate the establishment and development of GIs for products that are important to these countries' economies or that can have a strong demonstration effect on other producers' groups. As a result of these activities, two GIs were registered in Croatia, the first GI Association was created in Macedonia, and Georgian wine GIs are better protected.

EastAgri hosts dedicated project pages where documents and videos from workshops, study tours and meetings related to developing these GIs can be found. These pages are information hubs that facilitate information exchange and dissemination of know-how.

## Sector reviews

EastAgri posts and distributes relevant publications from member organizations. It is also home to regional publications under the FAO/EBRD Cooperation and the FAO/World Bank Cooperative Programme. Among these publications, sector reviews can be particularly useful to both investors and policymakers to inform their decisions. EastAgri's role is to make sure that as many practitioners as possible have access to the best information as it becomes available. These reports provide analyses and recommendations related to the agricultural sector and specific food chains by country or region. Recent sector reviews include studies of the Ukrainian dairy sector, the Turkmenistan agricultural sector, the Russian Federation's sugar and meat sectors and the Serbian sugar sector.



## Public-private policy dialogue

The EastAgri network facilitates efforts made by its members to establish transparent and efficient public-private working groups on agricultural policy by providing a platform for communication and information sharing. Such groups include the Ukrainian Grain Working Group, composed of the Ukrainian Ministry of Agrarian Policy and Food of Ukraine (MAPFU), the Ukrainian Agrarian Confederation, the Ukrainian Grain Association, other key grain industry stakeholders, and FAO and the EBRD, with the goal of developing clear policies that promote private sector investment in the grain sector.

## EastAgri Stats

- International reach – users in over 150 countries
- Loyal following and fresh eyes – 56 percent of site visits are from new users
- Captive audience – average visit duration is 4 minutes
- Active practitioners – mailing list includes top-level professionals from international institutions
- Mailing list of approximately 300 targeted, relevant practitioners

# Stay in touch!

We are regularly updating the website with sector information, videos and publications, as well as the latest news on members' projects, reports and activities. We encourage you to visit [eastagri.org](http://eastagri.org) and send us any new information that you would like to disseminate through our network!

**Write to : [TCl-Eastagri@fao.org](mailto:TCl-Eastagri@fao.org)**