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Meat value chain dynamics in the Albanian mountains areas. What issues prevent the development of the traditional mountains products?

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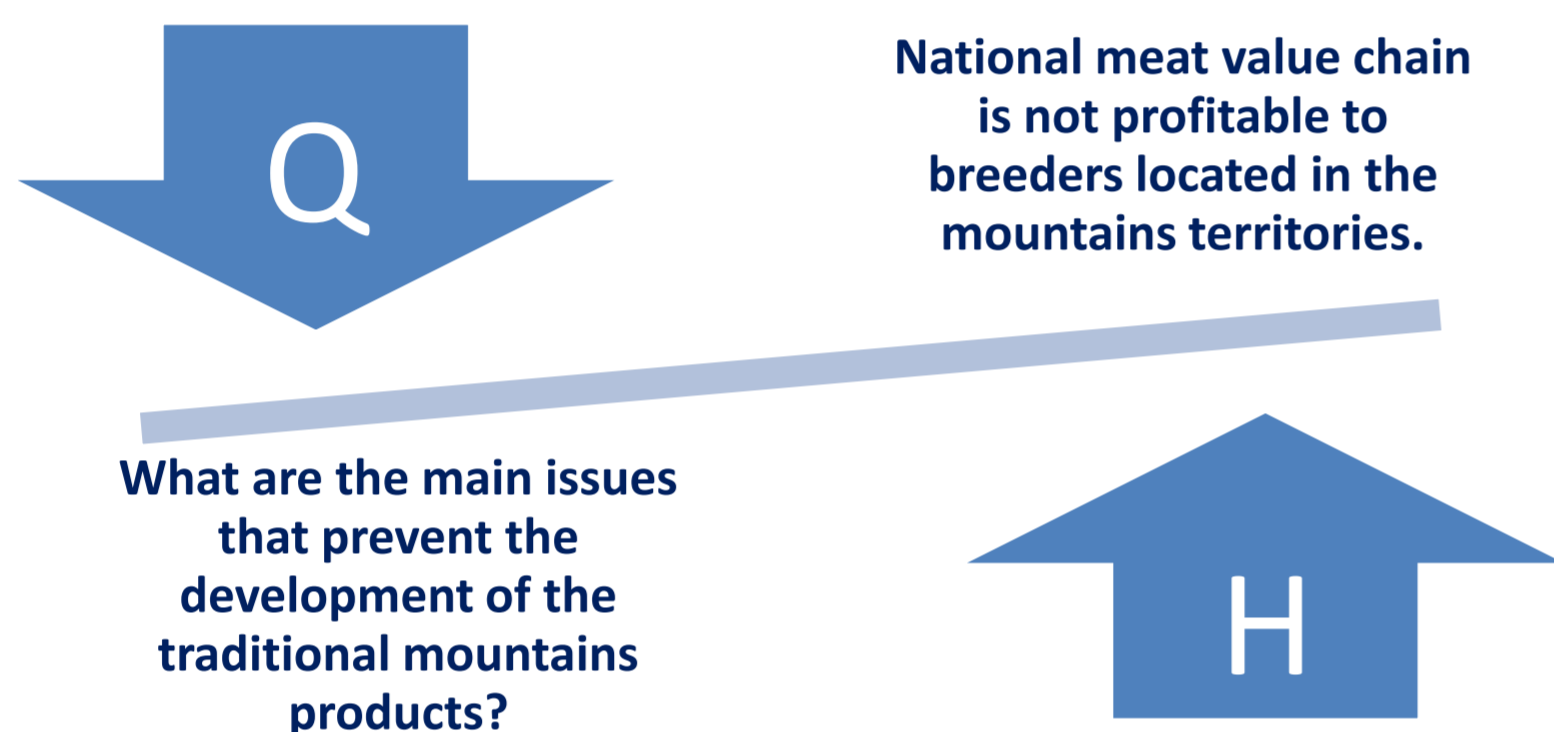
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Introduction

In the Albanian mountains' territories the livestock production is dominant. They have strong potential for developing GI for their products.

Since 2012, great efforts are made to better valorise a few local products in northern Albania in the Hasi region.

Another PhD-project has developed participative research in a mountain territory with a strong past and present pastoral activity. Vithkuq is well known for a high reputation of its dairy and meat products.



Materials and Methods

➤ Combining statistics and preparatory discussions with local actors and regional specialists, the selection of villages was done according to the number of families in each village, herd size evolution, proximity and ties with the three dairies in the territory.

➤ Different publications and diagnostic results on a mountain territory in northern Albania were consulted for the comparison between the two territories.

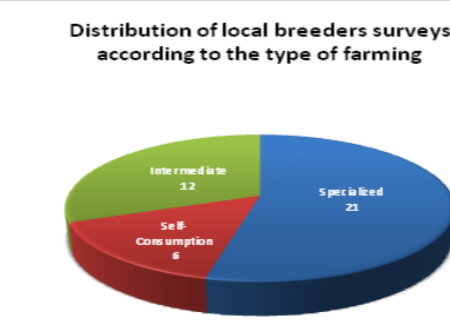
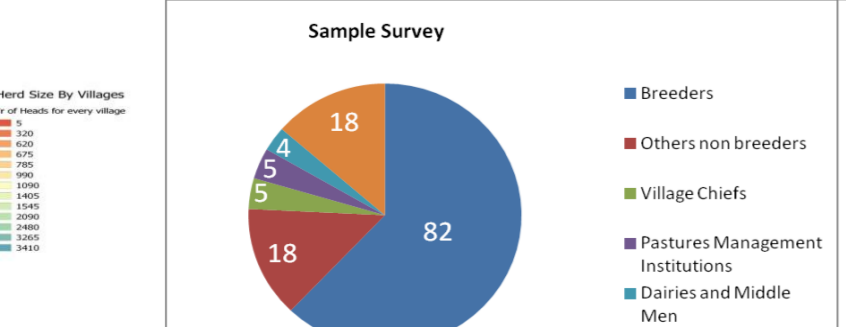
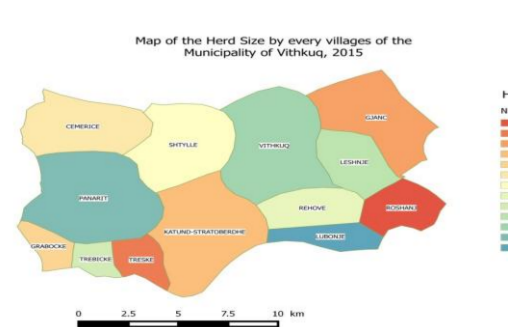
Stage 1 - National value chain analysis. At the national level we used several documents, including reports, databases, papers and other scientific data.

Stage 2 – Vithkuq value chains analysis in several steps: a) exploratory phase with literature research and choice of the study area; b) sample characterization. c) fieldwork phase

Stage 5. Results analysis.

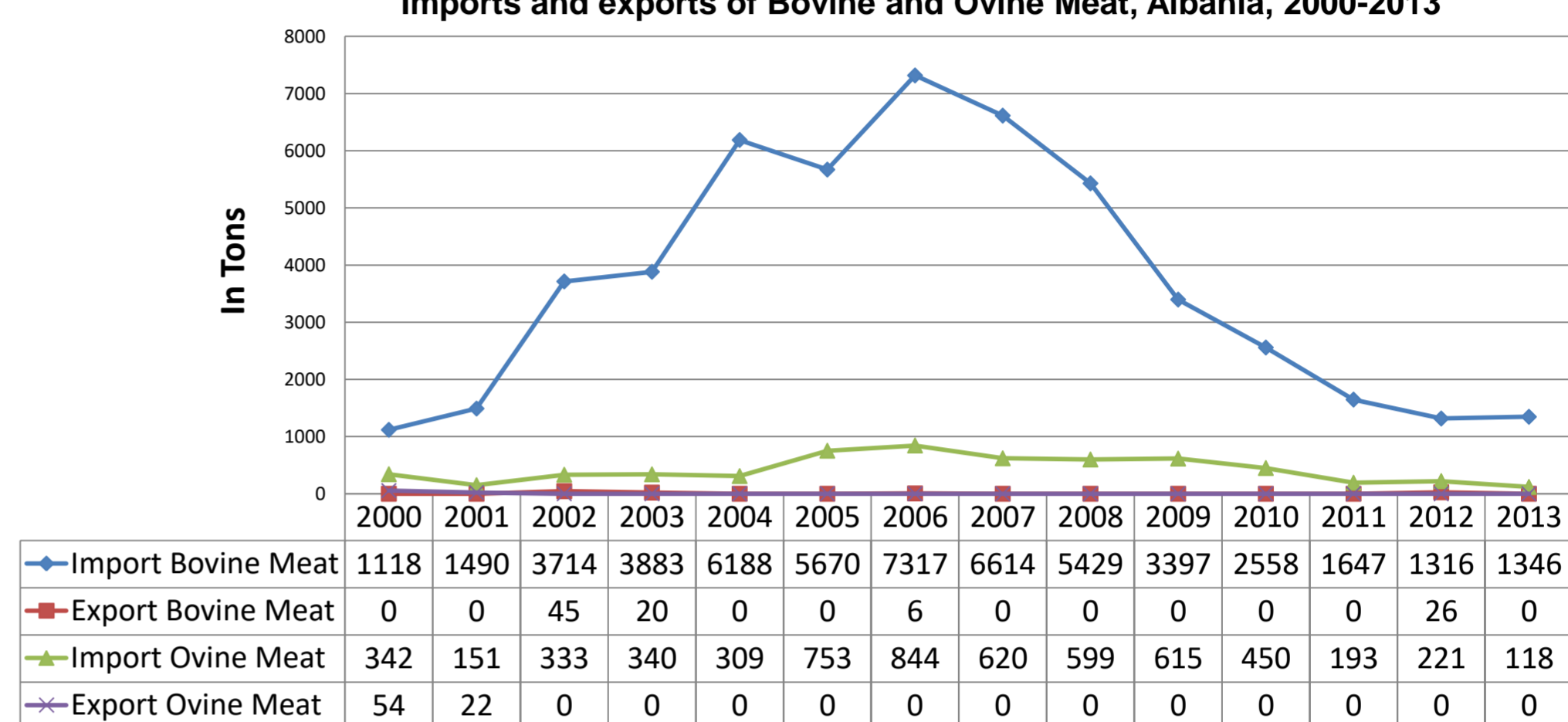
Stage 3. Results analysis and workshop with the local actors and breeders. The results were discussed during a workshop with the concerned actors.

Stage 4 - Meat value chain analysis of the Hasi district in northern Albania.



Results

Imports and exports of Bovine and Ovine Meat, Albania, 2000-2013



- Production and consumption**
 - The meat production is increasing constantly.
 - Meat consumption in Albania is already 43.4 kilograms per capita.
- VC Links**
 - Local meat is limited and expensive.
 - No link between the Albanian farmers and the meat processing industry.
- Imports**
 - In the value chain of meat there are also slaughtering and processing enterprises.
 - The majority of raw meat is imported.

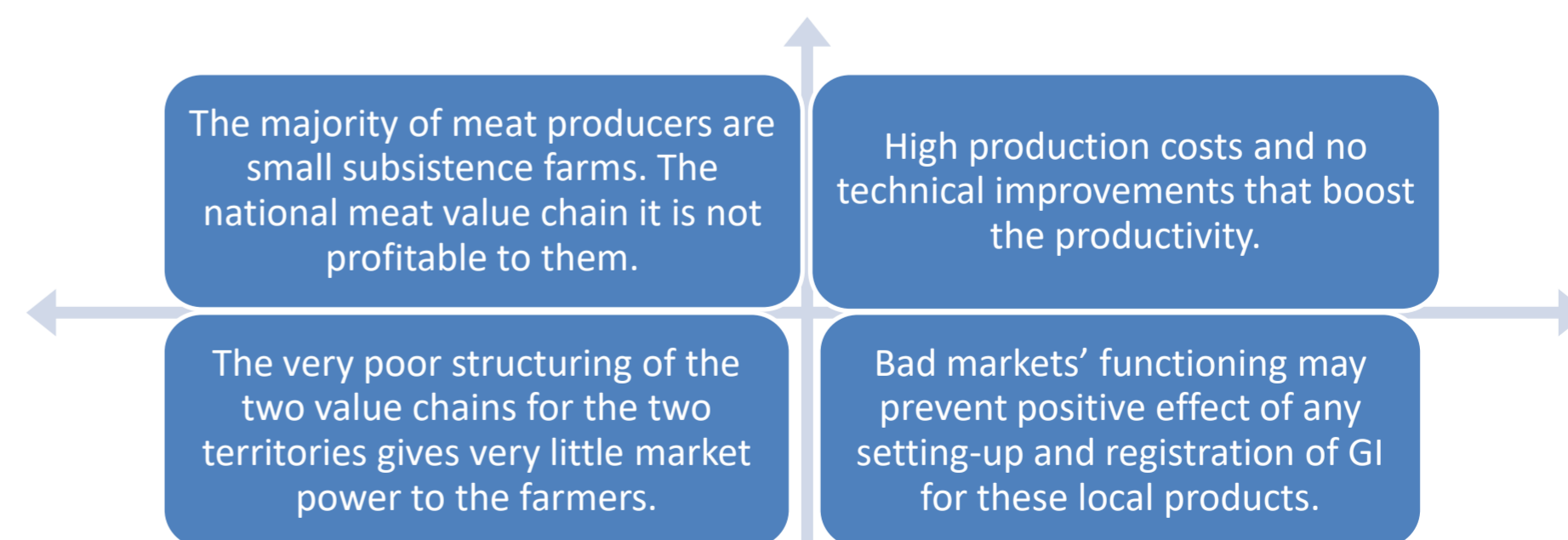
The meat value chain SWOT analysis of the Hasi district

Description	Strength	Weaknesses	Opportunities	Threats
Meat				
For middleman	High consumer demand for products originating from this territory	Higher costs while moving to look for animals in the farm.	A wide variety of animals (in the villages, in the cattle market)	Inequality in the licenses rights.
For butchers	Installation in the area, decreases transport costs.	No modern technology for slaughter. Lack of refrigeration machines	Semi transformation in butchery (eg minced meat)	Slaughter on the farm lowers their income. Lack of slaughter tools. The migration of the inhabitants

The meat value chain SWOT analysis of Vithkuq

Description	Strength	Weaknesses	Opportunities	Threats
Meat				
	Large sizes of farms with modern stables	The live weight of slaughtered animals is often much too low resulting in low profitability; the reasons are the demand for very young animals and the unavailability of cheap feed for the animals	Consumer preferences for local products	No export possible because of lack of enforcement of food safety laws. Public rural infrastructure. Underdeveloped
	Large farms have tractors and farm equipment for hay	In most of the cases the small farms stables are in primitive conditions	Increase in the number of farms specializing more of meat production with more than 10 cows, more 100 sheep and goats	High cost production. No market information system in place

Conclusions



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