



QUALITY STANDARDS FOR FRUITS AND VEGETABLES:

The Road to Accessing High-Value Markets

In partnership with:



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PURPOSE

This business case is designed to guide Albanian fruit and vegetable exporters, both established and new entrepreneurs in understanding the advantages of implementing Quality Management Systems, adopting voluntary standard certifications such as Global Good Agricultural Practices (GlobalG.A.P) and Social Standards (GRASP and SMETA) with their network of farmers, as key steps toward accessing more sustainable, scalable, predictable, and profitable export markets. Moreover, beyond export opportunities, the domestic market is increasingly demanding quality-certified products due to rising consumer awareness and the rapid growth of Albania's tourism sector, which necessitates higher standards to meet the expectations of millions of visitors. Additionally, as Albania moves toward EU accession, compliance with these standards will become essential not only for exports but also for the local market, ensuring alignment with European regulatory requirements.

The document outlines a clear pathway by analysing market dynamics and highlighting business opportunities, with a focus on the costs and benefits of the model. It also features success stories of operators who have already implemented the model and are exporting to high-value markets. Additionally, the business case provides insights into post-certification steps for long-term success and addresses potential risks to consider throughout the process. Lastly, it offers valuable information on BDS (Business Development Service) providers who can support agribusinesses on their journey to entering high-value export markets.

CONTEXT

Albania's fresh fruits and vegetables sector holds significant potential for export growth, particularly in European markets, but also accommodating increased domestic demand for quality products. Traditionally, exports have gone to open markets of non-EU Balkan

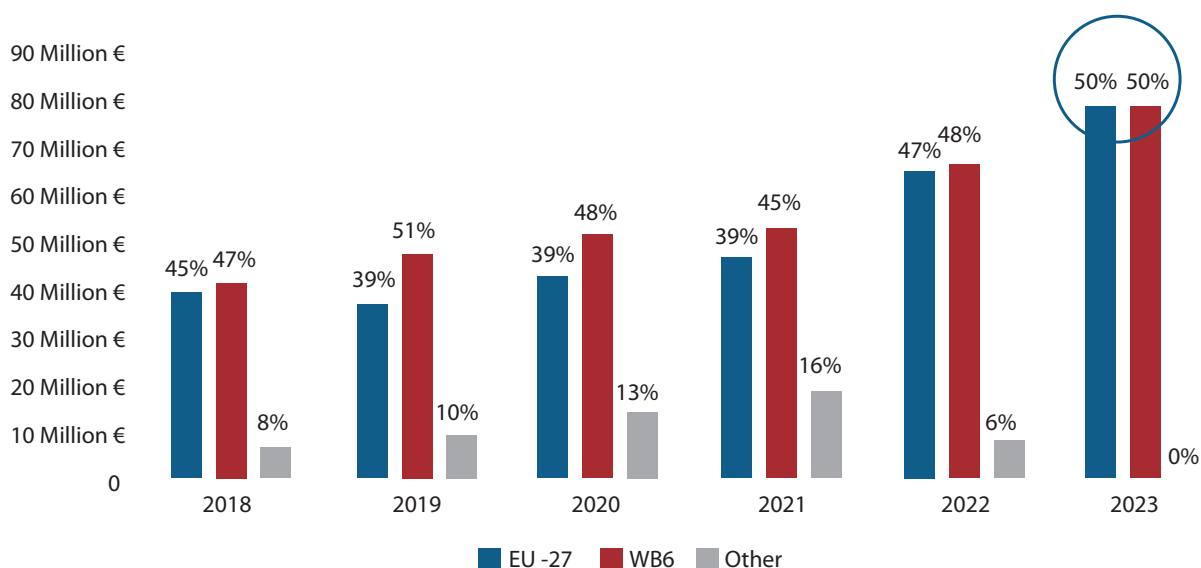


Figure 1: Export trends by destination markets 2018-2023.

countries, which have lower quality and safety requirements, making it easier for exporters. However, over the past 5-6 years, the landscape has shifted. Exporters have become increasingly aware of the greater opportunities available in high-value EU markets. As a result, exports to the EU-27 grew significantly, rising from €39 million in 2018 to €78 million in 2023, accounting for 49% of total exports. This trend highlights the substantial growth potential of the EU market. However, exporters face challenges that limit their ability of the sector, characterized by many smallholder farms operating independently. It is expensive to fully capitalize on this opportunity. One of the most pressing issues is the fragmentation for the exporter to coordinate so many smallholders, but without coordination and a Quality Management System, it is not possible to teach farmers how to grow safe, quality crops and ensure harvest and supply to the exporter happens in a professional way. The fragmentation of the sector can be turned into an opportunity through group certification, enabling smaller producers to compete in larger markets.

Another challenge in exporting the fruits and vegetables is the market demand for stable, predictable supply and compliance with quality standards demanded especially by high end supermarket chains like Lidl, Tesco, ALDI, SPAR and Coop Switzerland. Moreover, not only the EU countries but also the neighbouring countries like Serbia are requiring more standards and product analyses related to Maximum Residue Levels (MRLs). The domestic market in Albania is increasingly demanding higher quality to meet the growing needs driven by the country's tourism boom.

While Albanian producers may face challenges in complying with international certifications like GlobalG.A.P., many have successfully achieved these standards and reaped significant rewards in the market. Concretely, 20 exporters, more than 300 farmers and about 700 hectares are GlobalG.A.P certified. This progress demonstrates that, although these certifications may seem like hurdles, they represent valuable opportunities for growth. Furthermore, a fair system is in place, supported by advisory services, to assist producers and exporters in navigating these requirements. By leveraging these resources, exporters can enhance their market access and strengthen their competitive position. With improved product quality, labour management practices and a commitment to sustainability, producers and exporters can meet the growing demand for ethically sourced fresh fruits and vegetables in high-value markets.

SOLUTION OVERVIEW: VOLUNTARY STANDARDS - GlobalG.A.P, GRASP and SMETA

In Albania, food safety regulations for fresh fruits and vegetables are built upon a foundation of mandatory national standards and supplemented by voluntary certifications that help producers access international markets. The legal framework is primarily based on Law No. 9863 on Food, introduced in 2008 and subsequently amended, which establishes the obligations of food business operators to ensure high levels of consumer protection. A key requirement under this law is the implementation of Hazard Analysis and Critical Control Points (HACCP) as per CODEX Alimentarius, a systematic approach to identifying and controlling food safety hazards. This obligation is further detailed in Instruction No. 20

of 2010, which outlines good hygiene practices, production procedures, and HACCP-based food safety management systems. Ensuring compliance with these regulations falls under the authority of the National Food Authority (NFA), established by the Decision of the Council of Ministers No. 1081 in 2009, which conducts official inspections to monitor hygiene standards, storage and transport conditions, traceability, and labelling requirements within the fruit and vegetable sector.

While these mandatory regulations are essential for ensuring food safety, there are a number of voluntary standards which are important to companies aiming for export competitiveness and accessing EU markets.

Getting GlobalG.A.P. certified is a big step toward accessing high-value markets, but in order to stand out, adding more certifications is even bigger advantage. This strategy—sometimes called a “certification cocktail”—helps you stay competitive and meet buyer demands. Today’s buyers don’t just look for food safety; they also want proof that you meet social and environmental standards. By combining GlobalG.A.P. with other certifications, you can strengthen your position in the market. For example, pairing it with ISO 22000 or BRC shows a strong commitment to food safety, while adding GRASP or SMETA demonstrates social responsibility. Certifications like Rainforest Alliance or Organic highlight your dedication to environmental sustainability. Fairtrade is another important standard to be considered by Albanian companies and will be required in the foreseeable future by high value markets. This well-rounded approach builds trust, reduces supply chain risks, and helps you secure premium buyers who care about responsible and sustainable sourcing.

As a starting point for Albanian companies, combining voluntary standards such as GlobalG.A.P. with GRASP or SMETA certifications brings important benefits for agribusinesses that export fresh fruits and vegetables, especially for entering international markets where food safety, traceability, and fair labour practices are crucial. GlobalG.A.P. helps businesses meet strict global standards for food safety, environmental care, and efficient operations by establishing a Quality Management System (QMS). GRASP adds to this by focusing on workers’ rights and fair working conditions. SMETA is a broader social compliance audit covering labour rights, health & safety, environment, and business ethics. If targeting European fresh produce retailers, GRASP is more commonly required as an add-on to GlobalG.A.P. If exporting to UK, North America, or companies emphasizing broader corporate social responsibility, SMETA is often preferred. Some buyers require both for comprehensive social compliance, especially those sourcing from multiple regions. Together, these standards improve product tracking and build consumer trust, making it easier for companies to meet the demand for high-quality, ethically produced goods. This makes the exporter or supplying farmer a more attractive employer, as workers value the stable working conditions, higher pay, and job security that come with being part of a company that has contractually fixed sales agreements with an international buyer. Exporting to high-end markets and accessing the retail industry is impossible without these certifications, as businesses are effectively barred from these segments without them.

Exporters can leverage group certification to achieve economies of scale, significantly reducing certification costs while ensuring consistent product quality, safety, and standardization in terms of size, shape, colour, and taste. Instead of certifying each farm individually, farmers collaborate within producer groups, benefiting from shared resources and collective efficiency under the guidance of the exporting company. Beyond cost savings, this approach strengthens communication and long-term relationships between exporters and suppliers, fostering trust and stability in the supply chain.



Additionally, **group certification enables exporters to invest in embedded services, such as knowledge transfer** and access to production inputs, enhancing farmers' capacity to meet international market demands. Contractual supply agreements further secure a reliable sourcing system, reducing the risks associated with annually rebuilding ad-hoc supply chains. Over time, this continued outcome-driven collaboration builds stronger value chains, positioning Albania as a reliable trade partner.



From a strategic perspective, **group certification also reduces acquisition costs by streamlining communication and engagement with suppliers, minimizing the time spent scouting for new farmers each year.** Moreover, it fosters a deeper understanding of consumer preferences, encouraging farmers to align with socio-environmental production standards that not only meet market requirements but also contribute to safer, more sustainable farming practices. This shift in mindset can lead to greater identification with sustainable agriculture, reinforcing long-term commitments to ethical and responsible production.



Finally, exporters may also benefit from a **clear understanding of the legal framework** surrounding voluntary certification schemes, which, in Albania, offer specific advantages supported by the government. While farmers are primarily motivated by higher margins, over time, they may also embrace the broader ideological benefits of sustainable agriculture, advocating for its principles and securing their long-term viability in the global market.

MARKET ASPECTS

Europe remains a key market for fresh fruits and vegetables, presenting significant growth opportunities for Albanian exporters. With over 530 million consumers and an annual import volume of approximately 55 million tonnes, Europe relies on external suppliers to meet its year-round demand. Despite being a major producer, Europe imports about 42% of its fresh produce annually, creating a consistent demand for reliable suppliers from nearby regions.

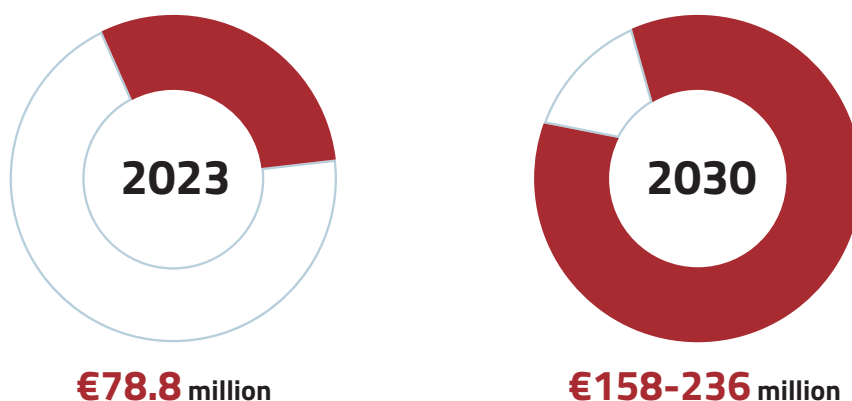


Figure 2: Current state at 2023 and projection of fruits and vegetables export value for 2030

The uncoloured segments of the pie charts represent the unused potential for Albanian exporters of fruits and vegetables in EU markets. In 2023, this potential remains largely untapped, as shown by the relatively small export value. By 2030, exports to the EU are projected to grow significantly, if Albanian exporters invest in quality standards, marketing and international business development, highlighting the substantial room for expansion in EU market engagement.

In 2023, Albania exported €78.8 million worth of fruits and vegetables to Europe, and this figure is projected to grow significantly, potentially doubling or tripling in the next five years. This translates to an estimated export value of between €158-236 million by 2030. The rising trend is driven by increasing European demand for off-season supply, where Albania holds a competitive advantage due to its geographical proximity and ability to offer early- or late-season produce. Competing during Europe's peak production periods remains challenging, but the opportunity lies in targeting these niche periods when European demand exceeds local supply.

Another key factor driving growth in the sector is the boom in tourism. With millions of visitors entering the country every year, domestic demand for fresh produce is expanding both in quantity and quality. The hospitality industry—ranging from hotels and restaurants to local markets—is increasingly seeking premium, locally sourced fruits and vegetables to cater to a more quality-conscious customer base. This surge in demand incentivizes local producers to enhance their production capacity, adopt higher-quality standards, and align with international food safety regulations. As a result, not only does this bolster the domestic agricultural sector, but it also strengthens Albania's position as a competitive exporter by ensuring that producers meet the high standards expected in European markets.

For potential investors and exporters, this trend signals a growing gap in the market that Albania is well-positioned to fill. The steady increase in demand for sustainable and reliable supply chains, particularly from regions close to Europe, provides Albanian exporters a clear advantage. By 2030, the demand for fresh fruits and vegetables in Europe will continue to expand and filling this supply gap presents a lucrative opportunity for Albanian businesses to scale and secure a spot in one of the world’s largest import markets.

BUSINESS LEVEL OPPORTUNITY

Major retailers in Europe are increasingly interested in sourcing products from nearby developing countries, but, pushed by the increased consumer awareness about food safety and their willingness to pay more for certified products, they require assurance that their potential partners can consistently guarantee high product quality and sufficient quantities. They are also highly sensitive to the working conditions and labour practices of their suppliers, prioritizing partnerships with companies that meet ethical and environmental standards. GlobalG.A.P, GRAPS and/or SMETA certifications are the key to EU markets and secured income, while ensuring potential buyers that your company can provide high quality products by providing good working conditions.

There is an established road to certification, and a number of qualified, but affordable BDS offer services in multiple fields of certification and export promotion. . About 20 exporters and more than 300 farmers completed the journey in the last 5-6 years, increasing the certified area to about 750 hectares. As shown in this paper, it does not cost too much, and the reward is worth it.

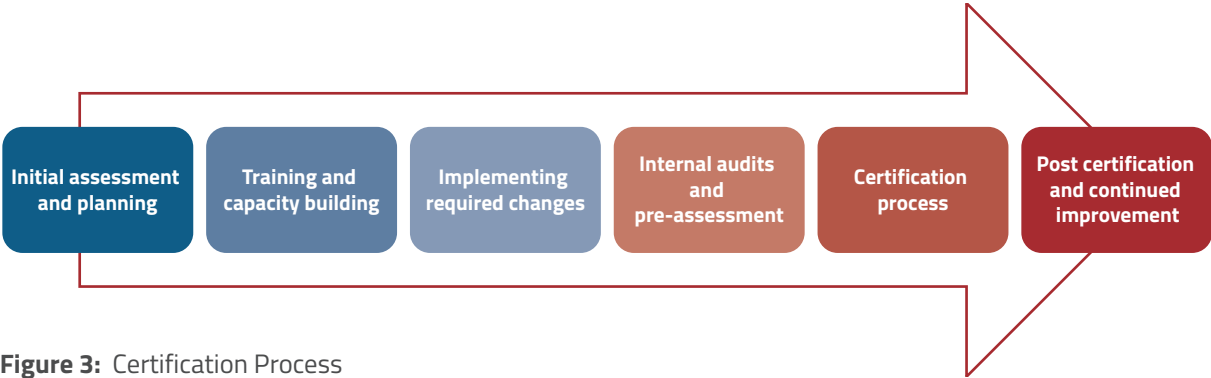


Figure 3: Certification Process

Companies implementing the certifications for the first time are recommended to hire a consultant to assist throughout the process, and once they have developed an internal Quality Management System (QMS) the process can be managed in-house for the coming years. Here’s a list of consultants to support your company in the journey of getting GlobalG.A.P, GRASP and SMETA certified. You can also contact the public extension service and AgroPika’s and they will provide you information about the certifications and also support you in receiving funding from the National Subsidy schemes for a part of the certification costs.

This BDS providers are highly qualified and have in depth technical expertise for the implementation of GlobalG.A.P and GRASP and can assist throughout the whole steps in the diagram above, ensuring a smooth process of getting certified. Regarding the Certification bodies to work with, CERES GmbH and EUROCERT are active certification bodies with years of experience in Albanian market.

FINANCIAL BENEFITS

The following case examines an exporter implementing GlobalG.A.P and GRASP group certification, starting with 10 farmers and 700 tons of produce in the first year. Each year, the group expands by adding 5 more farmers, reaching a total of 20 farmers and 1,400 tons of produce by the third year. In Albania, the exporter works with three key crops: tomatoes, cucumbers, and peppers. This example reflects the typical size of an exporting agribusiness in Albania, with more than 30 companies already operating at or above this level. Additionally, with the support of the Ministry of Agriculture and Rural Development through non-refundable grants for greenhouse construction, along with growing interest from international buyers, an estimated 10 to 20 more companies of this scale could enter the export market in the near future.

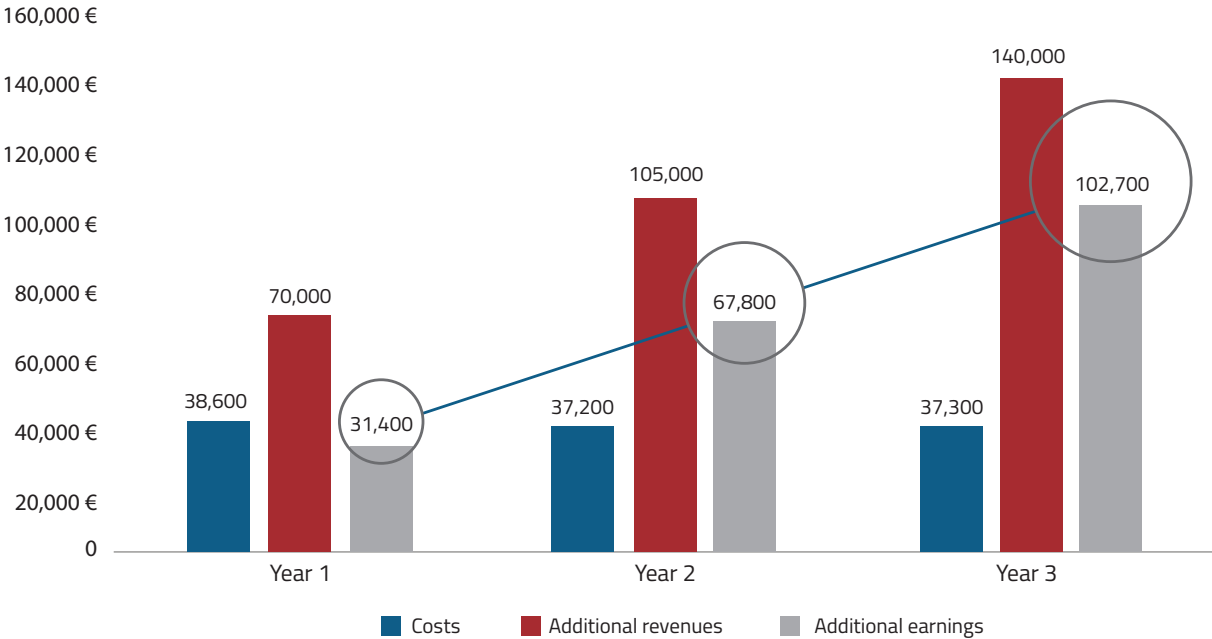


Figure 4: Financial Benefits of Implementing GlobalG.A.P and GRASP

The average farm size included in the certification is 0.75 hectares, with an average yield of approximately 90 tons per hectare, based on Kartat Teknologjike data. Starting with 10 farmers cultivating a total of 7.5 hectares of greenhouse crops qualifies the group for support under National Subsidy Schemes, which assist with GlobalG.A.P group certification. Under this program, the group receives EUR 5,000 in subsidies in both the first and second years. By the third year, after expanding to 20 farmers and 15 hectares of protected greenhouse area, the support increases to EUR 7,00

Product	Costs and Investments	Year 1	Year 2	Year 3
Tomatoes Cucumbers Peppers	Certification costs paid to CB (GlobalG.A.P + GRASP/SMETA)	3,500	4,500	5,500
	Building up a warehouse for storage of PPP and fertilizers	2,500	0	0
	MRL analysis	800	1,200	1,800
	Water and Soil analysis	200	200	200
	Purchase of PPP protective clothes, PPP storage boxes, spraying pumps, measuring tools, etc	800	400	400
	Set up and improvement of toilets	800	400	400
	Additional human resources	12,000	12,000	12,000
	Cost of BDS and technical support	3,000	3,500	4,000
	Additional Marketing and Business Development	20,000	20,000	20,000
(1) Total Costs		43,600	42,200	44,300
(2) Subsidy from ARDA National Schemes		-5,000	-5,000	-7,000
(3) Final cost (1-2)		38,600	37,200	37,300
Benefits (additional pricing from higher value markets)				
Tomatoes	Volumes (kg)	450,000	650,000	850,000
	Additional pricing margin	0.10	0.10	0.10
	Additional revenue after certification	45,000	65,000	85,000
Cucumbers	Volumes (kg)	150,000	250,000	350,000
	Additional pricing margin	0.10	0.10	0.10
	Additional revenue after certification	15,000	25,000	35,000
Peppers	Volumes (kg)	100,000	150,000	200,000
	Additional pricing margin	0.10	0.10	0.10
	Additional revenue after certification	10,000	15,000	20,000
(4) Total additional revenues		70,000	105,000	140,000
(5) Potential additional earnings before tax and interest (4-3)		31,400	67,800	102,700

Table 1: Financial benefits of implementing GlobalG.A.P, GRASP and exporting in high value markets

Source: Interviews with agribusinesses and experts & author calculations

The costs associated with GlobalG.A.P & GRASP certification vary based on their nature and influencing factors. Certification costs paid to the certification body are variable, as they depend on the number of farmers and the total land area covered. The cost of MRL analysis and BDS/technical support is also variable, as it fluctuates with the number of farmers and certified products. Similarly, expenses for purchasing PPP protective equipment, storage

Break-even rule

Calculate how much is the certification adding to your cost per unit

Your initial price + additional cost per unit is the break-even price.

Add your desired margin and calculate the final price.

Can you sell the certified produce at the new price? If so, act quickly—get certified and make all the necessary investments listed in Table 1 above.

boxes, spraying pumps, and measuring tools, as well as setting up and improving toilets, are variable and influenced by the number of farmers involved. In contrast, some costs remain fixed, such as the investment in building a warehouse for PPP and fertilizer storage, which is a one-time expenditure at the exporter's premises. Water and soil analysis represent fixed recurring costs, while hiring additional human resources, specifically an agronomist to lead the QMS and provide embedded services, is a fixed salary expense. Finally, marketing and business development costs are fixed, as they are independent of group size, production area, or output levels. Understanding these cost structures is essential for budgeting and financial planning, ensuring that resources are efficiently allocated for certification and compliance.

As shown in the table above, the main cost items, such as marketing and additional labour, are fixed. Increasing the group size significantly enhances additional earnings and improves the return on investment. The total implementation costs amount to approximately EUR 37-38K per year, while additional earnings surpass EUR 100K by the third year due to the expansion of the group and increased production volume.

Our experience and research indicate that once certified, agribusinesses can achieve premium prices of up to 30 cents per kilogram higher than those in traditional non-EU Balkan markets. However, for the purpose of this analysis, we have conservatively estimated an additional price of 10 cents per kilogram. Overall, the exporter invests around EUR 112K over three years and generates approximately EUR 200K in additional profits, resulting in a return on investment (ROI) of about 200%. In this scenario, the company can allocate 50% of the additional profits, equivalent to EUR 100K, to reward farmers through premium pricing for higher-quality certified produce. This would still leave the company with an additional EUR 100K in profit.

Besides the clear financial benefits outlined above, obtaining certification and entering high-value EU markets offers several additional advantages. These include more predictable markets, improved cash flow stability with timely payments, and reduced transaction costs.





CERTIFICATION ALONE IS NOT ENOUGH FOR SUCCESS! A ONE-TIME CERTIFICATION ALONE WON'T BRING ANY NEW BUYERS.

To get the maximum benefits, exporters of fresh fruits and vegetable are advised to renew the certifications every year to build a brand image, increase the certified group size every year to accommodate increasing demand for certified products, and should consider investing in:

- **Visibility** - develop a marketing and promotion campaign focused on communicating to the target markets in Europe.
- **Business Development** - develop an exporting business plan with clear strategies about markets to access and penetration strategies.
- **Compliance** - Understand buyers' requirements beyond certifications as per EU Marketing Standards (selecting, grading, marketing, packaging, labelling) and UNECE Standards¹
- **Trade shows** - Regularly participate in important trade fairs such as Fruit Logistica, Fruit Attraction, Mac Fruit.
- **Capacity building** - Training and capacity building for international business development capacities. Hire or train export managers and sales professionals on doing business internationally.
- **Supply chain** - Arrange regular meetings with supplying farmers – not only when problems occur or in stressful times.

Some consulting companies such as CBS and Koestinger Consulting Albania, are already providing export market development services in Albania. Partnering with them after obtaining the certifications is advisable, until you establish a sustainable network of buyers in high value European markets.

Apart from contacting external consultants, you can develop your internal capacities for finding buyers in high value EU markets. Numerous EU level agencies provide export guidance and tips for finding buyers at the European market. Local institutions and agencies such as the Ministry of Agriculture and Rural Development (MARD) and Albanian Investment Development Agency (AIDA) can provide valuable guidance and information about exports, especially for startups in the sector. AIDA will launch very soon an export platform with a match-making tool easily accessible for SMEs.

Finding buyers in the European fresh fruit and vegetable market requires targeting the right partners, whether large importers serving retail chains or specialized traders focused on niche products. Attending major trade fairs like Fruit Logistica and Fruit Attraction, visiting wholesale markets, and leveraging online news platforms help establish connections. Business support organizations, sector associations, and trade directories offer valuable networking opportunities, while European support programs such as CBI and Import Promotion Desk (IPD) provide additional resources for market entry. A strong online presence, including a professional website and active social media engagement, enhances visibility and credibility. Success in the European market depends on persistence, thorough preparation, and strategic relationship-building.

1. United Nations Economic Commission for Europe (UNECE) standard.

SUCCESS STORY - TOMATO AL



BEFORE



AFTER

Western Balkans Market
(80% of sales)

Frequent Client turnover

No sustainable relations
with farmers

Low prices

High-risk market

Annual Turnover: 4 000 000 EUR

Annual Profit: 100 000 EUR

High-value European markets like
Austria and the Netherlands

Stable client base

Contractual agreement with farms,
up to 25 farms and 100 ha of land

Premium prices

Stable and predictable market

Annual Turnover: 10 000 000 EUR

Annual Profit: +200 000 EUR

Before obtaining GlobalG.A.P **certification**, Tomato-AL faced challenges limiting its growth and export potential. Sales were oriented mostly to the Western Balkans (70-80%), with frequent client turnover and no sustainable farmer relationships. Without implementing group certification, the company struggled to establish long-term relationships with farmers, as it could not offer competitive prices.

As a result, it operated in a volatile, high-risk export market with no guaranteed prices, primarily selling to non-EU Balkan countries. A lack of a quality management system led to inconsistent product quality, resulting in low sales prices, and there was no international marketing strategy, making the process of finding new reliable buyers difficult and expensive. As a result, its annual turnover stagnated at 4 million EUR and net profit about 80-100K Euro.

After establishing the Quality Management System (QMS) and obtaining certification, the transformation was significant. The company was able to sign contracts with farmers, offering premium prices and guaranteeing the market. The company started with 15 farmers as part of the group certification in 2018 and now expanded the group to 25 farmers and a total of 100 hectares under certified production in 2024. As a result, the company entered high-value European markets like Austria and the Netherlands, established long-term client relationships and a more stable and predictable market. A new quality management system improved product quality, and investments in international marketing boosted its global presence.

As a result, annual turnover surged to 10 million EUR and net profit to more than 200K Euro, with a more specialized management team, including a dedicated export manager. Now, sales in EU markets account for more than 50% of total sales. All these great developments enabled the company to hire young people from the areas around in harvest and post-harvest processes, including warehouse workers, farm workers hired the company's representatives are confident that obtaining additional certifications will further strengthen their social responsibility while maintaining high product quality and safety standards. This, in turn, will allow them to tap into higher-value markets in Northern and Western Europe. Additionally, they plan to shift their future strategy toward retail partnerships rather than relying on wholesale buyers and open markets.





CALL to ACTION

By adopting GlobalG.A.P and GRASP or SMETA standards, Albanian companies can position themselves as a reliable, high-quality suppliers in lucrative European markets, while improving operational practices and ensuring compliance with modern food safety and social standards, ultimately increasing sales and profits. Those who will do it in a sustainable and inclusive way by providing additional incomes for farmers and involving rural youth, will reap the long-term benefits.

Whether an established business in the sector or a startup, now is the time to invest in these certifications to strengthen the market position, increase profitability, and contribute to the sustainable growth of Albania's agricultural sector. But, as pointed out in this business case, pay attention to the post-certification steps related to marketing, visibility, buyer acquisition and international business development.

USEFUL LINKS

1. NTWG Agroquality: https://agroquality.al/wp-content/uploads/2019/03/Rregullat-e-Sistemit-te-Menaxhimit-te-Cilesise_Option-2.pdf
2. GlobalG.A.P: <https://www.globalgap.org/>
3. GRASP: <https://www.globalgap.org/what-we-offer/solutions/grasp/>
4. SEDEX: <https://www.sedex.com/solutions/smeta-audit/>
5. HACCP: <https://www.tuv.al/services/haccp-codex-alimentarius/>
6. CODEX ALIMENTARIUS: https://food.ec.europa.eu/horizontal-topics/international-affairs/international-standards/codex-alimentarius_en
7. AKU: <https://aku.gov.al/>
8. ISO: <https://www.iso.org/iso-22000-food-safety-management.html>
9. BRC: <https://www.brcgs.com/media/ihpl2wk5/guide-to-certification-foodsafety-screenready.pdf>
10. RAINFOREST ALLIANCE: <https://www.rainforest-alliance.org/>
11. BIO.INSPEKTA: <https://www.bio-inspecta.al/sq/services/service-505~standarti-organik-i-bio-inspecta.html>
12. FAIRTRADE: <https://www.fairtrade.net/en/why-fairtrade/what-we-do/key-benefits.html>
13. CONSULTANTS LIST: <https://agroquality.al/konsulent-te-miratar-nga-agroquality/>
14. AZHBR: <https://azhbr.gov.al/agropika/>
15. SKEMA KOMBETARE: <https://azhbr.gov.al/skema-kombetare-2025/>
16. CERES: <https://www.ceres-cert.de/en/home>
17. EUROCERT: <https://en.eurocert.group/>
18. KARTAT TEKNOLOGJIKE: <https://aatsf.com.al/wp-content/uploads/2020/05/KartatTeknologjikeWEB.pdf>
19. EU MARKETING STANDARDS: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A02011R0543-20221024&qid=1681464333326>
20. UNECE STANDARDS: https://unece.org/fileadmin/DAM/trade/agr/standard/fresh/fresh_e.htm
21. FRUIT LOGISTICA: <https://www.fruitlogistica.com/en/exhibitors/>
22. FRUIT ATTRACTION: <https://www.ifema.es/en/fruit-attraction>
23. MACFRUT: <https://www.macfrut.com/en/>
24. CBS: <https://www.cbs.al/al/sme/mundesi-per-eksportin-e-produkteve-te-sme-te/>
25. KOESTINGER CONSULTING: <https://koestinger-consulting.com/>
26. CBI: <https://www.cbi.eu/market-information/fresh-fruit-vegetables/finding-buyers>
27. MINISTRIA E BUJQËSISË DHE ZHVILLIMIT RURAL: <https://bujqesia.gov.al/>
28. AIDA: <https://aida.gov.al/nmvm-eksporte/eksporte/si-te-eksportosh/>
29. CBI: <https://www.cbi.eu/>
30. IPD: <https://www.importpromotiondesk.de/en/>

